

MINUTES

REGULAR MEETING – TUESDAY, MAY 2, 2023
ATRIUM CONFERENCE ROOM – 500 CASTRO STREET
10:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 10:05 a.m. by Chair Pamela Baird.

2. ROLL CALL

Present: Committee members Anne Cavanaugh, Mike Kasperzak, Marina Keith (arrived 10:08 a.m.), David Lin, Kira Pascoe (arrived 10:13 a.m.), Merry Yen, Vice Chair Jamil Shaikh, and Chair Pamela Baird.

Absent: Committee member Money Singh (unexcused).

Staff Present: John Lang, Economic Vitality Manager; Edgar Maravilla, Senior Planner; Aruna Bodduna, Transportation Planner; and Kimbra McCarthy, City Manager.

3. MINUTES APPROVAL

The minutes of the April 4, 2023 meeting were distributed prior to the meeting and approved as distributed.

Motion—M/S Kasperzak/Shaiikh—Carried 6-0-3; Keith, Pascoe, and Singh absent—To approve the minutes of the April 4, 2023 meeting.

4. UPCOMING AGENDA TOPICS

- Update on Downtown Summer Events;
- 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 requested that in future reports that a note is provided as to why something is being removed or lined out.

Public Comment: None.

No action taken.

6.2 CASTRO STREET UPDATE

Economic Development staff provided the following updates related to downtown:

Staff conducted office hours with Downtown businesses on April 19 sharing the following information:

- Downtown Pedestrian Mall Guidelines and Standards going to the City Council on May 9, 2023.
- As part of the new guidelines, businesses will be able to provide live entertainment within their patio areas limited to 50 square feet.
- Fees for use of the Pedestrian Mall would also be considered by City Council on May 9, 2023.
- Staff is still seeking feedback on the patio fascia for the patio license area.
- Power washing will be occurring in the Pedestrian Mall twice a month. The rest of downtown receives power washing once a month.
- The City will allow businesses to use mushroom cap heaters.
- The City will be having live ambient music in the 200 block of Castro Street starting in May going through summer as a pilot.
- Sewer work is being planned in the downtown during the summer. The work will occur at night and will be predominantly in the 400 through 900 blocks of Castro Street and then Wild Cherry Lane.

- The City Council will be considering four small business programs to implement with the use of American Rescue Plan Act (ARPA) funding.

Public Comment: None.

No action taken.

7. **NEW BUSINESS**

7.1 **CITY MANAGER DISCUSSION ON DOWNTOWN**

City Manager Kimbra McCarthy shared with the Committee that downtown is a priority and an important aspect of Council's work plan and vision.

Highlights include:

- Revitalization of downtown is a priority.
- Focus Mountain View branding on downtown: Rediscover Downtown Mountain View.
- May 9 City Council action items for Castro Pedestrian Mall and ARPA funding.
- Implementing a successful Pedestrian Mall.
- Want to learn from other communities and build upon best practices.
 - Recently hired an executive recruiter to aid in the hiring of two business strategists for the Economic Vitality Program. One of the positions will be focused on downtown.

Public Comment: None.

7.2 **DOWNTOWN PARKING MAINTENANCE ASSESSMENT DISTRICT NO. 2 ANNUAL RENEWAL**

Staff provided a verbal summary to the Committee on the Downtown Parking Maintenance and Assessment District and its purpose and history. The Downtown Committee was originally a parking committee which managed the Parking District.

7.3 DOWNTOWN COMMITTEE FISCAL YEAR 2023-24 WORK PLAN

Per City Council Policy A-23, the Committee reviewed and discussed changes to the Fiscal Year 2023-24 Downtown Committee Work Plan. Suggestions including better sequential alignment amongst the work plan items along with specific word modifications being proposed. Staff will bring back the work plan with the changes recommended by the Downtown Committee at the June Committee meeting for consideration and adoption.

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, May 28, 2023.

Committee member Lin announced the first Sunday of every month from 3:00 p.m. to 5:00 p.m., a volunteer effort is helping pick up trash within downtown. The group meets at Centennial Plaza.

Committee member Yen asked about the hybrid participation by Committee members.

Committee member Pascoe mentioned the Celebration of Leaders scheduled for May 4, 2023 at the Computer History Museum.

9. ADJOURNMENT

The meeting adjourned at 11:30 a.m.

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

Approved on _____.