

MINUTES

REGULAR MEETING – TUESDAY, SEPTEMBER 5, 2023
ATRIUM CONFERENCE ROOM – 500 CASTRO STREET
10:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 10:04 a.m. by Chair Pamela Baird.

2. ROLL CALL

Present: Committee members Anne Cavanaugh, Mike Kasperzak, Marina Keith, David Lin, Kira Pascoe, Money Singh, Merry Yen, Vice Chair Jamil Shaikh, and Chair Pamela Baird.

Absent: None.

Staff Present: John Lang, Economic Vitality Manager; Edgar Maravilla, Senior Planner; Aruna Bodduna, Transportation Planner; Toni Eguilos, Assistant Engineer; and Diana Pancholi, Principal Planner.

3. MINUTES APPROVAL

The minutes of the June 6, 2023 meeting were distributed prior to the meeting and approved as distributed.

Motion—M/S Kasperzak/Shaikh—Carried 9-0—To approve the minutes of the June 6, 2023 meeting.

4. UPCOMING AGENDA TOPICS—None.

5. ORAL COMMUNICATIONS FROM THE PUBLIC—None.

6. UNFINISHED BUSINESS

6.1 DOWNTOWN DEVELOPMENT UPDATE

Planning Division staff provided an update on downtown development projects. Project No. 2 in the staff report, Hope Street, has updated language reflecting no new planning permit is required. Project No. 5, the square footage of the project, has been

updated. Project No. 9, a one-year permit extension, is under review. This is a new change for this project. Project No. 19 is a new project for an architectural office on Castro Street. The outdoor patio program for new patio licensing is under way. Diana Pancholi was introduced and will be taking the lead on the Downtown Precise Plan update in the coming months, which will include outreach to stakeholders. The City will be updating the Moffett Precise Plan in parallel with the Downtown Precise Plan.

Committee members Yen and Singh asked about upcoming project construction and City public construction projects. The Committee is seeking an understanding of the timing of all the projects and also communication strategy with the business community and public. Chair Baird noted Project No. 16 is complete and open.

Public Comment: None.

No action taken.

6.2 **UPDATE ON CASTRO STREET ANNUAL SEWER MAIN REPLACEMENTS**

Public Works staff provided an update on the timing of sewer projects within downtown coming in fall 2023.

Highlights include:

- Most of the work through the project area will occur at night, which will include traffic control and some detouring.
- Work should not disrupt business operations given the timing of work.
- The work does involve some vibration but does not create a lot of noise and, therefore, should not disrupt neighborhoods.
- The work that would be performed at El Camino Real and Castro Street will be done during the day.

Public Comment: None.

6.3 CASTRO STREET UPDATE

- Economic Development staff provided the following updates related to the downtown.
- New outdoor patio equipment installed in the 200 to 300 blocks, including Foosball, public seating, rocking horse, and corn hole.
- New flowers have been planted throughout Castro Street from Evelyn Avenue to El Camino Real.
- Piloting on Castro Street and Dana Street, the new pedestrian barrier that sits behind the bollards will match the new patio railing.
- Staff is holding office hours with businesses on September 6 to provide updates on the Outdoor Patio License program.
- Applications for patio furniture grants are now being accepted. The application process is online.
- The City extended the agreement with ReThink Disposable to support greater sustainability and reduce waste streams by using compostable materials.
- The Police and Fire Departments will begin to do educational enforcement of the mobile street vending that is occurring on the weekends.
- The Art and Wine Festival will be the weekend of September 9 and 10.

Committee member Singh asked about how play equipment is being procured to activate the street and if the City is taking suggestions for things or will be purchasing more things.

Committee member Kasperzak asked if the City has a local procurement program.

Chair Baird suggested bringing back information on measuring the success of the downtown activations, including Music on Castro and social eddy use.

Public Comment: None.

7. NEW BUSINESS

7.1 DOWNTOWN BUSINESS IMPROVEMENT AREA RENEWAL

Staff provided an overview of the Business Improvement Area (BIA) annual renewal process, including information on the purpose of the BIA. Businesses assess themselves via the business license fees. The City collects the fees and then returns them to the two BIAs to implement marketing and programming for downtown. The fees that are paid are based upon business type. Committee member Pascoe shared with the Committee the proposed activities for calendar year 2024.

7.2 DOWNTOWN COMMITTEE MEETING TIME

Staff shared that the Downtown Committee meeting has been meeting in person since the beginning of 2023, and after three years of meeting remotely, there has been interest by some Committee members about changing the meeting time. Prior to the pandemic, the Committee met at 8:00 a.m. The meeting time changed to 10:00 a.m. during the pandemic.

Committee members shared their preferred meeting times. Consensus on time was not conclusive, and the Committee recommended tabling the item to the next Downtown Committee meeting.

Public Comment: None.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

Chair Baird shared that the next Mountain View Historical Society Walking Tour will take place at 2:00 p.m. on Sunday, September 24, 2023, starting at the Mountain View Transit Center. You can sign up through the website.

Committee member Singh recently hosted a "Shop Small" event and developed a new website: *shopsmall.us*.

Committee member Kazperzak asked if there is an exemption to the Sign Ordinance under times of heavy construction.

Committee member Pascoe mentioned the Art and Wine Festival is September 8 and 9. The Festival is seeking more volunteers.

Cuesta Park is hosting an Ice Cream Social from 3:00 p.m. to 5:00 p.m. on September 9.

Celebration of Leaders is September 19.

9. **ADJOURNMENT**

The meeting adjourned at 11:38 a.m.

These Minutes are hereby submitted for approval by John Lang, Recording Secretary.

Approved on _____.

JL/1/CDD
819-09-05-23mn