

MINUTES

EAST VILLAGE ASSOCIATION BOARD OF DIRECTORS MEETING

March 1, 2007, 5:00 p.m. to 6:30 p.m.

Gaslamp Marriott

Brazel, Jeff
Firotto, Tod
Hazan, David
Martin, Lin

Madigan, Mike
Morgan, Cynthia
Sauls, William
Berner, Mitchell

Crane, Natalie

The meeting was called to order at 5:06 p.m. by President David Hazan.

- 1) **C St. Corridor Presentation:** Sachin Kalbag, Senior Urban Planner/Urban Designer from CCDC presented the C St. Corridor plans. The project will:

- Define an overall vision for the C Street Corridor;
- Define site and infrastructure improvements;
- Define LRT station location and trolley track improvements;
- Define streetscape improvements, signage and lighting treatments;
- Define vehicular and pedestrian circulation;
- Develop a strategy for the integration of public art;
- Develop an implementation, costing and phasing strategy; and,
- Identify private development opportunities.

A large portion of the presentation involved issues relating to the trolley tracks. The plan calls to adjust the tracks to improve spacing; adjust the length to accommodate new vehicles; create a design that meets ADA requirements; and, construct a suitable size to handle future loads. Mike Madigan suggested the creation of a track loop with transfer points. Bill Sauls suggested eliminating the 7th St. station.

- 2) **Neil Good Day Center Update:** Mitchell Berner provided an update on the Neil Good Day Center that included reviewing the consultant's study of the Center's environmental impacts, and the video that was compiled of illegal incidents that occurred outside the Center over the course of a weekend in the summer of 2005.
- 3) **BID Formation:** Mitchell Berner reported on the Business Improvement District (BID) formation process and information on businesses in the East Village. BIDs are a type of assessment district in which business owners choose to be assessed a fee, which is collected on their behalf by the City, for use in promoting and improving the business area. There are approximately 870 businesses in the East Village. These businesses can be assessed in a number of ways, and the assessment method is chosen by the BID upon formation. It is approximated that the BID formation process will take seven months.

4) **Guest Reports:**

A. **CCDC Report** – John Collum discussed the Great Parks, Squares & Community Gathering Spaces Conference scheduled for Friday, April 27. The conference is an all-day event and admission is free. The conference will feature experts speaking about what it takes to create and maintain great urban public spaces. John also reported on next year's budget which includes funding for the following: library, sidewalk gaps, traffic signal, historic buildings, and affordable housing north of Market.

B. **Clean & Safe Report** – Stuart Payne provided an update on the safety ambassador program, homeless sleeping in the public right-of-way, and the ASR Trade Expo. Stuart said that more safety ambassadors would be hired in the coming weeks due to a current shortage. Stuart also said that the safety ambassadors were doing their best to have the streets cleared of people sleeping in the public right-of-way by 6:00 am, under the current policy that allows people to sleep from 9:00 pm to 6:00 am,

Stuart also reported that five vandalism-related arrests were made at the ASR Trade Expo and that Convention Center staff personally removed stickers left by vandals and fined companies guilty of stickering.

5. **PBID Advisory Committee** – Claudine Scott discussed the PBID annual report that would be released in the coming weeks.

5) **Adjourn:** The meeting was adjourned at 6:43 p.m.