

# La Jolla Coastal Access & Parking Board AGENDA

September 24, 2020 | 4:00 PM – (Via Zoom as allowed by COVID 19 Modifications)

2020-2021 Board Members	Agenda Items	
<u>CPA Appointments</u> Ray Weiss Tom Brady Dave Abrams	1) Call to Order. Zoom Protocol  2) Public Comment (Limited to 3 minutes, no action can be taken)	Brett Murphy  Jodi Rudick, Executive Director
<u>Town Council Appointments</u> Ann Kerr-Bache Nancy Warwick Tony Harris	3) Officer Update – Dave Abrams has accepted the Treasurer position as elected last month. Confirming Brett Murphy – Chair; Gabriela Guevara - Secretary	Brett Murphy, Chair, Information
<u>LJVMA Appointments</u> Robert Mackey (Owner La Jolla Golf Carts) Gabriela Guevara (Owner, Blue Apparel) Brett Murphy (Owner, La Jolla Sports Club)	4) Financial Update presented by Jodi Rudick. a) Funds in Bank b) Funds in Account with City c) Audit update – Request to write off any old Accounts Receivable. Will make attempts to collect but auditor is asking for Board Action. d) Resolution from Board Appointing Officers to manage account and transfer signature cards to current Board President/Treasurer and Executive Director. Two signatures is SOP and prudent.	Action
<u>Staff</u> Jodi Rudick, Executive Director, La Jolla Village Merchants Association	5) Status of Current Projects (Discount Merchant Parking, Discount Daily Parking)	Information
	6) Future Projects – Smart Parking Signage Presentation from Brad Elsass, Mobility Consultant	Action

## 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 Coastal Plan (LCP) implementing ordinances, the funds may instead be used in accordance with the City's approved program.