



CITY OF MOUNTAIN VIEW

DOWNTOWN COMMITTEE

AGENDA

NOTICE AND AGENDA

SPECIAL MEETING - TUESDAY, JUNE 2, 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, Maria Lange, Ronald Manabe, Bill Maston, Ken Rosenberg, Jamil Shaikh, Julie Smiley, Vice Chair Shana Nelson, and Chair Preeti Piplani.

3. **MINUTES APPROVAL**

Minutes for the May 5, 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 DEVELOPMENT UPDATES

Staff will provide an update on development projects in the downtown, including the development of Parking Lots 4 and 8.

7.2 DOWNTOWN COMMITTEE WORK PLAN

As required by Council Policy A-23, the Committee is required to prepare an annual work plan that is submitted to the City Council for review and approval in fall 2015. Staff will seek input and develop a work plan for the Committee based on this discussion.

7.3 DOWNTOWN PARKING UPDATES

Staff will provide updates on downtown parking initiatives.

7.4 DOWNTOWN PARKING ENFORCEMENT

Per the request of the Committee, the Police Department will provide an overview of downtown parking enforcement efforts.

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
822-06-02-15A-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

SPECIAL MEETING - TUESDAY, MAY 5, 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 8:18 a.m.

2. **ROLL CALL**

Present: Committee members Kim Copher, Oscar Garcia, Ronald Manabe, Bill Maston, Ken Rosenberg, Jamil Shaikh, and Maria Lange.

Absent (Excused): Committee member Rick Meyer, Vice Chair Shana Nelson, and Chair Preeti Piplani.

3. **MINUTES APPROVAL**

The minutes of April 7, 2015 were distributed prior to the meeting and approved as distributed.

4. **UPCOMING AGENDA TOPICS** – None.

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

6. **UNFINISHED BUSINESS** – None.

7. NEW BUSINESS

7.1 DOWNTOWN COMMITTEE BYLAWS

The Committee reviewed and discussed the bylaws. The Committee recommends the following changes be made to the bylaws:

Article II – Purpose

- Remove Revitalization Authority.

Article IV – Membership, Section 1, Composition

- Clarify the Community At-Large membership to say the following: “Two community at-large members who are residents of Mountain View and do not own a downtown business or property.”
- Clarify the Business At-Large membership seat from “a corporate or industry representative” to “a business not in the downtown.”
- Shift one membership from the Downtown Property/Business Owner category to the Business At-Large category.
- Continue to have one nonvoting member of the Mountain View City Council on the Committee.

Article IV – Duties of the Downtown Committee

- Remove the Revitalization Authority.
- Change “Promotes code compliance, attractive buildings, and pleasant pedestrian surroundings; and [...]” to “Promotes code compliance and attractive buildings; and [...]”
- Add “Provide the City Council with recommendations on the assessment districts – the Business Improvement Districts and Parking Maintenance and Assessment District.”
- Add “Support pedestrian- and bicycle-friendly infrastructure.”

- Change “Maintains and provides well-designed and efficient parking facilities.” to “Support the maintenance and operations of well-designed and efficient parking facilities.”
- Add “Encourages collaboration between the downtown and public transit.”

Motion – M/S Shaikh/Lange – Carried 7-0-3; Meyer, Nelson, Piplani absent.

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

None.

9. **ADJOURNMENT**

The meeting was adjourned at 9:50 a.m.

NM/7/CDD

813-05-05-15mn-E



MEMORANDUM

Community Development Department

DATE: June 2, 2015

TO: Downtown Committee

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

SUBJECT: Draft Downtown Committee Work Plan – Fiscal Year 2015-16

RECOMMENDATION

Provide input and approve the Downtown Committee Work Plan for Fiscal Year 2015-16 to be submitted to the City Council for review and approval in fall 2015.

BACKGROUND

City Council Policy A-23 – Work Item Referral Process for Council Advisory Bodies and Councilmember Committees, requires all advisory bodies to prepare and submit fiscal year-based annual work plans to the City Council for review and approval.

Based on the direction provided by the City Manager's Office, the format of the Downtown Committee's proposed work plan requires identification of key milestones and dates to plan and monitor the Committee's process in achieving its ongoing work items and the specific fiscal year tasks and responsibilities assigned to the Downtown Committee by the City Council.

The draft Downtown Committee Work Plan for Fiscal Year 2015-16 includes last year's approved Work Plan, upcoming agenda items requested by Committee members, and continued implementation of the Downtown Parking Work Plan.

NEXT STEPS

The Committee's draft work plan will be presented to the City Council in Fall 2015.

AA-TC/7/CDD/822-06-02-15M-E

Attachment: 1. Draft Downtown Committee Work Plan for Fiscal Year 2015-16

DRAFT DOWNTOWN COMMITTEE WORKPLAN
Fiscal Year 2015-16

Title & Description	Key Milestones	Date (per milestone)	Current Status Notes
<i>On-going Work Items</i>			
A. Recommend programs, projects, and policies to implement the vision for the downtown.	Updates from City Staff regarding downtown development projects including the development of city owned properties.	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.	Quarterly updates from the Chamber of Commerce and Central Business Association. Discuss opportunities to support downtown retailers.	Ongoing TBD	
D. Make recommendations on the development and maintenance of downtown public parking facilities.	Continued implementation of the Downtown Parking Work Plan.	Ongoing	
E. Provide the City Council with recommendations on the assessment districts - the Business Improvement Districts and Parking Maintenance Assessment District.	Business Improvement Districts Renewal. Downtown Parking Maintenance Assessment District Renewal.	Fall 2015 Spring 2016	

DRAFT DOWNTOWN COMMITTEE WORKPLAN
Fiscal Year 2015-16

Title & Description	Key Milestones	Date (per milestone)	Current Status Notes
<i>FY 2015-16 Work Items</i>			
1. Review and make recommendations regarding the impact of Levi's Stadium to Downtown Mountain View.	Discuss opportunities to promote Downtown Mountain View during Super Bowl 50. Review of the Parking Pilot Program.	Fall 2015 Spring 2016	
2. Continue implementation of the Downtown Parking Work Plan.	Review of the Downtown Parking Permit Program. Discuss parking options for property owners and businesses outside of the Parking District. Review of the Downtown Parking Work Plan. Discuss opportunities for shared parking agreements with private property owners. Discuss options for paid parking, including the utilization of parking technology for those options. Continued discussion on the creation of new parking spaces.	Fall 2015 Fall 2015 Winter 2015 TDB TDB TDB	Some items are a continuation from FY 2014-15 Work Plan.