



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

SPECIAL MEETING – TUESDAY, MARCH 24, 2015
PLAZA CONFERENCE ROOM AT CITY HALL - 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

2. **ROLL CALL** – Committee members Kim Copher, Paul Donahue, Oscar Garcia, Ronald Manabe, Bill Maston, Rick Meyer, Ken Rosenberg, Jamil Shaikh, Julie Smiley, Vice Chair Shana Nelson, and Chair Preeti Piplani.

3. **MINUTES APPROVAL**

Minutes for the March 3, 2015 meeting have been delivered to Committee members and copies posted on the City Hall bulletin board. If there are no corrections or additions, a motion is in order to approve these minutes.

4. **UPCOMING AGENDA TOPICS**

This portion of the agenda is reserved for identification of agenda items for future meetings.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**

This portion of the meeting is reserved for persons wishing to address the Committee on any matter not on the agenda. Speakers are limited to three minutes. State law prohibits the Committee from acting on nonagenda items.

6. **UNFINISHED BUSINESS** – None.

7. NEW BUSINESS

7.1 INPUT ON CITY COUNCIL GOALS MAJOR GOALS

The City Council identified three major priority goals for the next two fiscal years (Fiscal Years 2015-16 and 2016-17).

1. Improve the quantity, diversity, and affordability of housing.
2. Enhance environmental sustainability efforts.
3. Improve transportation by enhancing mobility and connectivity.

The next step in the Council goal-setting process includes the Downtown Committee providing feedback on potential specific projects that fulfill the priority theme-based goals.

7.2 AVA'S MARKET

Per the request of the Downtown Committee, the Committee will discuss Ava's Market and how to support the business.

7.3 DOWNTOWN PARKING UPDATES

Staff will provide updates on downtown parking initiatives, including Levi's Stadium Parking Pilot Program.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

No action will be taken on any questions raised by the Committee at this time.

9. ADJOURNMENT

AGENDAS FOR BOARDS, COMMISSIONS, AND COMMITTEES

- The specific location of each meeting is noted on the notice and agenda for each meeting which is posted at least 72 hours in advance of the meeting. Special meetings may be called as necessary by the Committee Chair and noticed at least 24 hours in advance of the meeting.
- Questions and comments regarding the agenda may be directed to Tiffany Chew, Business Development Specialist, at (650) 903-6379.
- Interested persons may review the agenda and staff reports at the Mountain View Library (585 Franklin Street) beginning the Monday evening before each regular meeting and at the Community Development Department, 500 Castro Street, First Floor, beginning the Monday morning before each meeting. Staff reports are also available during each meeting.
- **SPECIAL NOTICE – Reference: Americans with Disabilities Act, 1990**
Anyone who is planning to attend a meeting who is visually or hearing-impaired or has any disability that needs special assistance should call the Community Development Department at (650) 903-6379 48 hours in advance of the meeting to arrange for assistance. Upon request by a person with a disability, agendas and writings distributed during the meeting that are public records will be made available in the appropriate alternative format.
- The Board, Commission, or Committee may take action on any matter noticed herein in any manner deemed appropriate by the Board, Commission, or Committee. Their consideration of the matters noticed herein is not limited by the recommendations indicated herein.
- **SPECIAL NOTICE –** Any writings or documents provided to a majority of the Downtown Committee regarding any item on this agenda will be made available for public inspection in the Community Development Department, located at 500 Castro Street, during normal business hours and at the meeting location noted on the agenda during the meeting.

ADDRESSING THE BOARD, COMMISSION, OR COMMITTEE

- Interested persons are entitled to speak on any item on the agenda and should make their interest known to the Chair.
- Anyone wishing to address the Board, Commission, or Committee on a nonagenda item may do so during the “Oral Communications” part of the agenda. Speakers are allowed to speak one time on any number of topics for up to three minutes.



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

MINUTES

SPECIAL MEETING – TUESDAY, MARCH 3, 2015
PLAZA CONFERENCE ROOM AT CITY HALL – 500 CASTRO STREET
8:00 A.M.

1. **CALL TO ORDER**

The meeting was called to order at 8:10 a.m.

2. **ROLL CALL**

Present: Committee members Kim Copher, Paul Donahue, Bill Maston, Rick Meyer, Ken Rosenberg, Jamil Shaikh, Julie Smiley, Vice Chair Shana Nelson, and Chair Preeti Piplani.

Absent (Excused): Committee members Oscar Garcia and Ronald Manabe.

3. **MINUTES APPROVAL**

The minutes of December 9, 2014 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS**

At the next Downtown Committee meeting, the Committee will review and provide input on the following proposed City Council goals:

1. Improve the quantity, diversity, and affordability of housing.
2. Enhance environmental sustainability efforts.
3. Improve transportation by enhancing mobility and connectivity.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC** – None.

6. **UNFINISHED BUSINESS** – None.

7. NEW BUSINESS

7.1 ELECTION OF THE CHAIR AND VICE CHAIR

The Committee elected their Chair and Vice Chair.

Motion – M/S Maston/Shaiikh – Carried 9-0-2; Garcia, Manabe absent – Committee member Maston recommended Preeti Piplani as Chair.

Motion – M/S Meyer/Maston – Carried 9-0-2; Garcia, Manabe absent – Committee member Meyer recommended Shana Nelson as Vice Chair.

7.2 DOWNTOWN DEVELOPMENT UPDATES

Staff provided an update. No action taken.

7.3 UNBUNDLING

Staff provided an overview of unbundling. No action taken.

7.4 DOWNTOWN PARKING LOTS

Staff provided an update on the January 20, 2015 Study Session regarding the development of downtown parking lots. No action taken.

7.5 DOWNTOWN PARKING UPDATES

Staff provided updates on Levi's Stadium Parking Pilot Program, the real time wayfinding signs, and the parking study focusing on parking demands outside the parking district. No action taken.

7.6 CONFLICT OF INTEREST

The City Attorney provided an overview of conflict of interest. The Committee requested she come back to a future meeting to provide a Brown Act refresher. No action taken.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

None.

9. **ADJOURNMENT**

The meeting was adjourned at 10 a.m.

NM/7/CDD
813-03-03-15mn-E



MEMORANDUM

Community Development Department

DATE: March 24, 2015

TO: Downtown Committee

FROM: Tiffany Chew, Business Development Specialist
Alex Andrade, Economic Development Manager

SUBJECT: Advisory Board Input on City Council Major Goals

RECOMMENDATION

Provide input on the proposed City Council major goals for Fiscal Years 2015-16 and 2016-17.

BACKGROUND AND ANALYSIS

On February 24, 2015, the City Council held a Study Session to identify major goals and high-level themes over the next two fiscal years (Fiscal Years 2015-16 and 2016-17) and receive an update on the status of the Council's existing goals. The major goals will help define and focus work priorities for the new fiscal year and guide effective planning and budgeting to fulfill those priorities.

City Council proposed the following three major priority goals:

1. Improve the quantity, diversity, and affordability of housing.
2. Enhance environmental sustainability efforts.
3. Improve transportation by enhancing mobility and connectivity.

The next step in the Council goal-setting process includes receiving input and suggestions from the advisory bodies about potential projects/initiatives that fulfill the theme-based goals. To assist the Downtown Committee in the discussion of the proposed goals, staff has attached the 2014-15 Downtown Committee Work Plan (Attachment 1).

NEXT STEPS

On April 14, 2015, City Council will hold a Study Session to finalize the major goals, discuss the advisory bodies' input, and review specific action items that support the goals. The formal adoption of the goals will take place with the budget in June 2015.

TC-AA/7/CDD
824-03-24-15M-E

Attachment: 1. Fiscal Year 2014-15 Downtown Committee Work Plan

DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2014-15

Title and Description	Key Milestones	Date (per milestone)	Current Status Notes
<i>Fiscal Year 2014-15 Work Items</i>			
1. Review and make recommendations regarding the impact of the new Levi's Stadium to downtown Mountain View.	Continued discussions on the impacts to the downtown.	Ongoing.	Continuation from FY 2013-14 Work Plan.
2. Continue implementation of the Downtown Parking Work Plan.	Review of the Downtown Parking Permit Program. Discuss opportunities for shared parking agreements with private property owners. Continued discussion on the creation of new parking spaces. Discuss options for paid parking, including the utilization of parking technology for those options.	Fall 2014 Winter 2015 Winter 2015 Winter 2015	
3. Support the update and implementation of a Downtown Marketing Work Plan.	Preliminary discussion regarding promoting and marketing the downtown. Develop and implement a work plan.	Winter 2015 Spring 2015	Continuation from FY 2013-14 Work Plan.

DOWNTOWN COMMITTEE WORK PLAN
Fiscal Year 2014-15

Title and Description	Key Milestones	Date (per milestone)	Current Status Notes
<i>Ongoing Work Items</i>			
A. Recommend programs, projects, and policies to implement the vision for the downtown.	Updates from City staff regarding downtown development.	Ongoing.	
B. Support City economic development initiatives in the downtown.	Ongoing.	Ongoing.	
C. Promote a variety of business outreach services and activities to create a viable downtown.	Implementation of a Downtown Marketing Work Plan.		Continuation from FY 2013-14 Work Plan.
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of the Downtown Parking Work Plan.	Ongoing.	Continuation from FY 2013-14 Work Plan.
E. Provide the City Council with recommendations on the assessment districts – the Business Improvement Districts and Parking Maintenance Assessment District.	Business Improvement District Renewal.	Fall 2014	
	Downtown Parking Maintenance and Assessment District Renewal.	Spring 2015	