

Vehicle Parking District
Board of Parking Place Commissioner
April 10, 2025

505 S. Garey Ave
Pomona, CA 91766

Regular Meeting Minutes

City of Pomona
Regular Meeting Minutes
Vehicle Parking District
Board of Parking Place Commissioners



Chairperson Joseph Mladinov III
Vice-Chairperson Glenda Barillas
Commissioner Carolyn Hemming
Commissioner Geny Mejia
Commissioner Brian Mundy
Commissioner Alejandra M. Tessier
Commissioner Sergio Cervantes

VISION STATEMENT

*Pomona will be recognized as a vibrant, safe, beautiful
community that is a fun and exciting destination and the home of
arts and artists, students and scholars, business and industry.*

Thursday, April 10, 2025

6:00 PM

City of Pomona Council Chambers

CALL TO ORDER

The meeting of the Vehicle Parking District (VPD) Board of Parking Place Commissioners was called to order by Chairperson Mladinov III at 6:00 p.m.

PLEDGE OF ALLEGIANCE

The pledge of allegiance was led by Commissioner Tessier.

ROLL CALL

Present: Chairperson Mladinov III
Vice-Chairperson Barillas
Commissioner Hemming
Commissioner Mundy
Commissioner Tessier

Absent: Commissioner Mejia
Commissioner Cervantes
Commissioner Hemming

A quorum of four members was present.

PUBLIC COMMENT

None.

CONSENT CALENDAR

Motion by Vice-Chairperson Barillas, Second by Commissioner Mundy, carried 4-0, to approve the entire Consent Calendar, except Item No. 2 which was pulled by Chairperson Mladinov III.

1. Approval of the March 13, 2025 Vehicle Parking District Board of Parking Place Commissioners Regular Meeting Minutes

Motion by Vice-Chairperson Barillas, Second by Commissioner Mundy, carried 4-0, to approve the entire Consent Calendar, except Item No. 2 which was pulled by Chairperson Mladinov III.

2. Receive and File the Vehicle Parking District Board of Parking Place Commissioners Attendance Report

*This item was pulled by Chairperson Mladinov III.

Chairperson Mladinov III requested clarification regarding the policy on commissioner absences. Senior Management Analyst Lindsay McElwain explained that if a Commissioner accumulates three or more absences, whether excused or unexcused, within a one-year period, a discussion item will be placed on the agenda to recommend the commissioner's removal to the City Council.

Chairperson Mladinov III directed that this item be agendaized for the next regular meeting of the Vehicle Parking District Board of Parking Place Commissioners.

Vice Chairperson Barillas inquired about the procedure for the upcoming meeting. Ms. McElwain outlined the process and confirmed that the Commissioner in question would be permitted to participate in the vote, provided they are in attendance. Chairperson Mladinov III added that the Commissioner would also be allowed to present their case during the meeting.

Chairperson Mladinov III made a motion to approve Item 2. Commissioner Mundy seconded the motion. A roll call vote was conducted, and the motion passed by a unanimous vote of the members present 4-0.

Motion by Vice-Chairperson Barillas, Second by Commissioner Mundy, carried 4-0, to approve the entire Consent Calendar, except Item No. 2 which was pulled by Chairperson Mladinov III. During Staff Communication, a Motion was made by Chairperson Mladinov III to revisit Item No. 3, Second by Commissioner Mundy, carried 4-0. After discussion, a Motion was made by Chairperson Mladinov III, Second by Vice Chairperson Barillas, carried 4-0, to receive and file. Summary of discussion below.

3. Approval of the Vehicle Parking District Revenue and Expenditure Report for March 2025

****Summary of discussion when item was revisited below. Full discussion documented in Staff Communication.***

During the discussion, Chairperson Mladinov III expressed concerns about various budget items and asked for clarification on the inclusion of certain expenses. Ms. McElwain and Director McWade provided explanations, noting that the VPD budget is unique as it manages its own enterprise fund, unlike other commissions that rely on the General Fund.

Director McWade assured the Commission that more detailed information would be presented in future discussions on a long-term, sustainable budget for the VPD.

Motion by Vice-Chairperson Barillas, Second by Commissioner Mundy, carried 4-0, to approve the entire Consent Calendar, except Item No. 2 which was pulled by Chairperson Mladinov III.

4. Ratification of the Sale of Two (2) New Vehicle Parking Permits Issued in March 2025

DISCUSSION CALENDAR

None.

PUBLIC HEARING

None.

STAFF COMMUNICATION

Senior Management Analyst Lindsay McElwain provided the Commission with an update on the transition of the Vehicle Parking District (VPD) under Public Works' oversight. She explained that staff has been verifying all existing permit holders, a process that had not been conducted in some time. This verification required individuals to visit City Hall in person, resulting in delays in issuing quarterly permits. To accommodate this delay, enforcement was temporarily relaxed in coordination with the Police Department. Ms. McElwain reported that the verification process is now back on track and regular enforcement will resume.

Ms. McElwain acknowledged that some members of the public expressed frustration with the new in-person verification requirement, and, unfortunately, a few interactions with counter staff were unkind. Chairperson Mladinov III asked whether those individuals eventually complied with the verification; Ms. McElwain confirmed that they did.

Vice Chairperson Barillas inquired if the resistance was due to a reluctance to provide identification. Ms. McElwain responded that the primary complaint was about the change in process, with some individuals asking why the verification was necessary when it hadn't been required before. She explained that previous permit holders were familiar to prior VPD staff, but Public Works wanted to ensure accurate and current records.

Vice Chairperson Barillas asked if this verification process would become standard. Ms. McElwain shared that Public Works is exploring more efficient options, including electronic verification. While renewals may not require the same level of verification, some form of identification would still be necessary for new permits.

Chairperson Mladinov III commented that the purpose of the verification process is to ensure the identification information matches the permit records, which Ms. McElwain confirmed.

Commissioner Mundy asked for confirmation that ADA parking spaces are exempt from two-hour parking rules. Ms. McElwain confirmed they are.

Commissioner Tessier asked how the process would work for permit holders new to the area whose identification may not match their current address. Ms. McElwain clarified that lease agreements are accepted as a form of address verification in such cases.

Ms. McElwain also reported that Public Works is evaluating the introduction of a "pay by text" parking feature. This option is already included in the City's agreement with the Flowbird app at no additional cost, but signage will be needed to facilitate implementation.

Ms. McElwain also noted the need to review the VPD's current fee structure. Parking rates have remained unchanged despite rising expenditures. While staff considered applying a Consumer Price Index (CPI) adjustment, a formal action was deferred to allow for broader Commission discussion.

Chairperson Mladinov III recalled that discussions about potential fee adjustments were originally intended to follow the completion of the new parking structure. However, due to continued delays in that project, he expressed interest in revisiting the topic to preserve the financial health of the District. He emphasized the importance of acting proactively, cautioning that without adequate revenue, there is a real risk that parking lots could be sold.

Vice Chairperson Barillas asked what criteria would be used to determine fee adjustments and whether the goal would be profitability, what options are available, and the associated costs for necessary signage. Ms. McElwain responded that there is an annual line item in the budget for signage, intended for as-needed sign replacements. Chairperson Mladinov III clarified that parking rates are not typically included on physical signs, as that information is displayed on the permit machines.

Public Works Director McWade elaborated on the timing of the discussion, citing the need for a comprehensive review of the VPD's budget. This includes revenues, expenditures, lot conditions, and findings from an ongoing ADA compliance study, which will eventually necessitate construction projects that currently lack funding. Director McWade stated that before initiating formal discussions with the Downtown Pomona District (DPD), staff wished to brief the Commission and begin preparing them to consider a potential fee increase that is both financially necessary and politically feasible.

Chairperson Mladinov noted that he is familiar with the VPD budget and emphasized that the Commission pays for several line items that other city commissions do not. He expressed concern that, given the City's projected General Fund balance within the next several years, one potential strategy to generate revenue could be to sell VPD lots. He stressed the importance of revisiting the fee structure to maintain the District's financial stability and preserve public control of the parking assets.

Public Works Director McWade clarified that most other commissions in the city do not have their own independent budget and serve in an advisory capacity, with their budgets typically included within a department's budget. This led Chairperson Mladinov III to begin reviewing the VPD budget.

Considering the ongoing discussion on the budget, Chairperson Mladinov III motioned to revisit Item 3 (Approval of the Vehicle Parking District Revenue and Expenditure Report for March 2025) from the Consent Calendar, which was seconded by Commissioner Mundy. The motion to revisit the item passed unanimously by the members present, 4-0.

Chairperson Mladinov III raised several questions regarding certain line items. He noted that charges for traffic signs and street sweeping made sense but questioned the inclusion of costs for gas and electricity, office supplies, postage, printing, credit card fees, and vehicle maintenance. Ms. McElwain explained that the vehicle maintenance line item was for a van previously assigned to the department, but that van was no longer in use, so Public Works had removed vehicle maintenance from the next fiscal year's budget. Regarding postage, Ms. McElwain clarified that the cost was associated with mailing renewal permits to applicants. She also addressed the credit card fees, explaining that while there is a \$0.35 fee per credit card transaction charged by the vendor, the district charges a \$2.35 fee for day permits, meaning the credit card fees essentially balance out with the revenue. However, the expense still needed to be documented, which is why the line item exists.

As for office supplies, printing, and copying, Ms. McElwain explained that these costs were primarily due to the need to laminate permits. Chairperson Mladinov III asked whether any other commissions had to pay for office supplies, to which Director McWade responded that office supply costs typically come out of the General Fund for the department responsible for handling the commission's budget. The reason these charges are included in the VPD budget are because the operation exists solely to manage the enterprise fund for the parking district.

Director McWade assured the Commission that more detailed information would be provided as part of the ongoing discussion about creating a long-term, sustainable budget for the VPD.

Following the discussion, the Commission voted to receive and file the item that had been pulled for reconsideration. Chairperson Mladinov III made a motion to accept the item with a note to revisit it for further discussion at the next regular meeting. The motion was seconded by Vice Chairperson Barillas and passed unanimously of the members present, 4-0.

City Engineer Arnold Dichosa provided a brief update on the parking structure project. He shared that the project has now transitioned to the engineering team for management and that meetings were being scheduled with the consultant to move the project forward.

COMMISSIONER COMMUNICATION

Commissioner Tessier shared that there was a concert at the Fox Theater on April 9 featuring Sacred Souls, and a concert the evening of the Commission meeting with Jimmy Eat World which resulted in full parking lots, which she is excited about.

Commissioner Mundy asked if the minutes from the prior meeting had been approved, and Chairperson Mladinov III confirmed that they had been. Commissioner Mundy had no further updates.

Vice Chairperson Barillas thanked Public Works for taking on the challenges of managing the VPD and for working on improving logistics and modernizing VPD. Vice Chairperson Barillas also wished a Happy Easter to those who observe.

Chairperson Mladinov III shared an update about the new season of the Dodgers.

ADJOURNMENT

Chairperson Mladinov III adjourned the meeting at 6:28 p.m., to reconvene at the next scheduled meeting of the Vehicle Parking District Board of Parking Place Commissioners on May 8, 2025.

Respectfully submitted,

ATTEST:

/s/

Lindsay McElwain,
Senior Management Analyst

Joseph Mladinov III
Chair of the Vehicle Parking District
Board of Parking Place Commissioners