

BID MEETING MINUTES
Thurs., Apr. 19, 2018
Bank of Marin Conference Room

1. Call to order - 8:05 a.m. by Eda Lochte

2. Attendees

Board - Jaime Ortiz, Jed Greene, Adam Dawson, Bonnie Ayers Namkung

Staff - Eda Lochte

Member - Stacy Kaplan - Bella, Gisela Green - Avant Garde, Stan Gibbs - Art Works
Downtown, Rick Lewis - Gold Rush Jewelers

City of San Rafael - Jim Myhers - Parking Services Manager, Crystal Marker Cabala -
Parking Services, Danielle O'Leary - Economic Development Director

3. Parking - Jim Myhers

The City's parking department is here to support downtown. Parking in San Rafael is an enterprise fund, meaning the dept. is strictly self-supporting. No money from City budget for our salaries, maintenance, etc.

Newport Beach, where you send payment for a ticket, is the processor. The money comes to San Rafael, although \$12.50 of every citation goes to the state for courthouse upkeep, etc.

18-month parking and wayfinding study covered a ½-mile radius around Bettini Center and expanded to include the West End and 4th St. A community working group was involved, including local business people, developers, neighborhood representatives and BID's Adam Dawson and Jeff Brusati.

The study is available online, including executive summary on the City's parking web page.

Key findings

Peak parking demand on meters and garages is from 11:00 a.m. to 3:00 p.m. Majority of parking space in San Rafael is privately held, by landlords and developers.

Average use at peak times in City lots and street parking - less than 85%, meaning plenty of space remains including at 5th and C St. and 1550 4th St. garages and the lot on 2nd St.

Current 2-hour time limit on meters - considered extending it an extra hour on Saturdays, but community working group said no. Added a few 20-min meters for quick trips like banking.

6-mo. trial of free Saturdays in garages - gearing up to get the word out with marketing and signage. Will share on Instagram, Facebook ads, etc. Date for rollout is not firm yet. Will continue 3 hrs. free during the holidays in all city lots and garages.

New street signs, banners and murals will lead people to the garages. To promote garages, creating a handout for businesses to give to customers explaining free weekend parking and maps to garages.

Questions answered

Metermaids are not tipped off when meters expire. They drive by and see meter flashing red. Customer can use cellphone to update meter remotely. Officer will ping mobile parking app to check before writing a citation. A 5-minute grace period is built into the meters.

Meters don't reset when a car leaves. Money stays for next customer, who can top it off.

No quota for metermaids, no incentive for writing tickets.

Tips

Meters can malfunction - if it doesn't work, don't park there. If you're ticketed and you don't agree, you can appeal online or in person. If a meter malfunctions, let us know.

You can't stay past 2 hrs. if paying by credit card or coin. Exception - you can add time via the phone app.

\$1/hr. in garage - more economical than \$1.50/hr. on street meters. Can park all day and won't get a ticket.

Merchants can buy validation cards in pkgs. of 100 for 10 cents on the dollar. \$10 for 100, valid for 2-3 years.

Economic Development - Danielle O'Leary

Downtown needs refreshing and beautification. 1 ½-year pilot project at 4th and A to update the design at this corner. New design by architect includes smaller seat walls and wrought iron. Takes elements from West End updates for continuity.

The ideas went to a citizens' design committee. Sustainable San Rafael feels very protective of concrete seat walls, saying they add a certain experience and legacy to downtown.

Need trees that don't uproot sidewalks and cause damage. Two commissioners on board like the proposed new design. Also visiting with bicycle/pedestrian committee.

Twinkle lights on trees - working with DC Electric on alternatives. Maybe install new ones from Lincoln to D St. to start. BID has pledged \$10,000 to lights this year and wants West End included. City is budgeting \$150,000 for this. Goal to finish by November.

Trash cans - looking at ways to make an upgrade. Public/private partnership is being considered. Cory Bytoff of the City and Danielle are looking for creative solutions. Cory working on improving pickup schedule.

City is also launching a cannabis licensing project.

Jed asked about March BID funding due from City and not received. Danielle to follow up on it. (Note: BID has since received funding check.)

4. Committee reports

May Madness - Rick Lewis

In leading planning for May Madness car show, Rick appreciated having the event date provided early. Had time to plan and get additional sponsorships and support. Supporters were able to build it into their budgets.

Worked with Cory at City to get a green vehicle driving station. It took 8 months to plan it and we had time to do it. Event will produce more revenue this year because of early planning. Spent on a banner this year and both banners are up. Can update the banners with new date every year and not have to rebuy them. Jim Myhers kicks in from marketing budget to put parking map on it.

More sponsorships. \$3K O'Reilly's, \$5K Marin Mercedes, Marinscope - free ads. Car registrations are way up. Carshows.org and California Car Shows - paid for ads. Large Facebook advertising outreach.

Brian at City supports us. Adding tables and chairs for food court.

Elks Club afterparty - Pride and Joy playing. They paid people to put up posters.

(Time constraints limited reports)

Parking/Safety - no report

Cultural Arts District - no report

Beautification - No report

5. Treasurer - no report

6. President - no report

7. ED - no report

Next meeting - Thursday, May 17, 8 - 9 a.m.

Adjourned 9:15 a.m.