

MINUTES

REGULAR MEETING – TUESDAY, APRIL 4, 2023
ATRIUM CONFERENCE ROOM – 500 CASTRO STREET
10:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 10:08 a.m. by Chair Pamela Baird.

2. ROLL CALL

Present: Committee members Mike Kasperzak, Marina Keith, Kira Pascoe, Merry Yen (virtual), Vice Chair Jamil Shaikh, and Chair Pamela Baird.

Absent: Committee members Anne Cavanaugh (excused), David Lin (excused), and Money Singh (unexcused).

Staff Present: John Lang, Economic Vitality Manager; Edgar Maravilla, Senior Planner; and Toni Eguilos, Assistant Engineer.

3. MINUTES APPROVAL

The minutes of the March 7, 2023 meeting were distributed prior to the meeting and approved as distributed.

Motion—M/S Kasperzak/Shaiikh—Carried 6-0-3; Cavanaugh, Lin, and Singh absent—
To approve the minutes of the March 7, 2023 meeting.

4. UPCOMING AGENDA TOPICS

- Busking and music in downtown (Phase II, Precise Plan item);
- General maintenance and cleanliness of downtown;
- Fiscal Year 2023-24 budget conversation for the Downtown Committee (May);
- Update on the unhoused in downtown (tentative May);

- Downtown Committee work plan for the next fiscal year (May 2023);
- Downtown Parking District Renewal (May 2023);
- Signage of historical assets in Mountain View;
- Assembly Bill 817 (Pacheco 2023-24 Legislative Session [TBD]);
- City Manager will join the May meeting to discuss downtown;
- Update on Parking Strategy Implementation; and
- Transit Center Grade Separation and Access Project update.

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. There were only two changes to the report from last month—110 Castro Street and Downtown Precise Plan Update. The Committee noted the report was not in the packet and asked for staff to forward the update.

Public Comment: None.

No action taken.

6.2 **CASTRO STREET UPDATE**

Economic Development staff provided the following updates related to downtown:

Staff provided an update from the City Council Ad Hoc Committee meeting's approval of design standards for the Castro Pedestrian Mall at the March 20, 2023 meeting.

There is a pilot demonstration of the new barriers on the 200 block of Castro Street. The City is seeking public input into the three different types of wall fascias. There are three options: weave, circles, and hexagon.

Staff noted cleanup on the 200 and 300 blocks occurred two weeks ago, and staff is working to remove large planters at the end of April.

Public Comment: None.

No action taken.

7. NEW BUSINESS

7.1 ANNUAL SEWER MAIN REPLACEMENTS FOR CASTRO STREET

Public Works staff provided a presentation on sewer projects within downtown that are planned to be conducted during summer 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.

7.2 AMERICAN RESCUE PLAN ACT FOR SMALL BUSINESSES

Staff shared with the Committee four small business programs being proposed to the City Council on May 4, 2023 as part of a City Council follow-up action item related to American Rescue Plan Act (ARPA) allocation to small businesses in June 2022. The four programs identified include:

Strategic Priorities	Program	Funding
Economic Vitality	Facade Grant Program	\$200,000
Economic Vitality	Outdoor Furnishing Grant Program	200,000
Economic Vitality	Social Media Training Program	25,000
Sustainability and Climate Resiliency	ReThink Disposable	<u>75,000</u>
TOTAL		<u>\$500,000</u>

The Committee asked some clarifying questions on the proposed social media program.

Public Comment: April Webster commented on the importance of social media and that there are different approaches for each platform.

7.3 DISCUSSION ON BUSINESS-RELATED ISSUES AND AGENDA SETTING

Staff sought further direction from the Committee on the desire to have a business-related issue item on the Downtown Committee agenda. The Committee would like to see information on future impacts to businesses as well as business outreach when discussing various projects. This can take the form of sections within a staff memorandum or an outline in a presentation that highlights the outreach that will be done and any analysis related to impact.

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, April 23, 2023. The February walking tour had 13 attendees, and the March walking tour hosted 10 attendees.

Committee member Pascoe shared that the Downtown Business Association is launching a "Find a Clover Contest to Spotlight Downtown Businesses" for St. Patrick's Day.

Committee member Kasperzak asked that meetings be adjourned at the appointed time.

9. ADJOURNMENT

The meeting adjourned at 11:38 a.m.

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

Approved on _____.