

La Jolla Coastal Access & Parking Board AGENDA

August 27, 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 Tom Brady Dave Abrams</p> <p><u>Town Council Appointments</u> Ann Kerr-Bache Nancy Warwick Tony Harris</p> <p><u>LJVMA Appointments</u> Robert Mackey (Owner La Jolla Golf Carts) Gabriela Guevara (Owner, Blue Apparel) Brett Murphy (Owner, La Jolla Sports Club)</p> <p><u>Interim Staff</u> Jodi Rudick, Executive Director, La Jolla Village Merchants Association</p>	<ul style="list-style-type: none"> • LJCAP Mission (Se Attachment) How funds can be spent. Clarify mission: “Encourage and enable access to California (La Jolla) Coast and ocean.” • Relationships with the CA Coastal Commission and City of San Diego • Previous Projects (Discount Merchant Parking, Bus Passes) • Financial Update Funds in Bank Funds in Account with City • Current Projects (Discount Merchant Parking, Discount Daily Parking) • Leadership – Elect Officers (Chairperson, Treasurer, Secretary) • Executive Director/Administrative Functions • Future Projects/Idea (Marketing of Current Projects, Wayfinding)* Phase 1 of the Project – Draft Plan, Integrated Signs- \$2500 Phase 2 – Signage Fabrication, Design and Installation – \$35,000 Phase 3 – Electronic Smart Signs – (no request currently) 	<p>Information – Lack of Posted Mission Statement</p> <p>Information Presentation by City Staff and/or Coastal Commission Staff</p> <p>Jodi Rudick, Executive Director</p> <p>Information</p> <p>Action facilitated by Rudick</p> <p>Action Formally Appoint LJVMA ED as Manager of LJVMA.</p> <p>Rudick/Brad Elsass Parking Consultant Action: Support Wayfinding Project and request La Jolla Parking and Transportation Funds be earmarked to support.</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 to Wayfinding and Parking Communication Plan](https://www.slideshare.net/lajollavillagemerchants/parking-and-wayfinding-proposal) - <https://www.slideshare.net/lajollavillagemerchants/parking-and-wayfinding-proposal>

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*