



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

## AGENDA

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### NOTICE AND AGENDA

SPECIAL MEETING – TUESDAY, MAY 5, 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, 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 April 7, 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 DOWNTOWN COMMITTEE BYLAWS**

The Downtown Committee will review the bylaws and proposed changes to the bylaws.

**8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

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

**9. ADJOURNMENT**

TC/3/CDD  
822-05-05-15A-E

## **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

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SPECIAL MEETING - TUESDAY, APRIL 7, 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 8:00 a.m.

2. **ROLL CALL**

**Present:** Committee members Kim Copher, Oscar Garcia, Bill Maston, Rick Meyer, Ken Rosenberg, Jamil Shaikh, and Chair Preeti Piplani.

**Absent (Excused):** Committee members Ronald Manabe, Julie Smiley, and Shana Nelson.

3. **MINUTES APPROVAL**

The minutes of March 24, 2015 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS** – None.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**

Silicon Valley Bicycle Coalition informed the Committee about Bike to Shop Day scheduled for May 23, 2015.

6. **UNFINISHED BUSINESS** – None.

7. **NEW BUSINESS**

7.1 **DOWNTOWN PARKING UPDATES**

Staff provided updates on Levi's Stadium Parking Pilot Program and parking initiatives outside the Parking District. No action taken.

The Committee suggested staff continue to protect downtown Mountain View and the residential neighborhoods surrounding the Transit Center through the second year of the 49ers' season at Levi's Stadium and a residential parking permit program should continue within the immediate area surrounding the Transit Center.

**7.2 DOWNTOWN PARKING MAINTENANCE ASSESSMENT DISTRICT NO. 2 – ANNUAL RENEWAL**

Staff presented the annual renewal of the Downtown Parking Maintenance and Operation Assessment District for Fiscal Year 2015-16.

**Motion** – M/S Maston/Meyer – Carried 7-0-3; Smiley, Manabe, Nelson absent – To recommend the annual renewal of the Parking District.

**7.3 DOWNTOWN COMMITTEE SCHEDULE**

Staff discussed upcoming agenda topics and the next meeting will be held Tuesday, June 2, 2015.

**8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS**

None.

**9. ADJOURNMENT**

The meeting was adjourned at 9:28 a.m.

NM/5/CDD  
813-04-07-15mn-E



**MEMORANDUM**

Community Development Department

**DATE:** May 5, 2015

**TO:** Downtown Committee

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

**SUBJECT:** Downtown Committee Bylaws

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**BACKGROUND**

During the 1970s, downtown Mountain View faced several major issues—areas of blight, stagnating sales tax revenues, and high vacancy rates. The City established two committees whose purpose was to foster a high degree of communitywide citizen involvement on downtown issues. These two committees were the Downtown Revitalization and Downtown Parking Committees. After several years, the City Council decided to combine the two committees. As a result, the Downtown Committee was created in 1998 as an advisory body to the City Council and the Revitalization Authority on matters relating to the downtown.

There are 12 seats on the Committee—five downtown property/business owner representatives, three business at-large representatives (this includes the Chamber of Commerce and Central Business Association), two community at-large representatives, one neighborhood representative (Old Mountain View Neighborhood Association) and one nonvoting City Councilmember appointed by the Mayor.

**ANALYSIS**

Over the years, the Committee has been instrumental in the development and success of downtown Mountain View. Within the past two to three years, the role of the Downtown Committee has shifted due to the sunset of the Revitalization Authority, the growth of the downtown commercial core, and demand for public parking. Also, the Downtown Committee bylaws were last amended in 2006 with a clarification on the “at-large” positions. Staff suggests the Committee review and update the bylaws so they are aligned with current work plans.

Below are options for changes to the bylaws related to the purpose, definition, and membership of the Committee. The Downtown Committee may choose to recommend, not recommend, or propose an alternative. Staff is seeking input and recommendations from the Committee on how to proceed. The recommendations will then be presented to City Council at a later date.

Current Bylaws	Potential Changes/Comments
<p>Article II – Purpose</p> <p>To promote the vitality of downtown Mountain View through recommendations to the City Council/Revitalization Authority on programs, projects, and policies for economic development, a quality downtown environment, and maintenance and development of parking facilities.</p>	<p>Remove Revitalization Authority.</p>
<p>Article IV – Membership, Section 1, Composition.</p> <p>a. Five members who own property and/or a business in the downtown.</p>	<p>No change.</p>
<p>b. Two community at-large members who represent different geographic areas of the City.</p>	<p>Two community at-large members who are residents of Mountain View and do not own a downtown business or property.</p>
<p>c. Three business at-large members with one representative each from the Central Business Association, the Chamber of Commerce, and a corporate or industry representative.</p>	<p>Three business at-large members with one representative each from the Central Business Association, the Chamber of Commerce, and a business not in the downtown.</p>
<p>d. One neighborhood association member.</p>	<p>No change.</p>
<p>e. One nonvoting member of the Mountain View City Council.</p>	<p>Since the Downtown Committee is the only advisory body with a Council representative, the Council Appointments Review Committee is attempting to better understand the role and need of such membership. Staff has no recommendation; however, the Downtown Committee may make a recommendation.</p>

Current Bylaws	Potential Changes/Comments
<p>Article IV – Duties of the Downtown Committee</p> <p>The Downtown Committee shall be an advisory body to the City Council and Revitalization Authority on matters relating to the downtown. The duties of the Downtown Committee shall include:</p>	<p>Remove the Revitalization Authority.</p>
<p>a. Recommending programs, projects, and policies to implement the vision for the downtown which:</p> <ul style="list-style-type: none"> <li>• Encourages economic development and promote a variety of business services and activities;</li> <li>• Promotes code compliance, attractive buildings, and pleasant pedestrian surroundings; and</li> <li>• Maintains and provides well-designed and efficient parking facilities.</li> </ul>	<p>Add: Provide the City Council with recommendations on the assessment districts – the Business Improvement Districts and Parking Maintenance Assessment District.</p>
<p>b. Meeting periodically with the City Council to discuss activities, plans, and policies for the downtown.</p>	<p>No change.</p>
<p>c. Developing and recommending to the City Council an annual work program that prioritizes programs, projects, and policies; assigns these projects to the subcommittees, Executive Committee, and/or Downtown Committee; and establishes a meeting schedule.</p>	<p>No change.</p>
<p>d. Election of a Chairperson and Vice Chairperson annually.</p>	<p>No change.</p>

Attachment: 1. [July 6, 2014 City Council Report – Amendment to Bylaws for the Downtown Committee](#)