

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

**THURSDAY, MAY 21, 2015
BAY SHORE LIBRARY, 195 BAY SHORE
AVENUE, THIRD THURSDAY, 9:00 AM**

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



Kurt Schneider, Commissioner
Joy Starr, Commissioner
Lisa Ramelow, Commissioner

FINISHED AGENDA AND DRAFT MINUTES

REGULAR MEETING

CALL TO ORDER

At 9:10AM Chair Lorbeer called the meeting to order.

ROLL CALL

Commissioners Kurt Schneider, William W. Lorbeer, Marsha Jeffer and Lisa

Present: Ramelow

Commissioners Joy Starr and Eric Forsberg

Excused:

Commissioners Samuel Lippke

Absent:

Also present: Julie Maleki, CD 3 Chief of Staff; Dede Rossi, BSBA Executive Director; Seyron Foo, City of Long Beach Staff.

CHAIR REPORT

- 1) Tori Busch Memorial Plaque.
 - Installed yesterday - on Rite Aid building next to mural.
- 2) Security Cameras.
 - Nothing to report this month.

- 3) Council Item - Expansion of commission.
 - Item was withdrawn.
- 4) Sidewalk Sealant.
 - Nothing to report this month.
- 5) Parking Study.
 - Nothing to report this month.
- 6) Roe Property - Potential Parking Lot or Structure.
 - Council office held informational meeting.
 - City Council approved negotiations in closed session.
 - Referred to Parking Commission for approval and feasibility study (cost range between \$98,000 and \$180,000)
- 7) Requests for sidewalk memorial plaques.
 - One-time fundraising project to support installation of sidewalk trees.
 - City policy prohibits plaques in public right-of-way - PR&M has program.
- 8) Announcements:

The June BSPBIAAC meeting will be June 18, not June 17 as noted in the May agenda.

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.

Melinda Cotton spoke about the Park Ave parkway, both trees are dying and need attention

Lorbeer spoke about the ground cover always been a problem, possibility of installing brick pavers instead of ground cover.

Cotton spoke about City guidelines; maintenance people is main problem; possibility of using the same company as PRM contracts with.

Lorbeer spoke about the automatic watering; the current median company is not as focused; need to make parkway lower maintenance, possibly pavers.

CONSENT CALENDAR

1. [15-029BS](#) Recommendation to approve the minutes for the meeting held April 16, 2015.

Attachments: [15-029BS Finished Agenda And Draft Minutes 04.16.15.](#)

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

Yes: 4 - Kurt Schneider, William W. Lorbeer, Marsha Jeffer and Lisa Ramelow

Excused: 2 - Joy Starr and Eric Forsberg

Absent: 1 - Samuel Lippke

2. [15-030BS](#) Recommendation to receive and file the Financial Report for the period ending March 31, 2015.

Attachments: [15-030BS BSPBIAAC 03.31.15 Financial Statement.pdf](#)

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

Yes: 4 - Kurt Schneider, William W. Lorbeer, Marsha Jeffer and Lisa Ramelow

Excused: 2 - Joy Starr and Eric Forsberg

Absent: 1 - Samuel Lippke

3. [15-031BS](#) Recommendation to receive and file the Long Beach Transit Employee Bus Pass Program Status Report for the period April 1, 2015 through April 30, 2015.

Attachments: [15-031BS LBT BSBA Report April 2015.pdf](#)

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

Yes: 4 - Kurt Schneider, William W. Lorbeer, Marsha Jeffer and Lisa Ramelow

Excused: 2 - Joy Starr and Eric Forsberg

Absent: 1 - Samuel Lippke

REGULAR AGENDA

4. [15-032BS](#) Approve Fiscal Year 2016 Belmont Shore Parking and Business Improvement Area Annual Budget and service Report, and request that City staff prepare the necessary documents for City Council review.

Attachments: [15-032BS FY16 BSBA Budget Approval.pdf](#)
[2015-16-BSBAAnnualDistrictReport_CityPackage v1.pdf](#)

Lorbeer provided budget numbers, said they are similar to last year.

Jeffer commented that Dede Rossi is doing a "damn fine job"!

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

Yes: 4 - Kurt Schneider, William W. Lorbeer, Marsha Jeffer and Lisa Ramelow

Excused: 2 - Joy Starr and Eric Forsberg

Absent: 1 - Samuel Lippke

5. [15-033BS](#) Recommendation to receive and file the status report regarding the installation of new smart parking meters in Belmont Shore.

Attachments: [15-033BS New Parking Meter Project Status.pdf](#)

Seyron Foo spoke about the new meters were installed as of May 5; sticker examples from other cities, they are durable, gave price range per

sticker; similar to Old Pasadena; DLBA identified their 4 items: "clean, beautification, events, safety"; need consistent color and font Citywide.

Lorbeer spoke about wanting Belmont Shore identity, not downtown logo, color or scheme; he likes general categories, not too detailed and specific.

Schneiter spoke about not wanting to use "smart" meter language.

Lorbeer spoke about money from meters stays in Belmont Shore, and he wants Belmont Shore to be self-identified.

Foo said he will take back to City Hall the Commissioner's comments regarding color and logo scheme; language from last meeting was not as what is presented today; first five minutes are free.

Lorbeer spoke about his observation that many people were testing the five minutes free button.

Schneiter asked if the revenue is on pace.

Lorbeer spoke about his interest in revenue data.

Foo spoke about two weeks is not long enough to collect meaningful data; Belmont Shore is approximately 20% usage to date.

Lorbeer spoke about the biggest factor is the rate of coin usage versus credit card usage.

Rossi asked if there is any way to have design reconsidered.

Foo said he would get back to Ross regarding her question.

Lorbeer spoke about emailing to Rossi an example.

Foo spoke about the currently dome-mounted sensors being installed; Long Beach is not the first (Sacramento, San Diego, etc); still doing testing; San Diego has had them installed for several months.

Jeffer spoke about the meters being too tall, she cannot read them.

Foo spoke about the meter pole cuts still being in process, and they are done by hand.

Lorbeer spoke about the new meters screen being angled up, versus old meters vertical; he has received two comments about the height issue, and only getting 20 minutes for \$0.25 now; he has had to tutor people how to use meters, especially the five minutes free button.

Ramelow spoke about the need to educate the public is be expected.

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

Yes: 4 - Kurt Schneiter, William W. Lorbeer, Marsha Jeffer and Lisa Ramelow

Excused: 2 - Joy Starr and Eric Forsberg

Absent: 1 - Samuel Lippke

6. [15-034BS](#)

Recommendation to eliminate the compound rate for parking meters located in the City-owned parking lots in Belmont Shore.

Attachments: [15-034BS Parking Lot Meter Rates.pdf](#)

Lorbeer informed about the history of the back wall meters compound rate; current use not as intended, which was for employees; agenda item's purpose is to simply eliminate the compound rate, make it \$0.25/hour..

Ramelow said the rate should be \$0.75/hr.

Schneiter spoke about wanting to change the rate to \$0.75/hr; employees are not using south wall meter spaces; now the Long Beach Transit employee bus pass program is working well; need to pay for new meters; make the rate the same as street rates.

Jeffer recommended that all lot meter rates be \$0.75/hr.

Schneiter spoke about \$0.25/half hour is his recommendation.

Ramelow spoke about raising rates to \$0.75/hr for all meters.

Lorbeer spoke about for years council office has had to fight to keep meter money in Belmont Shore, therefore it is important to balance revenue; original meter installation was to pay for a project, then remove meters; he recommends to make \$0.25/hr, six months from now after parking study, then consider raising rates; example of Downtown rate differential - core versus less demand area.

Schneiter spoke about making them all \$0.25/half hour (therefore \$0.50/hour).

Jeffer spoke about it being a good idea to leave rates at \$0.25/hr.

Schneiter spoke about the parking study too expensive.

Lorbeer spoke about the scope of the new study being broader than previous studies, information to gain was never gotten before.

Rossi spoke about all meters should be consistent \$0.25/half hour; currently \$0.25/half hour north side meters.

Lorbeer spoke about the approximately 150 meters in lots, only the back wall meters employ the compound rate.

Rossi spoke about making them all \$0.50/hr, make two hour time limit for the lot meters.

Lorbeer spoke about eliminating the eight-hour time limit might raise issues; residents utilize lot compound rate meters.

Jeffer asked if eliminating the compound is a good idea.

Lorbeer spoke about the old meters not accepting credit cards, therefore would need 16 quarters for all-day parking.

Schneiter asked who will benefit from a new parking study.

Lorbeer spoke about the various projects that will need to be funded (median, cameras, etc); possible compromise to eliminate compound now, discuss rate adjustment later; make \$0.25/hour simple; need to hear from Seyron Foo and Julie Maleki regarding changing the compound rate

and raising the rate.

Foo said he will need to check with existing Ordinances to verify if change is allowed; there has been considerable outreach efforts related to new meter rates, etc.

Maleki spoke about consulting with Councilwoman Price.

A substitute motion was made by Commissioner Jeffer, seconded by Commissioner Ramelow, to eliminate the compound rate and raise the rate to \$0.50 per hour for all parking lot meters, unless City has concerns, in which case, leave the rate at \$0.25 per hour without compounding the rate. The motion carried by the following vote:

Yes: 4 - Kurt Schneider, William W. Lorbeer, Marsha Jeffer and Lisa Ramelow

Excused: 2 - Joy Starr and Eric Forsberg

Absent: 1 - Samuel Lippke

7. [15-018BS](#)

Recommendation to approve expenditure not to exceed \$83,000 for the purchase and installation of an additional 12 BigBelly solar powered trash and recycle compaction units.

Attachments: [15-018BS Big Belly Proposal.pdf](#)
[BigBelly Belmont Shore Expansion Info Sheet Feb 2015.](#)
[Waxie Quote 12 addl BigBellys 02.10.15.pdf](#)

Lorbeer spoke about adding 12 new Big Belly trash compactors, which will then place one on almost every block in the Belmont Shore business district.

Andrew Duncan provided a recap of the study, which indicated that the Big Belly's are a successful program; discussed studies related to Conservation Corps labor savings; would also eliminate the cement trash cans (currently 80); vandalism on one, will repair at no cost; will also relocate the one at Polly's to Archibald's.

Lorbeer asked if Duncan needs help with the removal or relocation of the cement trash cans.

Duncan said help with the cement cans would be appreciated.

Lorbeer spoke about the negotiation of reducing the Conservation Corps new contract, and that there be alternative services they can provide.

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

Yes: 4 - Kurt Schneider, William W. Lorbeer, Marsha Jeffer and Lisa Ramelow

Excused: 2 - Joy Starr and Eric Forsberg

Absent: 1 - Samuel Lippke

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Schneider asked about the fate of the old meters, and any reimbursement to the Commission; unwinding of the Mello-Roos property tax; the current requests to add more Commissioners, and the need plan this for a next agenda item, does not want residents to decide on how Mello-Roos money spent, or he will propose to unwind commercial property tax.

ADJOURNMENT

The meeting was adjourned at 10:24AM.

Next regular meeting: June 18, 2015.

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.