

AGENDA
BUSINESS SUPPORT ADVISORY COMMITTEE
CITY OF DEL MAR

City of Del Mar Town Hall
1050 Camino del Mar

Tuesday, March 26, 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 6/26/18 & 2/26/19
4. "Checking the Pulse "
5. 2019 Goals Discussion
 - Parking calculations, parking district, private lots to public, enforcement, Uber/Lyft, maximizing parking
 - Business Roadmap/Economic Development approach
 - Temporary Signage
 - Change of Use
 - Code Enhancements
 - SWOT
 - FAR
 - Vitality/ Bringing Energy to Town
 - Economic Development
 - Adaptive Reuse
6. Downtown Streetscape
7. Project Update
8. Development Projects Update
- 9 Staff Updates
10. 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.

- Retail Seminar put on by the DMVA. April 4th, 9:00am - 10:00am at City of Del Mar Town Hall

Adjourn

Business Support Advisory Committee Meeting
Draft Minutes 6/26/18

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. in our new Town Hall.
2. **Roll Call:** Richard Levak, Bob Scott, Sally McPartlan, Jim Coleman, Zach Groban, Greg Glassman. Bob Fleet
Excused absence: Dan Sbicca, Mukesh Shah and
Council Liaisons: Sherryl Parks and Dave Druker
Staff present:
Members of the public attending: Jen Grove, Alisa Harris, DMVA, and Bill Michalsky and Jim Watkins.
3. **Minutes approved** for April 24, 2018 were approved. **Note** there were no minutes in May because the meeting for BSAC was cancelled due to the staff moving into new city hall.
4. **Presentation from** Jen Grove. Jen provided the committee with an overview of the DMVA (Del Mar Village Association) and relationship with the BSAC (Business Support Advisory Committee). Handout was provided.
5. **Committee Updates:**
 - a. Façade Improvement Program
Bob Scott reported the proposal for funding these façade grants has gone to city council. BSAC is awaiting outcome of the dollar amounts, if any, for the grants. Meanwhile the sub-committee is working on application process for applying for ‘matching grant’ money. Next meeting will be July 9 to make a plan on how a business will apply for façade grant.
 - b. Streetscape and Streetscape Addendum
Staff is reworking the proposal to go out for bidding in early September. BSAC members feel strongly they would prefer the entire Streetscape be worked on at the same time.
 - c. Parking related to existing buildings/uses – no report
 - d. Business Roadmap/Economic Development approach
Sub-committee met. The city staff will meet with developers and businesses for a conference at any time. Also there is an online spot on the website for businesses seeking information. Does the general public know this service? How can we get the word out better? It was noted that the person at the front counter should be ready to direct inquiries.
 - e. Block by Block SWOT analysis
Greg Glassman reported the sub committee has been meeting and they suggest the BSAC

host a workshop/forum that will encourage community input about what kinds of businesses they would like to see in Del Mar. Sherryl suggested Terry Sinnott Council Member, be asked to facilitate the event. Sherryl will follow up with a request. Meanwhile the subcommittee and Rachel should work on a date for the forum and reserving a room.

f. BSAC and DMVA relationship – Jen Grove gave her report at the beginning of the meeting.

6. **Project Updates** – Staff is working to consolidate all Streetscape work into one big project. Façade improvement grant was taken to city council as a suggested goal for 2018-19.

7. **Staff Updates:**

10. Oral Communication

None

Meeting adjourned at 10:00 am.

Next meeting is Tuesday July 24, 2018.

Respectfully submitted,

Sherryl Parks
Council Liaison, BSAC

Business Support Advisory Committee Meeting

DRAFT

Minutes February 26, 2019

Chair: Zach Groban

Vice Chair: Richard Levak

Secretary: Sally McPartlan

1. **Call to Order.** Meeting was called to order by Zach Groban at 9 a.m. at the Town Hall.
2. **Roll Call.** Sally McPartlan, Zach Groban, Bob Fleet, Greg Glassman, Jim Coleman, Mukesh Shah, Jean-Claude Aldibs, Charles Koll

Excused absence: Richard Levak, Bob Scott
Council Liaisons: n/a
Staff present: Rachel Beld and Clem Brown
Members of the public attending: n/a
3. **Minutes approved** for January 22nd meeting. Motion made by Zack Groban, seconded by Jim Coleman, approved by all. Welcome to our newest committee member, Jean-Claude Aldibs.
4. **Shared Mobility Ordinance.** Clem Brown discussed a Regional Bike Share program that would include Del Mar, Solana Beach, Encinitas, Oceanside and Carlsbad. The company, Gotcha Rides, would provide docking stations and bikes at specific locations. Clem is taking this to City Council to obtain an ordinance to proceed. Clem will keep us posted on the results.
5. **2019 Goals.** Jean-Claude discussed the lack of energy in downtown Del Mar and how can we attract more people to our home by the sea. Jim Coleman stated that the BSAC is a good tool for the community to be liaisons. Our main goals for this year include: 1) Parking (how can we maximize), 2) Business Roadmap (how to improve the initial process with the City for new businesses), 3) Temporary signage, 4) Change of Use and 5) Economic Development. The City of Del Mar does not have an Economic Development department.
6. **Committee Updates.** Mukesh shared our current program to obtain SWOT analysis. How do we bring more business to our retailers between 9th – 13th streets? One of the items we are looking into is to work with the residents and find ways to utilize parking after hours in residential areas which would give the City more opportunity for visitors to visit.
7. **Downtown Streetscape.** Meetings every other Monday at 9 am at City Hall. Block captains to attend. Check the City website also for updates. On schedule even with the rain.
8. **Development Projects Update.** Hillstone and 915 may break ground this summer.
9. **Staff Updates.** Rachel's last day is Friday, March 1st. Best wishes Rachel on your new career and thank you for all that you have done for Del Mar. We will miss you.
10. **ORAL COMMUNICATIONS.** N/A
11. Meeting adjourned at 10:05 a.m.