

**CITY OF LONG BEACH
BELMONT SHORE PARKING
AND BUSINESS
IMPROVEMENT AREA
ADVISORY COMMISSION
MINUTES**

**THURSDAY, APRIL 20, 2017
BAY SHORE LIBRARY, 195 BAY SHORE
AVENUE, THIRD THURSDAY, 8:00 AM**

Marsha Jeffer, Chair
Karen Blair, Commissioner
Eric Forsberg, Commissioner



Ryan Hofman, Commissioner
Joy Starr, Commissioner
David Witzling, Commissioner

FINISHED AGENDA AND DRAFT MINUTES

REGULAR AGENDA

CALL TO ORDER

8:03 AM Chair Jeffer called the meeting to order.

ROLL CALL

Commissioners Eric Forsberg, Joy Starr, Marsha Jeffer, Karen Blair, Ryan

Present: Hofman and Matthew Peterson

Commissioners David Witzling

Absent:

Also present: Dede Rossi, BSBA Executive Director; Eric Lopez, Project Management Officer; Rosana Carranza, Management Assistant.; Lisa West, CD 3 Director of Programs and Events; Michael Johnston, Administrative Analyst.

CHAIR REPORT

8:03 AM No Chair report was given

PUBLIC PARTICIPATION: Members of the public are invited to address the Commission on items of interest to the public within Commission jurisdiction. Each speaker will be limited to three minutes unless that time is extended by the Chair. Public participation will be heard without discussion or action on the issues raised.

8:03 AM There was no public participation at this time.

CONSENT CALENDAR

1. [17-016BS](#) Recommendation to approve the minutes for the meeting held March 16, 2017.

Attachments: [17-016BS Finished Agenda And Draft Minutes 03.16.17.](#)

A motion was made by Commissioner Starr, seconded by Commissioner Blair, to approve recommendation. The motion carried by the following vote:

Yes: 6 - Eric Forsberg, Joy Starr, Marsha Jeffer, Karen Blair, Ryan Hofman and Matthew Peterson

Absent: 1 - David Witzling

2. [17-017BS](#) Recommendation to receive and file the Long Beach Transit Employee Bus Pass Program Status Report for the period March 1, 2017 through March 31, 2017.

Attachments: [17-017BS LBT Emp Bus Pass Program Report Mar 2017](#)

A motion was made by Commissioner Starr, seconded by Commissioner Blair, to approve recommendation. The motion carried by the following vote:

Yes: 6 - Eric Forsberg, Joy Starr, Marsha Jeffer, Karen Blair, Ryan Hofman and Matthew Peterson

Absent: 1 - David Witzling

3. [17-018BS](#) Recommendation to receive and file the Financial Report for the period of October 1, 2016 through February 28, 2017.

Attachments: [17-018BS FY 17 YTD Financial Statement Feb 2017.pdf](#)

8:04 AM City staff spoke about the Financial Statement

8:19 AM Rosana Caranza, Management Assistant spoke

A motion was made by Commissioner Starr, seconded by Commissioner Blair, to approve recommendation. The motion carried by the following vote:

Yes: 6 - Eric Forsberg, Joy Starr, Marsha Jeffer, Karen Blair, Ryan Hofman and Matthew Peterson

Absent: 1 - David Witzling

REGULAR AGENDA

4. [17-019BS](#) Recommendation to receive and file a report from the City's Public Works staff regarding recommendations related to the recently completed parking study of the Belmont Shore area that was conducted by Walker Parking Consultants.

Attachments: [17-019BS Parking Study Recommendations.pdf](#)

8:19 AM Rosana Carranza, Management Assistant spoke

8:21 AM Vice Chair Matt Peterson spoke

8:21 AM Rosana Carranza, Management Assistant spoke

8:21 AM Commissioner Eric Forsberg spoke

8:22 AM Rosana Carranza, Management Assistant spoke

8:23 AM Chair Marsha Jeffer spoke

8:24 AM Eric Lopez, Project Management Officer spoke

8:25 AM Chair Marsha Jeffer spoke

8:25 AM Eric Lopez, Project Management Officer spoke

8:26 AM Vice Chair Matt Peterson spoke

8:27 AM Eric Lopez, Project Management Officer spoke

8:27 AM Chair Marsha Jeffer spoke

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8:28 AM Eric Lopez, Project Management Officer spoke
8:28 AM Chair Marsha Jeffer spoke
8:28 AM Vice Chair Matt Peterson spoke
8:29 AM Dede Rossi, BSBA Executive Director spoke
8:29 AM Eric Lopez, Project Management Officer spoke
8:30 AM Michael Johnston, Administrative Analyst spoke
8:32 AM Steffen Turoff, Walker Parking Consultants spoke
8:46 AM Commissioner Karen Blair spoke
8:46 AM Steffen Turoff, Walker Parking Consultants spoke
8:50 AM Vice Chair Matt Peterson spoke
8:53 AM Steffen Turoff, Walker Parking Consultants spoke
8:54 AM Vice Chair Matter Peterson spoke
8:54 AM Steffen Turoff, Walker Parking Consultants spoke
9:07 AM Vice Chair Matt Peterson spoke
9:07 AM Commissioner Eric Forsberg spoke
9:08 AM Steffen Turoff, Walker Parking Consultants spoke
9:11 AM Commissioner Eric Forsberg spoke
9:11 AM Vice Chair Matter Peterson spoke
9:11 AM Steffen Turoff, Walker Parking Consultants spoke
9:13 AM Commissioner Eric Forsberg spoke
9:13 AM Steffen Turoff, Walker Parking Consultants spoke
9:15 AM Commissioner Eric Forsberg spoke
9:15 AM Steffen Turoff, Walker Parking Consultants spoke
9:16 AM Chair Marsha Jeffer spoke
9:16 AM Steffen Turoff, Walker Parking Consultants spoke
9:17 AM Commissioner Joy Starr spoke
9:17 AM Steffen Turoff, Walker Parking Consultants spoke
9:18 AM Dick Gaylord, Friends of Belmont Shore spoke
9:20 AM Steffen Turoff, Walker Parking Consultants spoke
9:21 AM Chair Marsha Jeffer spoke
9:21 AM Steffen Turoff, Walker Parking Consultants spoke
9:23 AM Casey Allen, La Verne Ave Block Captain spoke
9:24 AM Steffen Turoff, Walker Parking Consultants spoke
9:25 AM Chair Marsha Jeffer spoke
9:25 AM Casey Allen spoke
9:27 AM Melinda Cotton, spoke
9:29 AM Steffen Turoff, Walker Parking Consultants spoke
9:30 AM Chair Marsha Jeffer spoke
9:31 AM Commissioner Eric Forsberg spoke
9:32 AM Eric Lopez, Project Management Officer spoke

A motion was made by Commissioner Blair, seconded by Commissioner Hofman, to approve recommendation. The motion carried by the following vote:

Yes: 6 - Eric Forsberg, Joy Starr, Marsha Jeffer, Karen Blair, Ryan Hofman and Matthew Peterson

Absent: 1 - David Witzling

5. [17-020BS](#)

Recommendation to approve a proposal from Spectrum Facility Maintenance to provide ten (10) additional sidewalk steam cleanings at a cost of \$13,090.

Attachments: [17-020BS Spectrum Additional Steam Cleanings 2017.p](#)
[Spectrum 10 Addl Cleanings Jun-Oct 2017 \\$13,090.pdf](#)

9:33 AM Chair Marsha Jeffer spoke
9:33 AM City Staff spoke
9:35 AM Vice Chair Matt Peterson spoke
9:35 AM Dede Rossi, BSBA Executive Director spoke
9:36 AM Vice Chair Matt Peterson spoke
9:36 AM Dede Rossi, BSBA Executive Director spoke
9:36 AM Vice Chair Matt Peterson spoke
9:37 AM Dede Rossi, BSBA Executive Director spoke
9:37 AM Commissioner Eric Forsberg spoke
9:38 AM Dede Rossi, BSBA Executive Director spoke
9:39 AM Vice Chair Matt Peterson spoke
9:39 AM Larry Goodhue spoke

A motion was made by Commissioner Starr, seconded by Commissioner Blair, to approve recommendation. The motion carried by the following vote:

Yes: 6 - Eric Forsberg, Joy Starr, Marsha Jeffer, Karen Blair, Ryan Hofman and Matthew Peterson

Absent: 1 - David Witzling

6. [17-021BS](#)

Recommendation to approve expenditure of \$1,500 for the removal and storage of 43 RGB LED wall washer lamps that were installed in the median on 2nd Street.

Attachments: [17-021BS Median Lights Removal & Storage.pdf](#)
[St. Nick's Invoice 15136 \\$1,500 remove median lights.p](#)

9:40 AM Chair Marsha Jeffer spoke
9:40 AM Dede Rossi, BSBA Executive Director spoke
9:43 AM Chair Marsha Jeffer spoke
9:44 AM Commissioner Eric Forsberg spoke

A motion was made by Commissioner Blair, seconded by Commissioner Starr, to approve recommendation. The motion carried by the following vote:

Yes: 6 - Eric Forsberg, Joy Starr, Marsha Jeffer, Karen Blair, Ryan Hofman and Matthew Peterson

Absent: 1 - David Witzling

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9:45 AM Melinda Cotton spoke
9:46 AM Chair Marsha Jeffer spoke
9:46 AM Lisa West, CD 3 Director of Programs and Events spoke
9:46 AM Vice Chair Matt Peterson spoke
9:47 AM Chair Marsha Jeffer spoke
9:47 AM Larry Goodhue spoke

ADJOURNMENT

9:47 AM The meeting was adjourned

Next regular meeting: May 18, 2017.

I, Jim Fisk, Project Manager, certify that the agenda was posted not less than 72 hours prior to the meeting. Signature: _____ Date: _____

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Note:

The City of Long Beach intends to provide reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If a special accommodation is desired, please call Jim Fisk 48 hours prior to the Belmont Shore Parking and Business Improvement Area Advisory Commission meeting at (562) 570-3863. This information is available in an alternative format by request to Jim Fisk at (562) 570-3863. For correspondence purposes you can reach City staff at jim.fisk@longbeach.gov.

The Belmont Shore Parking and Business Improvement Area Advisory Commission agenda and supporting documents are available on the Internet at <http://longbeach.legistar.com/Calendar.aspx>. Agenda items may also be reviewed in the Office of the City Clerk or online at the Main Library and at the Branch Libraries. Persons interested in obtaining an agenda via email should send an email request to the Clerk of the Belmont Shore Parking and Business Improvement Area Advisory Commission at jim.fisk@longbeach.gov.