



**Walnut Creek Downtown
Board of Directors Meeting
February 13th, 2019**

Present: Kathy Hemmenway, Anne Marie Mills, Kerry Inserra, Tony Kallingal, Gary Skrel, Peggy White, Bob Power, Kristy Lincoln, Barney Fonzi, Angela De La Housaye, Bonnie Waters, Andrea Baldacci, Jessica Cole, Kristina Duncan, Debbie Dimich, Iman Novin, James Marshall, Ozzie Arce, Kara Vuicich, Andy Smith

I. Welcome and Introductions:

- a. Angela D. begins meeting at 8:30 am and thanks Tony K. and Mechanics Bank for hosting.

II. Public Comment:

- a. Jessica C. spoke about updates in the City. Lark Creek's new tenant will be announced at the next City Council meeting. The Council authorized an extension of the station-less bikeshare program through the end of August, but are waiting to hear if the company accepts the terms. Transportation planners will be conducting a couple of sessions to research other modalities. The Economic Development Dept. will be working on business retention and expansion efforts and would like to create a focus group of businesses. Kristina Duncan from Mills College was introduced; she is working on a policy project for the City including outdoor dining options. Kristina is working on her master's thesis and the City of Walnut Creek is her client. She will be interviewing local restaurant owners on how to streamline and make it more efficient.
- b. Peggy W. spoke – It will be the Lesher Center's 30th anniversary on Oct 4, 2020. They are looking at new programs like comedy, country music, etc. She suggested collaborating with WCD to bring new programs to the area.

III. WCD Staff Summary - Kathy Hemmenway:

- a. Stephanie Malone has moved to San Jose Ford and is no longer on the Board. The Nominations Committee & WCD staff is looking at options to fill that vacancy.
- b. WCD was contacted regarding the Junior Olympics meet in March at Heather Farm. WC is hosting this year's event with over 700 swimmers. We reached out to our restaurant members to assist with providing meals and coupons for the event. WCD assisted with a BART Valentine's Day package by collaborating with Benvenuti Ristorante and with the Marriott hotel.
- c. Walnut Creek on Ice wrapped up Jan. 15th. Sponsorships were lower this year. There will be a meeting on March 6th to find out the final numbers but overall it was a good season.
 1. Tony K. asked if we pass along those statistics to local businesses and survey businesses to find out if they experienced any impact from the ice rink? Kathy replied that it hasn't been done in the past, however, that was a good suggestion.
 2. Angela D. suggested looking at the dasher board sponsorship level, opening up more space and also consider dropping the price a little. It could sell more and make up for it in volume.
 3. Kathy H. said we will most likely have to invest in new dashers next year.
- d. WCD hosted it's first business education series which was sponsored by Mechanics Bank. We had 42 attendees (50 registered) and it took place at Massimo's; Cady Marsh, WCD Social Media Coordinator, ran the session. We are looking at future dates for the remaining business education seminars and are finalizing future topics.

- e. The Oktoberfest date is finalized - Oct. 19th. We are searching for a new event producer and would like to bring someone on by mid-March. We are also expanding the committee base and welcome anyone who wants to be involved in the monthly meetings.
- f. The associate membership drive is taking place now thru end of March. The annual membership fee is \$500. Kerry is working on the 2019 sponsor deck and will soon be working on securing sponsorships for all events. Kerry is also working on our website redesign. It will be more user friendly for both the public and staff. We have installed new CRM software; training will be over the next month or so.
- g. Gary S. asked what is going on with mini plaza? Kathy H. said final comments were sent to architect and they will go to bid at end of month, breaking ground in June, and completion by mid to end of October. There were some changes and a new rendering rolled out during Cindy's State of the City on Tuesday. As of right now we will not be building it out in front of Pomegranate.
 - i. Kristy asked when the businesses out front of the mini plaza will see the renderings? Kathy said as soon as she gets them the business and property owners will be notified.

IV. BID Campaign Update:

- a. Angela D. spoke – The task force has met twice; they meet once a month. We are now moving into looking at the conversion and gathering information on expanding the footprint. We will be meeting with all council members for feedback.
- b. Kathy H. spoke - The board had approved a \$62k expense which didn't include a \$4500 professional fee. We need the board to vote on the increase to sign off on Phase 2. Carson has already waived \$3500 off the professional fee leaving \$4500 which was a Civitas clerical oversight.
 - 1. Kerry I. asked about Carson not attending the last board meeting, is there any concession for that as we had asked that Carson be the main point person and the Civitas rep who attended our board meeting did not have all the info? Kathy H. said she will discuss it with her.
 - 2. Gary S. stated that in order for the Board to vote on this, it needs to be an agenda item so it will have to wait until next month.
 - 3. Angela D. said we agreed to move forward with contract, yet Civitas is asking to amend the contract.
 - 4. Kristy L. asked if from a legal standpoint, can they stop us from moving forward. Kathy answered that they could hold up the second phase if we don't vote next month.

V. Rethinking Mobility:

- a. Ozzy A., Assoc. Planner with the City of WC gave a project overview of the City's Rethinking Mobility plan. The WC General Plan 2025 is giving them directive. They have been documenting how people move (Uber, bikeshare, etc.) and they have noticed there has been a shift where people want to live (near Bart and downtown). It's time to look at the transportation system more holistically. The city applied and received a grant for a transportation strategic plan. The plan has 3 objectives - to develop programs/policies, to improve mobility and promote "transit first". He explained what TDM is (Traffic Demand Management). He discussed the core area parking strategies. Not all parking strategies deal with parking and there is an opportunity to bridge the two discussions. Council agreed to merge the downtown parking effort to look at the whole downtown effort. At WCFW, they launched a new program and asked attendees how they got to the event. They then did the same exercise at the farmers market. They have since launched an online report that can be found at www.RethinkingMobilityWC.com. He handed out an executive summary to the online report.
- b. Kara V., from Fehr & Peers spoke – She would love feedback after viewing online report. Kara gave an overview of the needs, opportunities and challenges. They need to identify areas of improvement, opportunities to build on and how to implement. She spoke about how WC moves today - most people are driving for work or other trips. Home and work locations make a difference. There is a need to shift vehicle trips to more sustainable modes. Most work trips originate in the East and Central County. Most non-work trips originate in Central County and the Tri-Valley. The downtown core is the main destination for non-commute trips. They use current travel patterns to figure out how to reduce automobile trips. Is parking part of the problem, a potential solution, or both? We need to tie parking into solution for

transportation management. She spoke about the key elements of parking management. The web report includes areas where people can provide feedback. The city has engaged a social media campaign and street level outreach.

1. Tony K. asked if we are proactively making an effort to have discussions with businesses as well? Ozzie A. said businesses can come to meetings to voice their opinions. Jessica C. said City staff can sit down with Tony individually to discuss as well.
2. Bob P. is working on a discount carpool program app that works with facial recognition and geo-fencing. WC had a free carpool option that they audited and 49 out of 50 were abusing it with only 1 person in car.
3. Angela D. said more millennials are moving in and less are buying cars.
4. Gary S. said it's not just millennials, all ages are making adjustments to how they travel.
5. Angela D. said the walking experience needs to be a positive user experience to entice people to walk, which dovetails into expanding our footprint.
6. Andy S., Senior Planner, spoke – he said Angela hit the nail on the head – we need to have strong pedestrian pleasing environment. A TDM program the city has invested in is the free trolley. Starting March 11th, it will be running every 12 min. The Lincoln Avenue Complete Streets Project is the city's first ever Class 4. It repurposes some of the parking lanes for bikes, similar to Telegraph in Oakland where the curb has a bumper to protect bikes.
7. Gary S. spoke about the potential to expose advocacy for vacancy tax. Angela D. suggested a task force. Gary S., Bob P., Kristy L., Angela D., and Kerry I. volunteered to join. Tony K. said in Portland if a commercial building is vacant for more than 30 days, they have to open it up for popups and often they end up as tenants.

VI. Approval of January Meeting Minutes:

- a. Bob P. motioned to approve the January board meeting minutes and Tony K. seconded the motion.

Meeting adjourned at 9:40 am