

# La Jolla Coastal Access & Parking Board Minutes

August 27, 2020 | 4:00 PM – (Via Zoom as allowed by COVID 19 Modifications)

2020-2021 Board Members <u>Role Call (Green indicates present)</u>	Agenda Items	Action Taken
<p><u>CPA Appointments</u> Ray Weiss Tom Brady Dave Abrams (absent)</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"> <li>LJCAP Mission (Se Attachment) How funds can be spent. Clarify mission: “Encourage and enable access to California (La Jolla) Coast and ocean.”</li> <li>Relationships with the CA Coastal Commission and City of San Diego. Presentations by Alex L from Coastal Commission and Tanner French, City of San Diego. Alex clarified that funds are to be used “promote and protect public access to coast.” Both discussed the relationship and funding guidelines. Questions raised: 1) Does this board need to exist after funds are depleted? 2) Could the function of this group become part of Traffic and Transportation/CPA before or after funds are depleted?</li> <li>Previous Projects (Discount Merchant Parking, Bus Passes)</li> <li>Financial Update – Approximate funds: In Bank: \$17,000; In “Shuttle Bucket” \$225,000; in “General Bucket” \$125,000</li> <li>Current Projects (Discount Merchant Parking, Discount Daily Parking)</li> <li>Leadership – Elect Officers (Chairperson, Treasurer, Secretary) The following officers were elected: Brett Murphy – Chair, Dave Abrams – Treasurer, Gaby Guevara – Secretary.</li> <li>Executive Director/Administrative Functions to be managed on a pro bono basis by LJVMA Executive Director, Jodi Rudick until projects require specific</li> </ul>	<p>It was confirmed that, in accordance with the Brown Act, meeting notices/agenda/minutes are posted on the LJVMA website and leaders of various La Jolla community groups were notified directly. Email notification was sent to broad mailing list prior to meeting. Meetings will be recorded.</p> <p><i>Discussion Only.</i> No formal financial statement presented</p> <p><i>Discussion Only.</i> Rudick presented overview of current parking mitigation efforts sponsored by LJVMA.</p> <p><b>Action</b> Motion to select officers – Ann Kerr Bache, 2<sup>nd</sup> Robert Mackey. Officers elected unanimously</p> <p><b>Action</b> Formally Appoint LJVMA ED as Manager of LJVMA on a pro bono basis.</p>

	<p>management. Compensation to be discussed when projects require additional management.</p> <ul style="list-style-type: none"> <li>• 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)</li> </ul> <p>Board discussed the Wayfinding concept and asked for a cost breakdown of doing the smart parking/electronic parking signage at the October meeting. Brad Elsass will be asked to present next month exploring a pilot project.</p> <ul style="list-style-type: none"> <li>• Meeting adjourned to next month. September 24, 4:00 PM via Zoom</li> </ul>	<p>Motion: Robert Mackey, 2<sup>nd</sup> Brett Murphy. Motion Carried Unanimously</p> <p><b>Discussion only.</b> Rudick on behalf of Brad Elsass Parking Consultant</p>
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**Coastal Access and Parking 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)

Link to MOU: <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>

**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*