

La Jolla Coastal Access & Parking Board MINUTES

October 22, 2020 | 4:00 PM – (Via Zoom as allowed by COVID 19 Modifications)

2020-2021 Board Members	Agenda Items	
<p><u>CPA Appointments</u> Ray Weiss - present Tom Brady - Present Dave Abrams - Present</p> <p><u>Town Council Appointments</u> Ann Kerr-Bache - Absent Nancy Warwick - Absent Tony Harris - Absent</p> <p><u>LJVMA Appointments</u> Robert Mackey (Owner La Jolla Golf Carts) - Absent Gabriela Guevara (Owner, Blue Apparel) Brett Murphy (Owner, La Jolla Sports Club)</p> <p><u>Staff</u> Jodi Rudick, Executive Director, La Jolla Village Merchants Association - Present</p>	<ul style="list-style-type: none"> • Call to Order. Zoom Protocol Meeting call to order 4:06pm • Public Comment (Limited to 3 minutes, no action can be taken) • Banking Update – Looking into need for D and O Insurance as requested by Treasurer, Dave Abrams. • Status of Current Projects (Discount Merchant Parking, Discount Daily Parking) • 55 people requested info- wanting 100 by end of year. Parking enforcement no longer using chalk so citing is more heavily enforced. • Consumer \$4 all day parking • Update - Smart Parking Signage. Review Submissions. Action: Choose candidates to continue with proposal process. Submit proposal(s) to Coastal Commission/City for project support. Presentation from Brad Elsass, Mobility Consultant. Link to RFP. Summary – Twelve Proposals received presenting a variety of technology options. Five proposals fell within the proposed \$121,000 budget. Brad will reach out to each of these companies for clarifications ensuring proposals offer equal outcomes and benefits. • Next meeting: Adjust date due to Thanksgiving Holiday to November 19th at 4:00 PM • September meeting minutes to be approved at next meeting. Request from Tom Brady to get specific information about write-offs requested by audit. <p>Meeting adjourned: 4:46 pm</p>	<p>Brett Murphy</p> <p>Jodi Rudick, Executive Director No public comment</p> <p>Brett Murphy, Chair, Information</p> <p>Rudick, Information</p> <p>Elsass, Action</p> <p>Action: Motion to accept proposals within the budget and have subgroup (Brad, Jodi, and Brett Rudrude (LAZ Parking) will choose company that best fits criteria to move forward with vetting process by Coastal Commission.</p> <p>Motion: Brett Murphy Second: Ray Weiss Unanimous approval</p>

Attachments and Links:

[Link to By Laws](http://www.lajollacpa.org/CAP/LJCAPBoardBylawsAmended&Restated(2011-09-06).pdf) [http://www.lajollacpa.org/CAP/LJCAPBoardBylawsAmended&Restated\(2011-09-06\).pdf](http://www.lajollacpa.org/CAP/LJCAPBoardBylawsAmended&Restated(2011-09-06).pdf)

[Link to MOU:](http://lajollabythesea.com/wp-content/uploads/2019/06/MOU.pdf) <http://lajollabythesea.com/wp-content/uploads/2019/06/MOU.pdf>

[Link](https://www.slideshare.net/lajollavillagemerchants/parking-and-wayfinding-proposal) to Wayfinding and Parking Communication Plan - <https://www.slideshare.net/lajollavillagemerchants/parking-and-wayfinding-proposal>

[Link](http://lajollabythesea.com/wp-content/uploads/2020/09/Wayfinding-RFP-Draft-9.28.2020-be-jr.pdf) to RFP for Real-Time Occupancy and Wayfinding Solution (Submission Deadline: October 20, 2021) <http://lajollabythesea.com/wp-content/uploads/2020/09/Wayfinding-RFP-Draft-9.28.2020-be-jr.pdf>

Language From MOU – How Funds Can be Spent --

Whereas the permit conditions creating the La Jolla Parking and Transportation Fund provide that at least

- *50% of the funds shall be reserved for the implementation of a remote parking reservoir and shuttle system. (CCC suggests a connector shuttle between the new Trolley stations and La Jolla Village. Funds are on hold until Trolley Expansion is closer to completion.)*
- *50% of the funds may be used for other short term and/or long term parking and traffic circulation related programs of improvements, and further provide that, should the City of San Diego establish its own program for implementing the recommendations of the La Jolla Parking and Transportation Plan, and that program is approved by the Commission as a revision to the City's Local Coastal Plan (LCP) implementing ordinances, the funds may instead be used in accordance with the City's approved program.*