

June 11, 2008
Capitola, California

CAPITOLA CITY COUNCIL

MINUTES OF A SPECIAL MEETING

Mayor Nicol called the Special Meeting of the Capitola City Council to order at 6:04 p.m. on Wednesday, June 11, 2008, in the City Hall Council Chambers, 420 Capitola Avenue, Capitola, California.

ROLL CALL AND PLEDGE OF ALLEGIANCE

PRESENT: Council Members Sam Storey, Robert "Bob" Begun, Ron Graves, Michael Termini, and Mayor Kirby Nicol
OTHERS: City Treasurer Tony Gualtieri
ABSENT: None
STAFF: City Manager Rich Hill, Public Works Director Steve Jesberg, Finance Director Lauren Lai, Chief of Police Rick Ehle, and City Clerk Pamela Greeninger

2. ORAL COMMUNICATIONS

a) Mayor Nicol humbly asked for a moment of silence to consider those people not privileged to live in the Capitola by the Sea and those people whose homes are being threatened by fire raging out of control in the Bonny Doon mountains, particularly the city's Community Development Director, Juliana Rebagliati.

b) City Clerk Greeninger announced that next Tuesday evening, June 17, Capitola is hosting a Candidate Information Night at City Hall in the Council Chambers at 6 p.m. She said prospective candidates for city and countywide elective offices are encouraged to attend. There will be two council seats and one city treasurer office up for election on November 4.

c) Mayor Nicol wished to recognize the organizers and participants involved in the Rod & Custom Car Show that took place in Capitola Village this past weekend, particularly Chief of Police Ehle and Fire Chief Bruce Clark, the Capitola-Soquel Chamber of Commerce, the Capitola Public Safety Foundation and Cam Snappers. Kudos to everyone involved.

On that subject, Council Member Graves asked if the sponsors of the event could bring back a critique of the event in the next month or so, including what they might do to make the event even better. He understands there were issues with traffic flow on Saturday, less cars on Sunday, etc. Council Member Graves commented that at the Village Master Plan Advisory Committee there has been the feeling the community should be doing all it can to promote events in the off-season. He understands the need for good weather for such an event, but he wonders if timing is something that could be considered. He noted the event has previously been held in May. Mayor Nicol commented on the Special Event Permit requirement for critiquing of the event and asked Chief of Police Ehle to take into account the special concerns Council Member Graves mentioned.

d) Mayor Nicol also wished to recognize and commend the efforts of Council Member Termini for his skill and leadership in supervising the timely completion of the Village Bandstand Plaza Construction Project. Council Member Termini thanked the mayor for his comments and said he had a lot of help from Keith Bridges Concrete and Tom Ralston Concrete, as well as Geo. Wilson Mechanical. He commented on the special donation of Geo. Wilson, Inc., charging half the cost for the mechanical work on the project. With these and other donations, Council Member Termini said the project is approximately \$5,000 under budget.

2. ORAL COMMUNICATIONS (Continued)

e) Council Member Termini announced that the Sea Wall Tiles are now sold out. He encouraged people with vouchers to complete their tiles so that they can be mounted.

f) Council Member Graves commented on the Bandstand projects and the efforts of Mayor Nicol and Council Member Termini. He expressed interest in having staff keep an accurate accounting of the costs incurred during the next year and revenues received from community groups and individuals using the facility. He commented on the potential for graffiti and the need to remove it as quickly as possible. Mayor Nicol asked what the city might do to promote activities at the bandstand, such as weddings, etc. Council Member Begun suggested referring that matter to the Capitola-Soquel Chamber of Commerce.

3. PUBLIC HEARING

A. Public Hearing to Review the City's Parking Meter Program. Presentation: Public Works Director and Finance Director. [470-30]

Mayor Nicol introduced the one item of business on the Special Meeting agenda regarding the City's Parking Meter Program and said the council received two items of additional material: 1) A letter dated June 9, 2008, from Molly Ording, and 2) an email communication from Finance Director Lauren Lai pertaining to parking meter questions dated June 10, 2008.

Public Works Director Jesberg informed the Council that he and Finance Director Lai would provide the staff's report on this item. Using a PowerPoint Presentation, he discussed the details under review and summarized the written agenda report.

Finance Director Lai then provided the Council with information pertaining to actual revenues derived from the operation of parking meters, discussed seasonal impact on the revenues, and potential increases in revenues if rates were increased.

Finance Director Lai provided a comparison of parking meter rates in Pacific Grove, Monterey and the Santa Cruz Wharf and Beach areas. Following the staff's report, Finance Director Lai, Public Works Director Jesberg and Chief of Police Ehle responded to questions of council members.

Mayor Nicol opened the public hearing at 6:36 p.m. The following people spoke:

- 1) Carin Hanna, speaking on behalf of the Capitola Village and Wharf Business Improvement Area
- 2) Joyce Murphy, Capitola resident and business owner
- 3) Scott Stein, new business owner at 309 Capitola Avenue
- 4) Peter Hubback, Capitola business and property owner
- 5) Christine Gomez, owner of Souza's Ice Cream
- 6) Dede Harrington, Beach House Rentals
- 7) Glenn Hanna, former City Treasurer, commented on a previous parking assessment district in the city
- 8) Boris Seibert, Capitola resident
- 9) Molly Ording, resident on Monterey Avenue, commented on her traffic and parking observations as detailed in her June 9, 2008, letter to the City Council
- 10) Dennis Norton, Capitola resident, suggested making the Pacific Cove Parking Lot free parking and provide direct people to come to the Village
- 11) Dustin White, owner of Il Pirata Restaurant
- 12) Debbie Johnson, merchant in Capitola Village for 21 years. Council Member Termini asked how much the Capitola Mercantile charges for parking. Ms. Johnson said it is \$2 for the first hour.

3. A. PUBLIC HEARING (Continued)

Mayor Nicol closed the public portion of the hearing at 7:34 p.m.

Each Council Member commented on this matter. After considerable council discussion, the following action was taken:

ACTION: Council Member Graves moved approval of staff's Recommendation #1 to keep the 2-hour time limit in the Village area on Zone A of the Parking Meter Program, and Recommendation #2 to keep the hours of operation of the parking meters in both Zone A and Zone B at 8 a.m. to 8 p.m. with the institution of a parking permit process for permit holders between the hours of 8 a.m. and 10 a.m., and to further direct staff to bag the meters in the Pacific Cove Parking Lot on a trial basis for this summer only to see what the resulting use becomes. Council Member Graves clarified that staff would need to monitor and actually count cars in the parking lot. Council Member Termini seconded the motion.

As a point of order, Council Member Begun said he would like to have the motion broken down into two separate motions. The first motion would be Recommendations #1 and #2.

Council Member Graves agreed and stated the first motion would be to approve recommended action items 1 and 2 on the agenda report, with the change in Recommendation #2 to institute the parking permit program for permit holders from 8 a.m. to 10 a.m. The motion carried on the following vote: AYES: Council Members Storey, Begun, Graves, Termini, and Mayor Nicol. NOES: None. ABSENT: None. ABSTAIN: None.

Council Member Graves then moved that in Zone B, Pacific Cove Parking Lot, the parking would be free for the remainder of the summer months with a count instituted to determine usage. Along with this, Council Member Graves would like staff to look at a signing program that encompasses the "yellow brick road" concept.

Council Member Termini expressed concern about the signing program, and he recommended the motion direct staff to pursue temporary free parking signage for the rest of the summer. Council Member Graves agreed with comprehensive signage at the two entrances to the parking lot, but he believes that same type of comprehensive signage would be needed at the other two entrances to the Village that do not lead to the parking lot.

Council Member Termini then seconded the motion and noted that, according to his calculations, the city will lose about \$25,000 in revenues by approving this motion. City Treasurer Gualtieri said the amount of loss is actually about \$31,900. Finance Director Lai confirmed that amount is about \$31,000.

Mayor Nicol asked the motion maker to restate the motion.

Council Member Graves said the motion is to immediately make the Pacific Cove Parking Lot free parking (Zone B of the Parking Meter Program), that to create and install signage at all entrances to Capitola Village to inform the public. Mayor Nicol asked what the timeframe would be. Council Member Graves said it would be for a trial period from now through the Art & Wine Festival. Council Member Termini seconded the motion.

Under discussion, City Treasurer Gualtieri asked for clarification of the exact months parking would be free. It was recommended the dates be from June 15 to September 15, 2008. City Manager Hill said the ordinance specifies the parking meter rates that are charged, and he will need to confer with the city attorney to see if that section of the ordinance can be temporarily suspended. Council Member Graves said if an ordinance is required, it should come back to the Council on an emergency basis.

3. A. PUBLIC HEARING (Continued)

Council Member Begun asked when the parking study would be completed. Public Works Director Jesberg said it should be complete by the end of June. City Manager Hill said the council would most likely see it the end of July. Council Member Begun said it pains him that the council is taking this action before receiving the study. He would like to go ahead with the "yellow brick road" approach and table the proposed free parking until after the study. Mayor Nicol noted there was a motion on the floor.

Council Member Storey expressed concerns he has supporting the motion and explained why. He said it goes too far in terms of dealing with the real parking issue because it diminishes the city's options. Council Member Storey said he does not want to impede the budget further by \$30,000 in lost revenues, as well as undetermined costs for additional signage. He questioned if this program might serve the businesses better during the off-peak season by attracting customers to the Village when business is most needed. For those reasons Council Member Storey said he would vote against the motion, but he would be willing to consider free parking at Pacific Cove for the off-season after the Council has had an opportunity to review the parking study.

Council Member Begun said one of the requirements the council has put on motions that have fiscal impact is that the motion has to identify the source of the money. He asked if the makers of the motion would like to suggest where in the budget the money would come from to replace lost revenues and costs for additional signage.

Council Member Graves responded to comments and questions raised by Council Members Storey and Begun. He said he wanted to try free parking at Pacific Cove during the highest use season, because he still sees the parking lot under-utilized; the signs can be made by Public Works staff at the Corporation Yard for minimal cost; and the shortfall in revenues would most likely come from Contingency Reserves.

Council Member Storey asked how this demonstration program was going to be evaluated; i.e., how would the council know the number of cars parking in Pacific Cove lot without the revenue numbers. He asked about the baseline, the measurement, and how it would be evaluated. City Manager Hill replied that it would be very difficult to assess the utilization of the lot and that only estimates could be made.

Council Member Termini said he would favor increasing parking meter rates on the Esplanade if the motion passes.

After further council discussion of the motion, Mayor Nicol called for the question to make the Pacific Cove Parking Lot free parking (Zone B of the Parking Meter Program) from June 15 to September 15, 2008, and to install appropriate signage. The motion carried on the following vote: AYES: Council Members Graves, Termini, and Mayor Nicol. NOES: Council Members Storey and Begun. ABSENT: None. ABSTAIN: None.

4. ADJOURNMENT

The Capitola City Council adjourned at 8:23 p.m. to its next Regular Meeting to be held on Thursday, June 12, 2008, in the City Hall Council Chambers, 420 Capitola Avenue, Capitola, California.

ATTEST:  CMC
Pamela Greeninger, City Clerk


Kirby A. Nicol, Mayor

MINUTES WERE UNANIMOUSLY APPROVED BY THE CITY COUNCIL ON 7/10/08