

William Lorbeer, Chair  
Marsha Jeffer, Vice Chair  
Eric Forsberg, Commissioner  
Samuel Lippke, Commissioner



Kurt Schneider, Commissioner  
Joy Starr, Commissioner  
Ken Trossen, Commissioner

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## FINAL AGENDA AND DRAFT MINUTES

### REGULAR MEETING

#### CALL TO ORDER

At 8:05AM Chair Lorbeer called the meeting to order.

#### ROLL CALL

**Commissioners** Kurt Schneider, Ken Trossen, William W. Lorbeer, Marsha Jeffer,  
**Present:** Eric Forsberg and Samuel Lippke

**Commissioners** Joy Starr

**Excused:**

Also present: Julie Maleki, Council District 3 staff; Dede Rossi, Executive Director, BSBA;  
Bill Smith, LBT; Victor Grgas, Asset Management Bureau Manager, City of Long Beach.

#### CHAIR REPORT

Chair Lorbeer discussed the repainting of the Sharrow and curbs, as well as repair of poles and signs by the Public Works Department.

The tree and sidewalk repair project has been delayed until fall of 2012.

American Heritage Landscaping has begun work on maintaining the parking lots; monitoring and input from the commission and community is encouraged.

The parking lot utility boxes that were damaged are now repaired and repainted.

The Port of Long Beach greenhouse grant award has been delayed until June 2012.

#### PUBLIC PARTICIPATION

Nancy Buchanan spoke about parking permits.

Lorbeer explained about the proper process.

Commissioner Schneider discussed the Coastal Commission's role.

Robert Campbell spoke about Councilman DeLong's involvement with signage issues in the La Verne Avenue residential area.

Lorbeer discussed the site and the sign issues, and he recommended City staff consult with the appropriate City department.

Casey Allen thanked the Commission for the LBT Employee Bus Pass Program, and the Quiet Zone signs.

Ralph Lepre also thanked the Commission for the program.

## CONSENT CALENDAR

12-008BS Recommendation to approve the minutes for the meeting held April 19, 2012.

**Attachments:** [12-008BS Final Agenda & Draft Minutes 04.19.12.pdf](#)

**A motion was made by Commissioner Jeffer, seconded by Commissioner Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, Ken Trossen, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Samuel Lippke

**Excused:** 1 - Joy Starr

12-009BS Recommendation to receive and file the Financial Report for the period ending March 31, 2012.

**Attachments:** [12-009BS BSPAC 03.31.12 Financial Statement.pdf](#)

**A motion was made by Commissioner Jeffer, seconded by Commissioner Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, Ken Trossen, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Samuel Lippke

**Excused:** 1 - Joy Starr

## REGULAR AGENDA

12-010BS Approve Fiscal Year 2013 Belmont Shore Parking and Business Improvement District Annual Budget and service Report.

**Attachments:** [12-010BS FY13 BSBA Budget staff rpt.pdf](#)  
[FY 13 BSBA Annual District Report.pdf](#)

Vice Chair Jeffer thanked BSBA Executive Director Dede Rossi for her excellent work.

**A motion was made by Commissioner Jeffer, seconded by Commissioner Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, Ken Trossen, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Samuel Lippke

**Excused:** 1 - Joy Starr

12-011BS Recommendation to receive and file status report on traffic control cabinet art project for 2nd Street in Belmont Shore.

**Attachments:** [12-011BS Traffic Control Cabinet Art Project.pdf](#)

Lorbeer informed that the artwork is nearly completed, should be done by beginning of summer. He also discussed the various other utility boxes located next to the traffic control cabinets that are in need of repair or replacement. He asked that City staff explore options for repair/replacement. In addition, he discussed the question regarding removal of the "Shadow Art" on the Grunion building.

Commissioner Schneider discussed the challenges with the original artist and resulting contractual obligations.

Rossi informed that there have been many positive comments about the artwork.

Buchanan thanked the commission for the artwork.

**A motion was made by Commissioner Lippke, seconded by Commissioner Schneider, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, Ken Trossen, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Samuel Lippke

**Excused:** 1 - Joy Starr

12-012BS Recommendation to approve repair of the alley median in the parking lot located south of 2nd Street between Covina Avenue and Corona Avenue at a cost not to exceed \$600.

**Attachments:** [12-012BS Parking Lot Median Repair.pdf](#)

Lorbeer informed about the curb hazard and that Public Works will repair

the area as soon as possible.

Commissioner Lippke spoke about a tree that has been removed.

Rossi said some tree wells need weeds removed.

Lorbeer explained that the grates are difficult to lift, and that possibly using some form of weed killer would be best course of action.

**A motion was made by Commissioner Trossen, seconded by Commissioner Forsberg, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, Ken Trossen, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Samuel Lippke

**Excused:** 1 - Joy Starr

12-013BS

Recommendation to receive and file status report on the Long Beach Transit Belmont Shore Employee Rider trial program.

**Attachments:** [12-013BS LBT Emp Rider Program.pdf](#)

Rossi informed that 641 employees have signed up to date, and that there has been a successful aggressive promotion campaign. She also said there will be an extensive follow-up effort with employers and employees.

Commissioner Trossen spoke about the need to inform the public about better parking to encourage more shopping in the area.

Lorbeer agreed with Trossen, and he emphasized the need to analyze the data as soon as possible to determine actual success of the trial program.

Schneider spoke about possible incentives for encouraging employees to utilize the program.

Lorbeer spoke about reaching out to employees in addition to employers.

Bill Smith agreed about the need to reach out to employees.

Commissioner Forsberg asked if a status report could be available by the July meeting.

Smith said a status report could be available by the July meeting, and that CSULB signed a three year contract with LBT.

Buchanan said that the program is a win, win, win.

Casey spoke about turnover with meter parking is good.

Lorbeer discussed the number of meters versus number of passes being utilized and that it would eliminate much of the parking challenges for shoppers and residents.

Rossi spoke about cultural differences with different business owners.

Lepre acknowledged the Commission's efforts to mitigate parking challenges, asked that residents contribute as well.

Lorbeer spoke about the need for the business community to be "good neighbors".

Schneiter spoke about potential public workshops, and the issue about residents properly utilizing their garages.

Lorbeer spoke about the Commission's efforts to mitigate parking challenges and implored the residential community to also do their part.

**A motion was made by Commissioner Lippke, seconded by Commissioner Schneiter, to approve recommendation. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneiter, Ken Trossen, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Samuel Lippke

**Excused:** 1 - Joy Starr

## **PUBLIC PARTICIPATION**

There was no public participation at this time.

## **ADJOURNMENT**

Next regular meeting: June 21, 2012.

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