



**Walnut Creek Downtown
Board of Directors Meeting
December 12th, 2018**

Present: Kathy Hemmenway, Kerry Inserra, Anne Marie Mills, Tracy Dietlein, Cindy Silva, Tony Kallingal, Kristy Lincoln, Jenny Perry, Barney Fonzi, Bonnie Waters, Bob Power, Jim Telford, Peggy White, Krystal Bettiga, Fran Robustelli, John Bennison, Jamie Marshall

I. Welcome and Introduction:

- a. Barney F. begins meeting at 8:30 am.

II. Public Comment:

- a. Cindy Silva – City Council reorganized on December 4. Matt Francois was sworn in as a new council member, Cindy was elected as Mayor and Loella Haskew as Mayor Pro Tem. The Economic Development Strategic Plan was approved at this meeting. It is now updated to reflect 21st century topics such as digital, virtual, autonomous cars, etc. The following week’s agenda includes the review and approval of the City’s financial report. The fiscal year ended with \$5 million in surplus while the unfunded pension liability debt increased. The Council is looking at density impacts within the West Downtown Specific Plan. Five applications for medical marijuana businesses were received and those will be narrowed down to two. The County is looking at allowing different commercial operations.
 1. Bonnie W. asked if it will provide some tax income? Tax revenue stays the same as marijuana is considered the same as any other goods.
 2. Barney F. asked if these applications are just medical delivery – Cindy S. answered yes. The State is still in flux as to how they will regulate marijuana.
 3. Tony K. asked if the sites designated are in a certain area of WC – Yes, Shadelands and N. Main Street North of San Luis Road.
- b. John Bennison spoke - This month completes the first five years for the Mountain Shadow Film Society. They have 500 members and continue to grow. They currently have four screenings a month but are going to five at the downtown library. John shared information for their upcoming “Swimming with Men” show.

III. WCD Staff Summary:

- a. Kathy H. spoke – Kathy attended the California Downtown Association Board of Directors Annual meeting and found it to be very informative. The planning is under way for the West Coast Urban District Forum in LA in March 2019. Kathy is working on a couple of breakout sessions for the conference. There are a few legislation items affecting downtowns in 2019 that she will reach out to Council and City staff on. The Holiday Stroll was a successful event with 30 participating businesses and at least 600 attendees. The City now has Wi-Fi installed in the downtown corridor – connections can be made via the ConnectWC network.
 1. Barney F. asked what the Wi-Fi boundaries are. Kathy said they are between Main and Locust Streets and Civic Drive to Mt Diablo Blvd.
 2. Bob P. asked who is paying for the WiFi - Fran R. answered that the City is paying for it. They are conducting a ‘soft communication’ by using what they had already in place in order to implement it in an economical way.

- b. Kathy H. – Anne Marie is working on the 2019 Shopping and Dining Guide including ad sales. We pushed this out to businesses via various e-blasts. Also, more info to come on a social media seminar we will offer to downtown businesses in February presented by Cady Marsh, WCD Social Media Coordinator.

IV. Downtown Mini-Plaza Update:

- a. Bonnie W. spoke – We are making serious in-roads on the downtown mini-plaza. The projected date of completion is mid-September if all goes well. The committee hopes to go before City Council before March 5th and then the project will go out to bid. The tenants on Cypress St. & the affected section of N. Main St. are embracing the project.
 - 1. Bob P. asked what the budget is - it is approximately \$750k including permit fees and a project manager.
 - 2. Peggy W. asked if it includes a contingency - Bonnie said it should contain a good buffer. She shared that we won't be able to do electrical in the tables but there will be lighting and Wi-Fi. Three parking spots will be used for the parklet.
 - 3. Peggy W. would like to talk and explore synergies between this project & the Leshner's proposed plaza as they are going through a similar project as well.
 - 4. Bob P. asked if funding is coming through the City – Bonnie confirmed that it is.

V. Holiday Stroll Recap:

- a. Kerry I. spoke - The 2nd Annual Holiday Stroll was executed well which included a small marketing campaign. The event was sponsored by Nissan who was happy with the event and are interested in doing some other programs with WCD. The ugly sweater contest was hosted by Terry from WC Toyota. An Instagram campaign prior to the event took place where downtown merchants were photographed with an ugly sweater in an effort to highlight the participating businesses and to make more one-on-one connections with businesses. Prizes from downtown businesses were given out to the winners.
 - 1. Bonnie W. said she really appreciates that WCD staff is making that connection with the businesses a part of the program and looks forward to 2019. Businesses are finally realizing how WCD as an organization can help them.

VI. BID Update:

- a. Kathy H. spoke – At the November meeting the Board approved \$62k for the BID conversion from the 1989 to 1994 Act and modifying the BID boundary and assessment rates. Civitas proposed 3 options:
 - 1. \$65k – has longest time period with a modification first then the conversion.
 - 2. \$55k - both elements happening at the same time.
 - 3. \$45k – conversion only
- b. The BID Task Force's recommendation is to go with the \$65k (Option 2) – Jan 2019 to April 2020.
- c. Bonnie W. asked if it is \$3k more than what we approved. Kathy said yes, but they are working on getting the number down. Bonnie W. asked if it takes into account who at Civitas will be on our project. Yes, Carson L. will be our project manager and Kathy has a call with Nicole F. today to work on the details of the contract.
- d. Bonnie W. asked when the next committee will meet. Kathy said maybe next week. It will be a fast moving committee over the next 6 weeks.
- e. Kathy H. spoke about the approval process. If we were to expand we need to have 50% plus 1 in signatures. If the 1994 Act is approved, we will only have to have 50 plus 1 protest to dissolve the Act.

VII. Miscellaneous Downtown Updates:

- a. Kathy H. spoke about the valet parking available in Broadway parking garage. WCD is working with City to distribute postcards and digital graphics.
 - 1. Bonnie W. asked if we have received any general feedback. Kathy said it's been used quite a bit. Fran R. said the valet parking is an effort to reduce the congestion, in addition to adjusting the timing of signals. Tracy said it may need to be tweaked a bit more as there was quite a bit of

congestion last weekend. Bonnie said her staff can't get a parking spot in the garage if they are not there at 8am. Fran said to offer them the attendant parking. Kathy said she spoke to Carla Hansen to extend the hours of the attendant parking for Holiday Stroll so there is flexibility to make adjustments.

- b. Bonnie W. spoke about Santa Con in SF. Cindy said the City of SF did not like it and Jim said it is not a desirable event from a city perspective.
- c. Barney thanked the Board and Staff for a great 2018.

VIII. Approval of November Meeting Minutes:

- a. Bonnie Waters motioned to approve the November Board meeting minutes and Peggy W. seconded the motion.

Meeting adjourned at 9:14AM