

CITY OF SAN JOSE, CALIFORNIA

DOWNTOWN PARKING BOARD

Meeting Minutes October 3, 2007

1. Call to Order 8:07 AM

Roll Call

Board Members: Sal Saglimbeni, Troy Tibbils, Elizabeth Monley, Jim Renelle, Diana Beechie.

Members Absent: Janis Gemignani, Andrew Bales

Staff: Jim Ortbal, Joe Garcia, Matt Farrell, Gary Miskimon, Rebecca Anguiano

Guests: Jerry Vontress, Jim Trotter, John Conway, John Mckay, Scott Knies, Louis Fresquez Jr., Jay Slotnick, Jessica Garcia-Kohl, Roma Dawson.

Vice Chair Monley called the meeting to order at 8:07 a.m. She reported that Chair Gemignani and Board Member Bales were absent from the meeting. Gary Miskimon, the Redevelopment Agency Assistant Director of the Administration and Parking Division sat in the meeting for Abi Maghamfar who was absent. Board Member Renelle moved for approval of the September 5, 2007 meeting minutes. Board Member Beechie seconded. Motion was accepted (5-0). Board Member Beechie moved for approval of the September 19, 2007 meeting minutes. Board Member Renelle seconded. Motion was accepted (5-0).

2. Chairperson Report

Due to the absence of Chair Gemignani there was no Chairperson Report given.

3. Operations

A. Operations Committee Chair Report

Operation Committee Chair Monley reported on the Operations Committee meeting of September 19th, where the FY 2006-2007, 4th quarter occupancy was discussed. Since the implementation of paid evening parking in July, the Market Street and the 3rd Street garages are both at ½ - 2/3 full Thursday through Saturday. The 4th/San Fernando Street garage is near capacity Monday through Friday. This is partially due to a 10% increase in San Jose State University registration this year. The remaining lots are near capacity.

B. Parking Compliance Services – Information Memo

Jim Ortbal reviewed the memo on the Parking Citation Issuance, which was distributed in the packet. Mr. Ortbal gave an estimated breakdown of fees for issuing a parking citation as follows:

- County Jail/Court Construction Fee \$5.00
- Citation Processing \$2.00
- Parking Officer Costs \$4.00
- Vehicle Operation Costs \$0.85
- Non-personal: Supplies, etc. \$1.50

ESTIMATED TOTAL COST \$13.35

Mr. Ortbal explained that the City accrues these fees once a citation has been issued. If a ticket is being written and the owner of the vehicle approaches, the officer, at his/her discretion, can stop issuing the citation. The driver must be willing to comply with the parking compliance rules. If the officer has already put the citation on the window of the car, and the driver approaches, legally the officer has to process the ticket. Scott Knies apologized for not getting his report to the Board, but he will send it to the DPB and to the Rules Committee. He suggested that there is a PR value to "Pay Off" a citation with a \$2-3 parking fines. Mr. Ortbal disagreed with Mr. Knies' statement that the cost to 'pay off' a ticket would be \$2-3, noting that State law requires payment of County fees; that are fixed regardless of the size of the ticket. A 'pay off' cost would always be the \$13.35. Mr. Knies indicated it was his intent to get these costs waived. Mr. Knies said he will bring a proposal to the DPB soon.

C. Enhanced Security & Maintenance Plans & \$5 Pilot Program

Vice Chair Monley referred to a report in the packet and reported that she and Chair Gemignani went on a police ride along to follow up on the late night activity in the Downtown parking garages after the implementation of the \$5 Pilot Program and enhanced security & maintenance plans. She said there were minor undesirable activities in the garages and the garages were a lot cleaner and better maintained. She indicated that she and Chair Gemignani stayed later to see the "soft closing" of some Downtown clubs/bars. The night was uneventful amid a few arrests.

Joe Garcia distributed a handout with updated customer survey information after the implementation of the \$5 pilot program. Mr. Garcia said surveys were distributed in the garages to monthly and daily parkers. The goal is to have a rating of 4.0 and higher. The chart below depicts the data provided:

Survey Question (scale is 1-5, 5 being the best)	Market Street Garage		Third Street Garage	
	Before	After	Before	After
Rate the appearance/cleanliness of the Facility	3.05	3.74	2.75	3.45
Is there a presence of Security in this facility?	2.62	3.37	2.36	3.15
Do you feel safe parking in this facility?	N/A	3.62	N/A	3.17

The handout also provided a breakdown of Revenues and Expenses for the months of July and August 2007. The expenses are for Central Parking Operations & Enhanced Maintenance as well as San Jose Police and private security enhanced security. Thus far, the \$5 fee supports these costs.

Month	Revenues	Expenses	Total
July	\$53,000	\$50,000	\$3,000
August	\$59,000	\$53,000	\$6,000
Total	\$112,000	\$103,000	\$9,000

John Conway, owner of Britannia Arms urged the Board to reconsider the \$5 parking charge. He said there has been a large drop in his business since the implementation of the program. Mr. Conway said that sales are down approximately 12% at his Downtown location, while at their Almaden location sales are up by approximately 15%. Mr. Conway also indicated that Bottomley Beer Distributors has reported a drop of approximately 40% in sales in the month of September. Mr. Conway said the \$5 parking charge is crippling his downtown business.

Vice Chair Monley indicated that obtaining sales tax data since the parking charge started would need to be seen to understand if the reduction in business is related to the late night charge.

Board Member Saglimbeni said that the DBP was taking in all the data possible, along with speaking with the SJPD to determine a long term solution. Cruising downtown was curbed with a few months of intervention from the police. It may also work with the parking garages, although, he said, it would be too soon to stop the program now because it has not been long enough to instill real long term affect.

Scott Knies suggested a lower parking rate. He said the \$2.00 charge that will be going into affect in January would be adequate. If the night time fee was lower, more people would take advantage of the garages downtown. He said the DPB recommendations will be crucial to policy changes.

Mr. Conway offered a "club ride-along" for the DPB members. He said he would show what happens on the business side of the program. He indicated that 75% of his revenue comes in after 10:00 pm, when the \$5 charge is in effect.

4. Capital/Finance

A. Capital / Finance Committee Chair Report

No report.

B. FY 2006-2007, 4th Quarter Financial Statement

- Status of Capital Projects – Revised Spreadsheet

Joe Garcia reviewed the revised 2006-07 4th Quarter Financial Report dated September 25, 2007, No action was taken.

5. Parking Management Plan

A. PMP Implementation Plan

Jim Ortbal suggested deferring discussion on PMP Implementation to the next meeting when Abi Maghamfar returns. Vice Chair Monley requested inclusion of information about valet parking status.

6. Reports/Coordination

A. City Council Agenda Items

Joe Garcia reported the current private security contract expires on November 31, 2007. The current company provides security citywide. The contract needs to be amended for an extension because there is a RFP out soliciting proposals from all security companies. He doubts the city will be able to complete the RFP process in time to enter into a new contract before the current contract expires.

B. Downtown Working Group

Jim Ortbal reported the Downtown Working Group did not have a meeting in September. The next meeting is on October 15, 2007. The Committee will most likely be disbanded once their work is completed. Scott Knies said a spin-off group with Council members Liccardo, Williams and Oliverio will continue.

C. Downtown Projects Construction Coordination

Board Member Tibbils said the Globe project garage was supposed to have a soft opening. He said he is waiting for announcement to have the opening. Scott Knies suggested sending a letter inquiring about the status.

7. Future Agenda Items

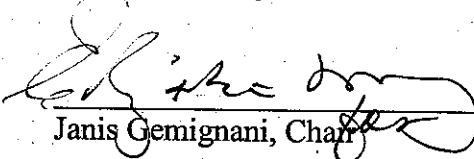
None.

8. Public Comment

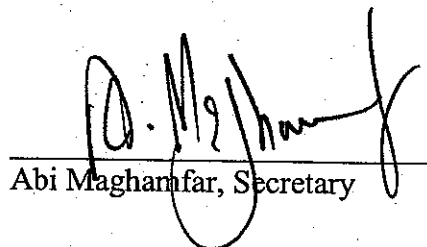
None.

9. Adjournment

Meeting was adjourned at 9:20 am.



Janis Gemignani, Chair



Abi Maghamfar, Secretary