

William Lorbeer, Chair
Ken Trossen, Vice Chair
Eric Forsberg, Commissioner
Marsha Jeffer, Commissioner



Kurt Schneider, Commissioner
Joy Starr, Commissioner
Vacant, Commissioner

FINAL AGENDA & DRAFT MINUTES

REGULAR MEETING

CALL TO ORDER

Chair Lorbeer called the meeting to order at 8:10AM

ROLL CALL

Boardmembers Kurt Schneider, Joy Starr, Ken Trossen, William W. Lorbeer,
Present: Marsha Jeffer and Eric Forsberg

Also present: Victor Grgas, Asset Management Bureau Manager; Gene Rotondo, BSBA President; Julie Maleki, Council District 3 Staff; Marcelle Epley, Long Beach Transit Chief Administrative Officer & Sr. VP; Bill Smith, Long Beach Transit Community Relations & Customer Service Representative; Terry Endersen, BSRA VP.

CHAIR REPORT

Chair Lorbeer reported that the Tori Busch Memorial Drinking Fountain is still in progress, and that Mike Jensen's recovery is going well.

PUBLIC PARTICIPATION

Gene Rotondo spoke about the need for parking passes.

Lorbeer commented that the City is working on cell phone parking payment program.

Rotondo spoke about parking ticket challenges.

CONSENT CALENDAR

[11-023BS](#)

Recommendation to approve the minutes for the meeting held April 21, 2011.

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

Yes: 6 - Kurt Schneider, Joy Starr, Ken Trossen, William W. Lorbeer, Marsha Jeffer and Eric Forsberg

[11-024BS](#)

Recommendation to receive and file the Financial Report for the period ending March 31, 2011.

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

Yes: 6 - Kurt Schneider, Joy Starr, Ken Trossen, William W. Lorbeer, Marsha Jeffer and Eric Forsberg

REGULAR AGENDA

[11-025BS](#)

Recommendation to approve Fiscal Year 2012 Belmont Shore Parking and Business Improvement District Annual Budget and Service Report. Commissioner Schneider asked for FY10 actuals and made note regarding the loss of \$6,000 from the City for the Christmas Parade.

Rotondo said City is cutting back on all parades.

Lorbeer asked for explanation of cost increase in budget.

Rotondo informed that much of the increase is due to police expenses.

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

Yes: 6 - Kurt Schneider, Joy Starr, Ken Trossen, William W. Lorbeer, Marsha Jeffer and Eric Forsberg

[11-026BS](#)

Recommendation to set Community Facilities District No. 2007-2 (Belmont Shore) FY 2012 assessment rate at \$0.12 per square foot, and have staff prepare the necessary documents for City Council approval.

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

Yes: 6 - Kurt Schneider, Joy Starr, Ken Trossen, William W. Lorbeer, Marsha Jeffer and Eric Forsberg

[11-027BS](#)

Recommendation to receive and file Long Beach Transit Belmont Shore Employee Rider trial program proposal.

Lorbeer informed of successful CSULB student rider program with LBT, and similarity of what is being proposed in Belmont Shore.

Marcelle Epley explained history of rider program, as well as efforts to serve Belmont Shore employees. Three years ago CSULB was at similar stage as current Belmont Shore, and their trial program increase ridership from 1,200 average daily to 6,000 average daily in first month. Ridership has leveled out at approximately 8,000 average daily, and nearby residents state they are no longer impacted as in the past.

Belmont Shore would only pay for rides incurred; LBT would fund \$2,500 for marketing; Bill Smith of LBT would promote trial program.

Lorbeer asked if CSULB student passes are not valid during summer.

Epley said passes invalid from May 27 to August 15. Start date for Belmont Shore could be in a couple weeks, by mid June.

Commissioner Jeffer stated the need to present information to general BSBA meeting.

Lorbeer said program success dependant on BSBA support, would like costs shared.

Commissioner Schneiter asked if ID has photo, and how to prevent abuse.

Epley responded that program is monitored at the rider level.

Schneiter expressed desire for LBT to extend route to Ocean Blvd.

Lorbeer spoke about free parking in Marina parking lot. Maybe extend "B" line stops at the lagoon. Asked if BSBA would share cost.

Rotondo spoke that current budget does not allow for support of trial program, but will look at possibility at their May 20 meeting.

Lorbeer said projection of possibly 150 – 200 rider usage.

Rotondo stated that Legend's employs approximately 65 people and most do not drive to work.

Lorbeer asked BSBA to market trial program and outreach businesses for a couple months.

Rotondo not certain of level of commitment due to business owners conducting business. Asked if there will be new bus routes.

Epley stated no new routes.

Rotondo asked why more money was needed.

Epley stated LBT is not-for-profit, costs are fixed.

Schneiter if possible to share revenue.

Rotondo stated increase in business related to advertising is not certain.

Epley said 20% of costs are covered by fares, other sources of funding such as federal. Reiterated that CSULB was also challenged at first but program highly successful, and \$0.50 fee per ride is not negotiable.

Schneiter stated the need for employees to have incentive to use bus service.

Epley stated that the only way to know if the program will work is to conduct trial program.

Commissioner Forsberg said tickets would encourage employees to use bus service. Expressed concern that not only employees would use passes.

Epley stated all cards have serial numbers and that reports will monitor ridership. Also, marketing program would encourage out-of-town usage.

Schneiter stated that business owners need to buy into program for success.

Commissioner Trossen stated that program sounds good, but success benchmarks are important. He doesn't believe businesses would want to pay for program.

Lorbeer stated that even if 100 – 200 parking spaces are freed up, that would be measure of success.

Jeffer stated that \$15,000 per month would be too much for BSBA to assist in paying.

Lorbeer stated that intent is only for BSBA to pay some, not equal amount as commission.

Jeffer stated that the BSBA is on a fixed budget.

Forsberg stated that if commission pays full amount, he feels it would offer incentive for usage.

Lorbeer stated that BSBA sharing cost may not be good idea, asked if BSBA could contribute to marketing cost.

Rotondo stated BSBA could possibly contribute to marketing cost.

Julie Maleki stated that Councilmember DeLong supports trial program.

Terry Endersen said trial program would be a good idea, but concerned about employee parking passes.

Melinda Cotton stated LBT proposal is good idea; employee lot passes would discourage bus pass usage.

Ralph Lepre insisted that residents need to use their garages and participate in solving the parking issues in Belmont Shore. He expressed frustration with anti-business rhetoric.

Lorbeer asked to set up meeting as soon as possible with LBT, commission chair and City staff in order to present trial program at May 31, 2011 BSBA general meeting.

A motion was made by Commissioner Trossen, seconded by Commissioner Schneider, to approve the proposed three month trial program. The motion carried by the following vote:

Yes: 6 - Kurt Schneider, Joy Starr, Ken Trossen, William W. Lorbeer, Marsha Jeffer and Eric Forsberg

[11-028BS](#)

Recommendation to review and discuss existing median horticulture and potential for change or upgrade at an expense not to exceed \$1,500 for installation of new seasonal color.

The commission approved \$1,500 to change seasonal median flowers.

Lorbeer asked to discuss median upgrade similar to what was recently done in Naples.

Trossen expressed approval of Naples upgrade.

Forsberg said Christmas Parade crowds would trample median plants if same as Naples plants.

Lorbeer said Naples median upgrade makes Belmont Shore look old, and that there are alternates to plants other than same as Naples.

Schneiter said Naples formed a "Garden Club" which was responsible for project; wants same for Belmont Shore.

Lorbeer agreed with "Garden Club" concept. He said commission approves work in excess of City supported baseline median work. Asked if commission would be willing to consider upgrading median.

Schneiter stated he wants to discuss with Naples how they completed their project.

Rotondo said he wants sculpturing in median, and that the palm tree lighting is not good. He wants more "pop" to set Belmont Shore apart.

Schneiter stated there are too many fixture distractions in Belmont Shore. He said excess newsstands are gone, but now there are too many bike racks.

Rotondo said residents need to participate also.

Maleki said there are local landscape architects who might donate their time to improving the median. She will try to obtain contact information of any local landscape architects.

Endersen agreed that excessive Christmas Parade traffic would trample median ground cover. He also asked about maintenance.

Lorbeer stated that Midori Gardens is contracted to maintain the median.

Andersen will seek a horticulturist and arborist.

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

Yes: 6 - Kurt Schneiter, Joy Starr, Ken Trossen, William W. Lorbeer, Marsha Jeffer and Eric Forsberg

[11-029BS](#)

Recommendation to approve expenditure of \$2,600 to replace damaged posts, re-paint and reset existing Belmont Shore welcome sign on 2nd Street near Livingston Drive.

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

Yes: 5 - Kurt Schneiter, Joy Starr, Ken Trossen, Marsha Jeffer and Eric Forsberg

Abstain: 1 - William W. Lorbeer

PUBLIC PARTICIPATION

Rotondo spoke about businesses efforts to work with the residents regarding parking issues. He is frustrated with “mixed messages” and misinterpretations of what he has said in the past. He reiterated his desire for parking passes for employees and residents. He said the proposed LBT trial employee rider program may be good, but parking passes would also be beneficial.

Endersen expressed need to consider alternative parking solutions, such as beach parking.

Rotondo stated that residents need to use their garages.

Forsberg asked about Conservation Corps contract adjustment, Big Belly proposal and free parking after 7:00PM signage.

Lorbeer said can explore signage change in future, and he cannot control responses from Conservation Corps, who haven’t responded to his numerous calls.

ADJOURNMENT

Next regular meeting: June 16, 2011.

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