

MINUTES

REGULAR MEETING—TUESDAY, JUNE 3, 2025
PLAZA CONFERENCE ROOM AT CITY HALL—500 CASTRO STREET
8:00 A.M.

1. CALL TO ORDER

The meeting was called to order at 8:00 a.m. by Vice Chair Pamela Baird.

2. ROLL CALL

Present: Committee members Marina Keith, Sean Forman, Peter Katz, Stephanie Lin, David Lin, Marisol Melara (virtual), Jamil Shaikh, and Vice Chair Pamela Baird.

Absent: Chair Mike Kasperzak and Committee member Anne Cavanaugh.

Staff Present: Amanda Rotella, Acting Economic Vitality Manager; Kirstin Hinds, Economic Development Strategist; Vinson Kwan, Assistant Planner; Aruna Bodduna, Transportation Planner; Diana Pancholi, Principal Planner; Justina Chang, Real Property Analyst; and Miles Jones, Economic Development Intern.

3. MINUTES APPROVAL

Minutes from the May 6, 2025 meeting were distributed prior to the meeting and approved as distributed.

Public Comment: None.

Motion: M/S Katz/Shaiikh—Carried 8-0-2; Kasperzak and Cavanaugh absent—To approve the May 6, 2025 minutes.

4. UPCOMING AGENDA TOPICS

Topics added during this meeting: Construction fencing decoration for downtown construction projects, opening of Central/Evelyn right-hand turn lane to vehicular traffic.

5. **ORAL COMMUNICATIONS FROM THE PUBLIC**—None.

6. **UNFINISHED BUSINESS**

6.1 **DOWNTOWN DEVELOPMENT UPDATE**

Assistant Planner Vincent Kwan provided updates on the following projects:

Update on Lot No. 12: A project modification was submitted and approved on May 19; approved a reduction in parking spots and conversion of all ground-floor commercial uses to residential amenity areas.

881 Castro Street: Requested a Planned Community Permit and Development Review Permit to construct eight story, mixed-use building—140 units and 9,744 square feet of ground floor commercial space—but is still working through building permitting. Encountering issues with constructions staging during conversations with Public Works.

Public Comment: None.

No action taken.

6.2 **CASTRO STREET UPDATE**

Economic Development staff provided the following updates related to Castro Street:

- Decorative street treatment has been fully installed.
- Mountain View Pride celebration on Civic Center Plaza from 11:00 a.m. to 3:00 p.m. on Saturday, June 7.
- Patio license agreements expire on June 30, 2025; the team has contact information for most permittees but is still working through the process with certain businesses; 10 out of 40 have yet to begin the process.
- Cornhole League starting June 9 on the 300 block of Castro Street.
- Upcoming Kidstock events on June 21 and July 19.
- Concerts on the Plaza begin on June 6, 18 set to take place from June to September; Justina Chang, Real Property Analyst, also shared an update on

outdoor patio permit renewal process; 40 businesses need renewal, including three new businesses, 10 have completed the process, 20 are in the process of submitting missing documents, 10 have not responded to staff emails or started the process.

Public Comment: None.

No action taken.

7. NEW BUSINESS

7.1 ECONOMIC VITALITY STRATEGY UPDATE

Economic Development staff provided an update on the first year of the Economic Vitality Strategy and provided the committee with an overview of downtown-specific goals, strategies, and action.

Vice Chair Baird asked about the number of square feet in the supporting commercial/industrial real estate categories, curious if the listed amount of approximately \$29 million is a positive or negative development given the stated goal of \$26 million. Staff responded that being over this target is not inherently negative or positive.

Vice Chair Baird shared concern that there are no metrics on housing. Staff explained that metrics were adopted by the City Council; Council requested data on business licenses, start to finish permit approval timeline, and Measure G be included in future updates.

Committee member Katz stated that the Chamber of Commerce is extremely supportive of the EVS strategy and wants the City to understand that cleanliness and approachability of the street are important for driving business. Additionally, the City must understand that the permitting process is related to economic vitality and that a time-consuming permitting process inhibits business operations. Finally, the City must understand that EVS needs to be fully staffed.

Committee member Katz drew attention and would like the Downtown Committee to have input on maintaining business viability in the face of construction resulting from EVS goals. Staff discussed future work with a communications firm to discuss best practices to message about construction while still promoting the downtown.

Committee member Katz brought up the use of funds from the Measure G program to support downtown businesses. Staff responded that use of Measure G funds are considered by Council as part of the annual budget process.

Public Comment: None.

7.2 DOWNTOWN COMMITTEE WORK PLAN, FISCAL YEAR 2025-26

Staff is seeking Committee approval for the Fiscal Year 2025-26 Downtown Committee Work Plan.

Committee member Katz questioned firm dates or the use of TBD for the work plan. Staff responded that they have not been directed to include more specificity.

Motion: M/S Shaikh/Keith—Carried 8-0-2; Kasperzak and Cavanaugh absent—To approve the Fiscal Year 2025-26 Downtown Committee Work Plan.

8. COMMITTEE/STAFF COMMENTS, QUESTIONS, COMMITTEE REPORTS

Committee member Lin noted the lack of location for the Farmers Market downtown and would like more information. Staff is in contact with the Farmers Market to discuss this issue.

Committee member Shaikh commented that the Memorial Day event in Eagle Park was well attended.

Committee member Forman noted that many visitors, before heading downtown, are drinking in the parking lot between Bryant Street and Wild Cherry Lane. Some continue to drink in this area after hours.

Committee member Katz noted that the Downtown Business Association will be holding an open house. Committee member Keith and two others will be panelists along with Marina, Jean from Red Rock Coffee, Juan from Ava's Market, and one more. The idea is for the public and City to understand the businesses and their concerns. Committee member Melara shared program details, aiming for a Thursday with panel discussion from 6:00 p.m. to 7:00 p.m. at the Monte Carlo.

Committee member Katz noted Taste of Mountain View, Tech Showcase for additional upcoming events.

9. **ADJOURNMENT**

The meeting was adjourned at 9:26 a.m.

These Minutes are hereby submitted for approval by Amanda Rotella, Recording Secretary.

Approved on _____.

~~AR/4/CDD~~

~~818-06-03-25mn~~