

**AGENDA
BUSINESS SUPPORT ADVISORY COMMITTEE
CITY OF DEL MAR**

**City of Del Mar Town Hall
1050 Camino del Mar**

Tuesday, January 22, 2019, 9:00 A.M.

Civility Works: The Del Mar Code of Civil Discourse:

***Together we will promote inclusion; listen to understand; show respect;
be clear and fair; and focus on the issue.***

Anyone may address the Business Support Advisory Committee for three minutes on any agenda item. For items not on the agenda please indicate you would like to speak when Oral Communication comes up on the agenda. When the Chair recognizes you, please step forward and state your name and address clearly for the record. If there are several speakers on an item your time available to speak may be limited to two minutes. The committee may ask questions and you may respond.

1. Call to Order
2. Roll Call/Introductions
3. Approval of Minutes for November 27, 2018 Meeting
4. Appoint Committee Secretary
5. EV Parking Spaces – Ann Feeney/SAB
6. Downtown Streetscape
 - a. Presentation from Jen Grove re: street furnishings
 - b. Project Update
7. 2019 Goals Discussion
 - a. Parking (Parking calculations, parking district, private lots to public, enforcement, Uber/Lyft)
 - b. Business Roadmap/Economic Development approach
 - c. Temporary Signage
 - d. Change of Use
8. Committee Updates
 - a. SWOT Analysis
9. Development Projects Update
10. Staff Updates
11. ORAL COMMUNICATIONS (NON-ACTION ITEM)

State law precludes the Committee from acting on any topic which is not an action item on the posted agenda. Your information may be received, placed on the next agenda, or referred to the Chair.

12. Adjourn

Business Support Advisory Committee Meeting

DRAFT

Minutes November 27, 2018

Chair: Zach Groban

Vice Chair: Richard Levak

Secretary: Sherryl Parks

1. **Call to Order:** Meeting was called to order by Zach Groban at 9 a.m. at the Town Hall.
2. **Roll Call:** Richard Levak, Bob Scott, Sally McPartlan, Zach Groban, Mukesh Shah, Dan Sbicca, Nikki Velasco
Excused absence: Jim Coleman, Sherryl Parks, Greg Glassman
Council Liaisons: Dave Druker
Staff present: Rachel Beld and Scott Huth
Members of the public attending: Jen Grove and Bill Michalsky
3. **Minutes approved** for 10/23/18. Motion made by Dan Sbicca, seconded by Sally McPartlan.
4. **Beach Access** – Dave Druker discussed the NCTD getting a grant to make some changes along the right of way to make it safer on the bluffs on 8th, 11th and 29th street for residents of Del Mar. Bob mentioned that the reason the bluffs are so soft is due to the irrigation. Mukesh asked what can the BSAC do as a committee to get this done? Zack mentioned creating a super committee.
5. **Streetscape** - Presentation from Jen Grove on different style of benches. The Art Advisory Committee is getting together tomorrow. Rachel mentioned that we need a few benches with arms (ADA). Purchase and delivery of benches will take from 6-8 weeks. Discussed adding some artistic touches to current benches as well. Second phase of Streetscape will include a new plan for split trash cans to aid with recycling. Also discussed a proposed new news rack design. We would work with the publications to clean up the current racks. Also discussed water filling stations and possible moveable elements on the streets with planters. Bill Michalsky stated that the improvement to the bus stop at 15th Street should move ahead sooner, remove the newsstands, and reinforce non-smoking in Del Mar with more signage.

Motion: BSAC is in support of exploring some of the options that Jen Grove presented. In regard to the newspaper racks, we would like to keep what we have now. We do not want anything permanent in its place.

Motion made by Dan Sbicca, seconded by Zach Groban.

Jen also mentioned that there will be an informational meeting on 12/6 at 8:30 a.m. and 5:30 p.m. at City Hall open to the public regarding a block by block timeline scheduling for the Streetscape improvements to inform businesses when there could be street closure and to address their concerns. Would like members of the BSAC to attend. Will also discuss what resources are available.

6. **City-Wide Wifi** - Scott mentioned that Time Warner Cable has a Wifi program here in Del Mar but there is a hook. First half hour is free and then they charge. The capacity is there – we just have to find a company that will work with us. Suggested researching West Coast Wifi.
7. **Gathering email addresses on City Forms.** Discussion was had to find a way to email business license renewals to business owners.
8. **Parking and Parking ratios – tabled to next meeting.**

9. **Committee Updates – SWOT Analysis.**

Mukesh sent out 140 surveys and received 34 responses (24 from business owners and 10 property owners.) Will continue to push the survey out for another month. Some of the issues mentioned were parking, use restrictions, not enough branding of Del Mar and a need for more flexibility with the City. Richard offered to create a flyer to help reach out to more property owners. Mukesh would like to schedule a workshop.

10. **Plaza Updates.** Restaurant Kindred Spirits has been signed. Build out will take a year. Nikki would like a copy of Del Mar leasing report in regard to the Smash Burger corner space. Lisa Metlin will be taking Nikki's place while she is on maternity leave. Plaza in works with amendments to their specific plan and will have a representative at the City Council meeting on Monday.

11. **Tabled.**

12. **No new staff Updates.**

13. **Oral communications.** Richard mentioned that there will be a 30th anniversary party for the opening of L'Auberge Del Mar in May of this year. DMVA will participate along with the DMHS and honor Jim Watkins sharing with the public the process to get the hotel built.