



AGENDA FOR THE LA MESA COMMUNITY PARKING COMMISSION

Tuesday, August 20, 2019

City Administration Building, City Council Chambers
8130 Allison Avenue, La Mesa

1. Call Meeting to Order at 5:30 p.m.
2. Roll Call
3. Approval of Minutes for July 16, 2019
4. Written Communications
5. Public Comment (non-agenda items)
6. Informational Items
7. OLD BUSINESS
 - a. La Mesa Village Enhancement Fund Program Guidelines
 - b. May 2019 Parking Study
8. NEW BUSINESS

None
9. Additions to the Next Agenda
10. Adjournment

Materials related to an item on this agenda submitted to the La Mesa Community Parking Commission after distribution of the agenda packet are available for public inspection in the Community Development Department located at La Mesa City Hall, 8130 Allison Avenue, La Mesa, California, during normal business hours.

The City of La Mesa encourages the participation of disabled individuals in the services, activities, and programs provided by the City. Individuals with disabilities, who require reasonable accommodation in order to participate in the Parking Commission meetings, should contact the City's Americans with Disabilities Act (ADA) Coordinator, Rida Freeman, Human Resources Manager, 48 hours prior to the meeting at 619-667-1175, fax 619-667-1163, or rffreeman@ci.la-mesa.ca.us.



MINUTES LA MESA COMMUNITY PARKING COMMISSION

Tuesday, July 16, 2019

1. CALL TO ORDER

The meeting of the La Mesa Community Parking Commission was called to order by Commissioner Shea at 5:39 p.m. in the City Council Chambers located at 8130 Allison Avenue, La Mesa, California, 91942.

2. ATTENDANCE

Members Attending: Commissioners Baron, Giordano, and Shea

Members Absent: Kern, McCune

Staff Attending: Kerry Kusiak, Chris Gonzales

3. APPROVAL OF THE MINUTES OF APRIL 16, 2019

Commissioner Baron made a motion to approve the minutes. Commissioner Giordano seconded the motion. The motion carried, 3-0, with Commissioners Baron, Giordano, and Shea voting in favor and none opposed.

4. WRITTEN COMMUNICATIONS

None

5. PUBLIC COMMENT (NON-AGENDA ITEMS)

None

6. INFORMATIONAL ITEMS

Mr. Gonzales updated the Commission on two key projects. The parking lot lighting project plans are at 95% completion and construction and cost estimates will follow. The parking permit system upgrade project to automate the sale and order fulfillment process for parking permits is underway but implementation will likely be delayed until early 2020 due to the complexity of the project and the demands of other projects competing for staff time.

7. OLD BUSINESS

None

8. NEW BUSINESS

a. Discussion of the Village Enhancement Fund

Councilmember Baber stated that the purpose of the Fund is to ensure that the money that's generated in the Village stays in the Village to support the Village. Councilmember Parent sees the Fund as a way to provide funding for alternative events if the Farmers' Market is moved out of the Village or, if the market stays, to fund events on other nights to aid businesses impacted by the market. The proposal is take 50% of the net parking revenue after ordinary expenses to fund the program. Non-profits and private businesses can apply for funding for programs, activities and events, etc. to benefit the Downtown Village. The Council has directed staff to work with the Commission to on policy and process development and to make recommendations to the Council and, subsequently, to work on review/recommendation of applications.

A number of program aspects emerged under discussion, including whether or not event profits should be shared with the City in exchange for the catalyst money provided, whether or not the funds would be grants or loans, whether or not the funds can be used for physical improvements as well as events and programs. The issue of whether or not physical improvements, such as gateway signage or lighting on private property, would be eligible was also discussed.

Councilmember Parent stressed that activities funded need to benefit the area as a whole and that the public can better appreciate participating in parking programs if they know the dollars spent may result in special events later. The types of events or activities that might be eligible should not be pre-decided. Commissioners Giordano and Baron expressed support for the Fund concept. Commissioner Giordano expressed some concern about the notion of giving money to private businesses. Commissioner Shea questioned whether or not the Council should take full responsibility for administration of this program, as opposed to a volunteer body, such as the Commission. She added that the area west of Spring Street doesn't experience the vibrancy and benefit of special events in the same way that businesses on the east side do.

Staff told the Commission that they would be examining in detail a number program aspects, including those mentioned during discussion, and will be making initial program guideline recommendations for the Commission to review at the next meeting.

9. ADDITIONS TO NEXT AGENDA

Village Enhancement Fund Program Guidelines

10. ADJOURNMENT

The meeting was adjourned at 6:19 p.m. until August 20, 2019.



REPORT to the LA MESA COMMUNITY PARKING COMMISSION

DATE: August 20, 2019
SUBJECT: Item 7.a. Village Enhancement Fund Program Guidelines
ISSUING DEPARTMENT: Community Development Department

SUMMARY:

- Issues:** 1. Should the La Mesa Community Parking Commission recommend that the City Council adopt the Program Guidelines for the La Mesa Village Enhancement Fund?

BACKGROUND:

On July 9, 2019, the La Mesa City Council voted to establish the La Mesa Village Enhancement Fund (VEF). The purpose of the fund is to encourage ongoing investment in the Downtown Village and create more entertainment opportunities for residents and families by allowing non-profits and private businesses to apply for funds to finance events, programs, advertising, or physical improvements benefitting the Downtown Village. The La Mesa Community Parking Commission will have a key role in the implementation of the VEF, which will be funded by 50% of annual net parking revenues. Councilmembers Baber and Parent, who sponsored the VEF, appeared before the Commission on July 16, 2019 to provide additional information and to respond to questions from Commissioners. It was noted that there were still many details to consider and staff would be working to prepare draft program guidelines for presentation to the Commission in August 2019.

DISCUSSION:

The intent of the program guideline document (Attachment A) is to establish criteria for the allocation of program funding. A summary of the program framework is as follows:

Eligible Participants:	Non-profit organizations and private businesses
Eligible Activities:	Events, promotions, programs, advertising
Program Area:	Parking District One
Program Goal:	Area-wide benefit to Parking District One
Funding Method:	Reimbursement of eligible expenses after activity completion
Funding Cycle:	September (applications) to January (City Council)

CONCLUSION:

Staff recommends that the Commission entertain a motion to recommend to the La Mesa City Council the adoption of the La Mesa Village Enhancement Fund Program Guidelines.

Submitted by:

A handwritten signature in black ink that reads "Chris Gonzales". The signature is written in a cursive, flowing style.

Chris Gonzales
Community Development Program Coordinator

Attachment A: Draft La Mesa Village Enhancement Fund Program Guidelines



LA MESA VILLAGE ENHANCEMENT FUND PROGRAM

1. PURPOSE

It is the purpose of this policy to establish guidelines and criteria for allocation of Downtown Parking Fund revenue to the La Mesa Village Enhancement Fund Program.

2. BACKGROUND

At the July 9, 2019 City Council meeting, the La Mesa City Council adopted the La Mesa Village Enhancement Fund Program to encourage ongoing investment in the Downtown Village, attract customers to businesses, and to create entertainment and community opportunities for residents and families. The program utilizes fifty percent (50%) of annual net revenue after ordinary expenses from Parking District One revenues in the Downtown Parking Fund to finance events, promotions, programs, and advertising for the public benefit of the business community in Parking District One in the City of La Mesa. Non-profit organizations and individual businesses can apply for funding via an online application form each annual funding cycle to utilize funds for activities that meet program requirements. Funding awarded through the La Mesa Village Enhancement Fund Program shall not be used for any purposes prohibited by laws governing the use of public funds, including but not limited to, religious, political campaigning, or purely private purposes or activities.

The following Program Guidelines establish the terms and conditions, criteria, method, and process for determining an award of funding for the La Mesa Village Enhancement Fund Program.

3. PROGRAM GUIDELINES

Terms & Conditions

The La Mesa Village Enhancement Fund Program has been established as a one-year pilot program for non-profit organizations and individual businesses to apply for funding to conduct events, promotions, programs, and advertising in Parking District One. The program's main goal is to enhance the vibrancy of the Downtown Village and encourage more ongoing investment. To meet this goal, applications for funding must be able to demonstrate a public benefit to the business community in Parking District One. An example of a public benefit could be a well-advertised event or promotion that brings residents to the Downtown Village. The ability for an applicant to clearly demonstrate that a project includes a public benefit to Parking

will be included in the applicant's request for Enhancement Fund Program funds and may be considered for Enhancement Fund Program funding based on funding availability.

When applying for funding for events or promotions, applicants should take into consideration the dates and times of existing events when determining their event date(s). To ensure the success of an event, applicants should effectively plan around known reoccurring events such as Oktoberfest, the La Mesa Farmers' Market, Holiday in the Village, and the La Mesa Classic Car Show. It is the responsibility of the applicant to choose event and promotion dates that do not conflict with other events.

Applications for events or promotions that require the closing of streets or public right-of-way will require a Special Event Permit. The Applicant must apply for a Special Event Permit immediately following the award of funding to allow ample processing time before the event or promotion date. Applicants are responsible for ensuring the timing of their projects. Failure to follow the special event permit process will result in the disqualification of funds for events and promotions that include the closing of public right-of-way. Applicants should be aware that during review of the Special Event Permit, certain aspects of the event or promotion may be modified to meet City codes and standards. If a Special Event Permit is approved, it is the responsibility of the applicant to adhere to all conditions of approval of the Special Event Permit. In the event that the Special Event Permit is denied, the award of funding is withdrawn and the funding will become unencumbered and available for future applicants.

A Special Event Permit Application can be downloaded from the City's website at www.cityoflamesa.us or picked up at the City Clerk's counter at La Mesa City Hall located at 8130 Allison Avenue.

Advertisements

Advertisements qualify for program funding so long as it can be demonstrated that the advertisement includes a public benefit to Parking District One. An example of an advertisement that qualifies is an online restaurant ad or an ad in a magazine that highlights the diverse culinary choices in the Downtown Village. Applications for advertisements can include all types of media, including newspapers, magazines, online ads, social media, radio, and television. Applications for advertisement funding are encouraged to include reputable, well-circulated publications or media outlets that provide the best opportunity to target the desired audience. Applicants are required to provide information such as the publication or type of media being proposed, the length of time the advertisement will run, a rendering or example of the ad itself, and any other collateral materials that help explain the advertisement. The quality of the advertisement, its message, and how well it conveys a public benefit to Parking District One are factors in determining an award of funding.

Temporary Promotional Banners

Temporary promotional banners are banners that advertise an event or promotion that affix to decorative street poles or other infrastructure. La Mesa Municipal Code Section 15.10.040 allows for the placement of temporary special event banners as part of an event or promotion in the Commercial Downtown (CD) zoning designation. Applicants are required to provide information in the application submittal and any necessary collateral materials that clearly communicates the size, design, material, colors, number of banners, location(s) to be installed, and installation and removal dates. Temporary promotional banners may be displayed for a maximum of ninety (90) days per application. Applicants are required to submit an application for a sign permit with the Community Development Department following an award of funding.

Failure to apply for a sign permit may result in the disqualification of funds. All applications are subject to compliance with City building codes. Applicants may be required to attend an Application Meeting to clarify sign permit guidelines and scope of work.

Funding Guidelines

At the beginning of each funding cycle, applicants are invited to apply for program funds and directed to the City's website where application materials and available funding information is located. Individual applications will not be accepted that exceed available funding in each funding cycle. All submittals through the La Mesa Enhancement Fund Program are subject to funding availability. Funding awarded through the program cannot be used for any purposes prohibited by laws governing the use of public funds.

The La Mesa Village Enhancement Fund Program is a 100% reimbursable grant program. Approved funding is provided to the applicant once the event, promotion, program, or advertisement has been completed. Once an event, promotion, program, or advertisement has been completed and all applicable City requirements are met, applicants are responsible for providing all receipts of expenditures to the City, including proof of payment for expenses. Reimbursement will only be made for expenses that have been outlined in the Enhancement Fund Program application that are accompanied with receipts. Applicants will not be compensated for labor they perform themselves. Labor performed by a subcontractor or consultant, City over-the-counter fees, the Special Event Permit Application fee, and cost recovery for special events qualify for program funding and may be included as an expense in the application process.

Projects that are awarded funding that are not completed by the date outlined in the Enhancement Fund Program Application and Letter of Commitment will forfeit their awarded funding and the funding will become unencumbered and available for future applicants.

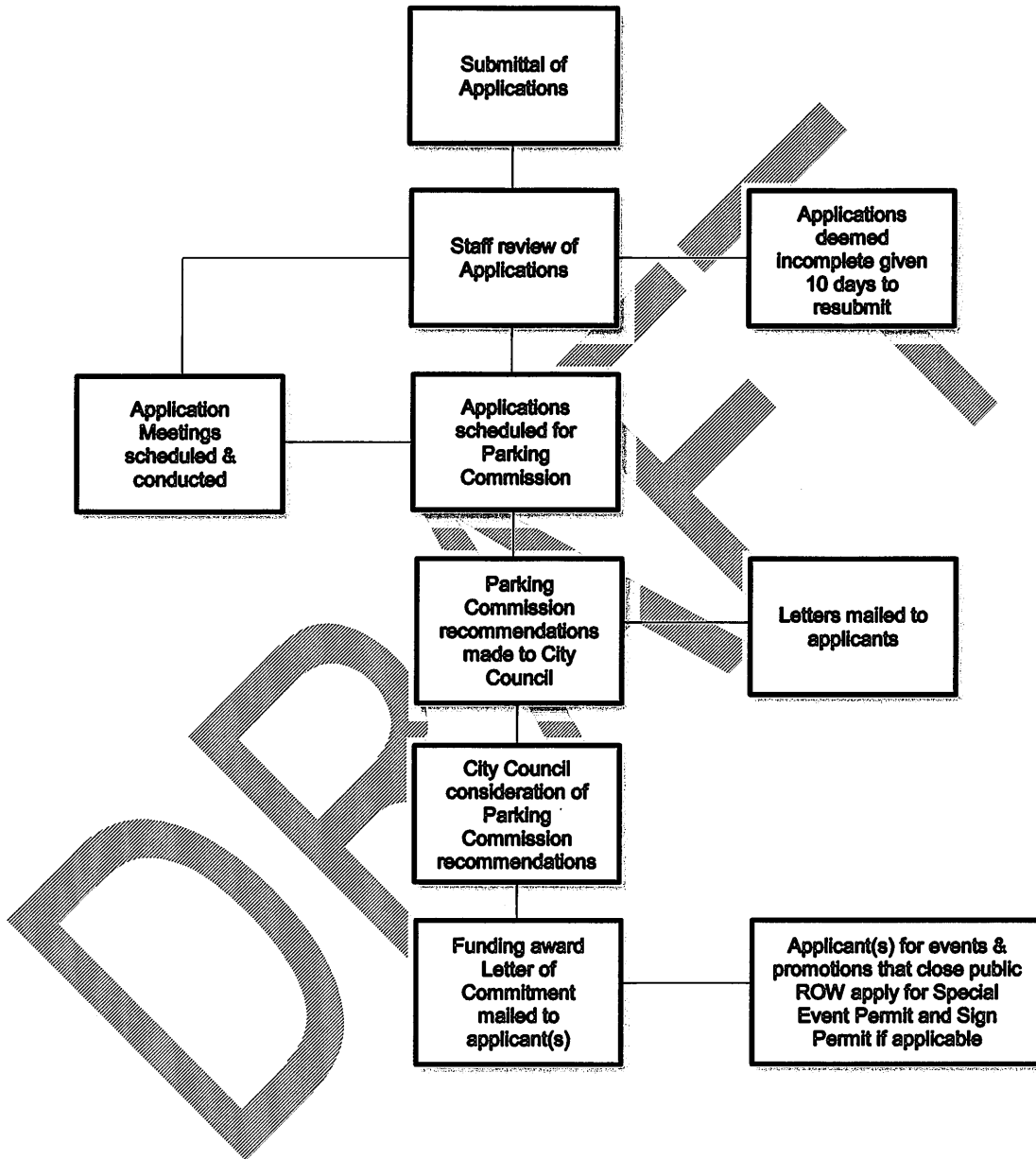
Eligibility Requirements

Non-profit organizations and individual businesses that are located either inside or outside the boundaries of Parking District One qualify to apply for funding. If the Enhancement Fund Program is extended beyond the one year pilot program timeline, priority may be given to applicants that have not applied in prior years. Applicants must have a valid business license to operate in the City of La Mesa to apply for funding.

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4. ANNUAL APPLICATION PROCESS

The annual application process for the La Mesa Village Enhancement Fund Program is highlighted in the flow chart below.



Annually when the program funding cycle begins, applicants are invited to complete and submit a La Mesa Village Enhancement Fund Program Application available on the City's website at _____ . Once the application period has ended and all applications have been received, staff will review the applications for completeness. Applications that are deemed incomplete will be returned to the applicant and allowed ten (10) business days to address any incomplete information and resubmit. After all applications are deemed complete, staff will work with applicants to schedule necessary Application Meetings for projects that include public improvements or special events and promotions. Applications for advertisements do not require an Application Meeting. Once all necessary Application Meetings are complete, City staff will

schedule the applications to be heard at the next available Parking Commission meeting. The role of the Parking Commission is to consider applications and recommend to the City Council which application(s) should receive program funding. Applicants will be informed of the scheduled Parking Commission meeting date and are encouraged to attend the meeting to answer questions or to clarify submittal requests. The Parking Commission meets regularly on the third Tuesday of each month.

Applicants are notified via mail whether their application was recommended or not recommended for funding by the Parking Commission. Applications that are recommended for funding are scheduled for the next available City Council meeting and applicants are notified of the scheduled City Council meeting date. Similar to the Parking Commission meeting, applicants are encouraged to attend the City Council meeting to answer questions or to clarify submittal requests.

After the City Council meeting, applicants not approved for funding are notified via mail and applicants that are awarded funding receive a Letter of Commitment from the City. The Letter of Commitment details the terms and conditions for acceptance of the funds, the amount of funds committed to the application or project and the timeframe the funds are committed for.

Applicants for funding for events and promotions that close the public right-of-way must apply for a Special Event Permit following receipt of the Letter of Commitment. If the event or promotion includes a temporary banner advertisement, applicants must also apply for a sign permit with the Community Development Department.

5. TIMELINE

The La Mesa Village Enhancement Fund Program is currently a one-year pilot program. In the event that the program is continued beyond year one, the following timeline applies each funding cycle. If Council approves instituting the one-year pilot program, the initial application process timeline will be compressed to allow for consideration of funding by Parking Commission in the November-December timeline.

September 1 st	Available funding is announced. City begins accepting applications.
September 30 th	Deadline to submit applications.
October 15 th	Deadline to resubmit incomplete applications.
October 16 th – 31 st	Application Meetings scheduled and conducted.
November – December	Applications scheduled for next available Parking Commission meeting.
January 1 st – 31 st	Applications recommended by Parking Commission scheduled for next available City Council meeting. Letter(s) of Commitment sent.

6. PROGRAM CONTACT

For information about the La Mesa Village Enhancement Fund Program, contact Lyn Dedmon, Senior Management Analyst, at (619) 667-1339 or ldedmon@cityoflamesa.us.