

William Lorbeer, Chair  
Joy Starr, Vice Chair  
Eric Forsberg, Commissioner  
Samuel Lippke, Commissioner



Kurt Schneider, Commissioner  
Marsha Jeffer, Commissioner  
Lisa Ramelow, Commissioner

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## REGULAR MEETING

### CALL TO ORDER

At 8:10 Chair Lorbeer called the meeting to order.

### ROLL CALL

**Commissioners** Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric

**Present:** Forsberg and Lisa Ramelow

**Commissioners** Samuel Lippke

**Absent:**

Also present: Julie Maleki, CD 3 Field Deputy; Dede Rossi, BSBA Executive Director

### CHAIR REPORT

1. The sidewalk/tree repair project is complete, the trees and grates look great, and the project came in under budget.
2. Prop A funds have been secured to pay for the Long Beach Transit Employee Bus Pass Program.
3. The Park Ave. trees and ground cover concerns have been addressed.
4. New parking meters project is being discussed with City staff, and might encompass a City wide focus; emphasis is being made about the need to not jeopardize Belmont Shore revenue.
5. The green/yellow curb adjustment project is still in progress, no update.
6. The Tori Busch memorial drinking fountain project is in progress.
7. The LBT report showed increase in unique riders, but decrease in boardings. The explanation was not clear, but the numbers still look great.

**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.

There was no public participation at this time.

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## CONSENT CALENDAR

1. [13-045BS](#) Recommendation to approve the minutes for the meeting held July 18, 2013  
**Attachments:** [13-045BS BSPBIAAC Finished Agenda and Draft Minutes 07.18.13.r](#)  
  
**A motion was made by Commissioner Starr, seconded by Schneider, to approve recommendation. The motion carried by the following vote:**  
  
    **Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow  
  
    **Absent:** 1 - Samuel Lippke
2. [13-046BS](#) Recommendation to receive and file the Financial Report for the period ending June 30, 2013.  
**Attachments:** [13-046BS BSPBIAAC 06.30.13 Financial Statement.pdf](#)  
  
**A motion was made by Commissioner Starr, seconded by Schneider, to approve recommendation. The motion carried by the following vote:**  
  
    **Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow  
  
    **Absent:** 1 - Samuel Lippke
3. [13-047BS](#) Recommendation to receive and file the Long Beach Transit Employee Bus Pass Program Status Report for the period July 1, 2013 through July 31, 2013.  
**Attachments:** [13-047BS LBT BSBA Report July 2013.pdf](#)  
  
**A motion was made by Commissioner Starr, seconded by Schneider, to approve recommendation. The motion carried by the following vote:**  
  
    **Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow  
  
    **Absent:** 1 - Samuel Lippke

## REGULAR AGENDA

4. [13-048BS](#) Recommendation to consider potentially changing the time, day and/or location of the Belmont Shore Parking and Business Improvement Area Advisory Commission monthly meetings.

**Attachments:** [13-048BS BSPBIAAC meeting time.pdf](#)

Chair Lorbeer spoke about the commission member makeup and the difficulty finding and retaining qualified commissioners.

Commissioner Schneider suggested changing the meeting time to 10:00AM.

Commissioner Jeffer said 10:00AM would be difficult.

Lorbeer recommended 9:00AM start time.

Vice Chair Starr suggested one hour meeting maximum.

Lorbeer said 9:00AM start time is okay, would try to limit to one hour.

Commissioner Forsberg spoke about checking library availability first.

Commissioner Ramelow asked about afternoon meetings.

Lorbeer said afternoons would not work for others.

Ramelow said 9:00AM okay with her.

Ralph Lepre asked about changing the meeting day.

Lorbeer said day change not possible.

Dede Rossi said 9:00AM is okay with her.

Lorbeer asked about City staff challenge with 9:00AM start time.

Forsberg asked about City ordinances.

Lorbeer said there is no City ordinance specifying time, and bylaws were drafted but never made official.

A motion to adopt a 9:00AM start time, contingent on Library Services approval, was made by Commissioner Schneider and seconded by Commissioner Ramelow.

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

**Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 1 - Samuel Lippke

5. [13-049BS](#) Recommendation to approve the Fiscal Year 2014 Belmont Shore Parking and Business Improvement Area Advisory Commission Meter Revenue Fund budget.

**Attachments:** [13-049BS Parking Meter Fund Budget FY 14.pdf](#)  
[BSPBIAAC FY 2014 Budget.pdf](#)

Lorbeer handed out a revised budget, and he discussed the income statement, capital expenditure, and various project "place holders".

Jeffer asked about the \$137,000 for new meters.

Lorbeer spoke about the new parking meters.

Amir Sedadi (IPS) spoke about his parking meter proposal.

Jeffer asked about fee estimate.

Sedadi discussed fees.

Lorbeer spoke about fees, including credit card fees.

Schneiter spoke about convenience fees.

Sedadi spoke about Santa Monica parking meter program.

Lorbeer spoke about parking meter revenue, and various aspects of meter options.

Forsberg asked about Big Belly costs.

Ralph Lepre spoke about parking meter rates.

Lorbeer spoke about parking meter rates and revenue.

Ramelow spoke about rates.

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

**Yes:** 6 - Kurt Schneiter, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 1 - Samuel Lippke

6. [13-050BS](#)

Recommendation to approve Option 1 or Option 2 of the Conservation Corps of Long Beach Fiscal Year 2014 Trash, Litter, Graffiti and Landscaping Service Proposal.

**Attachments:** [13-050 Con Corps BSPBIAAC FY 14 Proposal.pdf](#)

Lorbeer discussed the difference between Option #1 and Option #2.

Forsberg spoke about the extra summer trash pickup.

Lorbeer spoke about the Saturday and Sunday trash pickup from May through September.

A motion was made to approve Option #2 by Commissioner Schneider and seconded by Commissioner Forsberg.

**A motion was made by Schneider, seconded by Commissioner Forsberg, to approve recommendation of Option #2. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 1 - Samuel Lippke

7. [13-051BS](#)

Recommendation to approve expenditure of \$100 for installation a Quiet Zone sign on the north side of Glendora at 2nd Street in Belmont Shore.

**Attachments:** [13-051BS Quiet Zone Sign request.pdf](#)

Lorbeer spoke about original Quiet Zone signs for Glendora, and installing them now would be a minor expense.

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

**Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 1 - Samuel Lippke

8. [13-052BS](#)

Recommendation to approve purchase of 50 additional Cash Keys from Duncan Parking Technologies, Inc. for a total of \$1,378.00.

**Attachments:** [13-052BS Cash Key reorder.pdf](#)  
[Duncan Cash Key quote 50 keys 08.06.13.pdf](#)

Lorbeer spoke about history of the Cash Key program, and that new parking meters might not be installed for some time.

Rossi spoke about advertising and promoting the Cash Key program.

Forsberg spoke about new parking meters and lack of need for Cash Keys.

Lorbeer spoke in support of marketing the Cash Key program.

Sedadi spoke about cards that could be purchased to use with new parking meters.

Lorbeer spoke about past "smart card" proposal, and recommended purchase of only 50 keys for the time being.

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

**Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer, Eric Forsberg and Lisa Ramelow

**Absent:** 1 - Samuel Lippke

9. [12-042BS](#)

Recommendation to approve the proposal by American Heritage Landscape, to provide maintenance for newly planted trees on 2nd Street and adjacent side streets for 12 months in the amount of \$530 per month.

**Attachments:** [12-042BS American Heritage tree maintenance.pdf](#)  
[Am Hrtg Lndscp BS new tree maintenance proposal 11.09.12.pdf](#)

Lorbeer spoke about the proposal needing revision due to lack of pruning needs and reduce to six months instead of one year.

Forsberg spoke about irrigation concerns.

Lorbeer spoke about Public Works staff addressing irrigation concerns, and that American Heritage already maintains City parking lots in Belmont Shore.

Forsberg spoke about the median irrigation maintenance.

Lorbeer spoke about new landscaping contract that is not being performed well for median.

A motion was made to approve the proposal in the amount not to exceed \$6,000 by Vice Chair Starr and seconded by Commissioner Ramelow.

**A motion was made by Commissioner Starr, seconded by Commissioner Ramelow, to approve recommendation in the amount not to exceed \$6,000. The motion carried by the following vote:**

**Yes:** 6 - Kurt Schneider, Joy Starr, William W. Lorbeer, Marsha Jeffer,  
Eric Forsberg and Lisa Ramelow

**Absent:** 1 - Samuel Lippke

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### **ADJOURNMENT**

**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 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](mailto:jim.fisk@longbeach.gov).