

OFFICIAL MINUTES  
VEHICLE PARKING DISTRICT (VPD) COMMISSION  
APRIL 13, 2017

CALL TO ORDER: The Vehicle Parking District Board of Parking Place Commissioners meeting was called to order by Chair Mladinov in the Council Chambers room at 6:00 p.m.

FLAG SALUTE: Chair Mladinov led the flag salute

ROLL CALL: Roll was taken by Joaquin Wong

COMMISSIONERS PRESENT: Chair Mladinov and Vice Chair Diaz; Commissioners Davis, Lustro, Schowalter, and Van Allen

COMMISSIONERS ABSENT: Commissioner Alas

STAFF PRESENT: Deputy City Manager Kirk Pelser, Senior Project Manager Joaquin Wong, and Deputy City Attorney Chen

---

PRESENTATIONS: None

---

PUBLIC PARTICIPATION:

Joe Warts, representing the Downtown Pomona Metrolink Riders Ad-Hoc Committee, spoke regarding the change in the parking along First Street leading to empty parking spaces due to the cost. He suggested a yearly permit for \$99 to allow the Metrolink riders to park on First Street only to ride the train.

The Commission directed the speaker to Public Works as they oversee on street parking on First Street.

Kirk Pelser recommended the Commission not look into preferential rates for any groups at this time.

---

CONSENT CALENDAR:

1. APPROVAL OF THE MARCH 9, 2017, REGULAR MEETING MINUTES.
2. VEHICLE PARKING DISTRICT BUDGET AND EXPENDITURE REPORT.
3. RATIFY OF SEVEN (7) NEW PARKING PERMITS

Joaquin Wong stated three of the new parking permits should be residential parking rather than commuter permits.

MOTION: On motion by Commissioner Davis, seconded by Vice Chair Diaz, to approve the amended consent calendar.

---

VOTE:

AYES: Diaz, Davis, Lustro, Van Allen, Mladinov,  
and Schowalter  
NOES: None  
ABSTAIN: None  
ABSENT: Alas

Motion Passes – 6/0/0/1

---

OLD BUSINESS:

4. REPORT ON PROJECT LIST

Kirk Pelser stated discussion took place at the Ad-Hoc Committee meeting regarding revising the project list. Draft Changes will be made and discussed with the Ad-Hoc. Final changes will be brought before the Commission for consideration.

Commissioner Schowalter mentioned issues raised regarding repainting of VPD Lot 13 as parking lines are not visible. He requested “review of VPD Lot 13” be added to the projects list.

Joaquin Wong stated the DPOA security cameras funded by the VPD have been installed in the downtown.

City Engineer Rene Guerrero provided an update on the 12 poles for emergency phones in the VPD parking lots. He stated the project had been completed successfully. The Commission discussed and agreed to remove the item from the projects list.

Discussion ensued regarding project list item #4 and the issue of not being able to change the process. The Commission discussed and agreed to remove the item from the projects list.

---

NEW BUSINESS:

5. QUARTERLY DAILY PARKING REVENUE REPORT, FOURTH QUARTER (OCTOBER THROUGH DECEMBER) 2016, AND FIRST QUARTER OF 2017 (JANUARY THROUGH MARCH)

Joaquin Wong stated at the last VPD Ad-Hoc Committee meeting it was requested staff provide a quarterly accounting of revenues of each individual lot for each day of the week broken down by daytime and nighttime revenues for the quarter of 2016 and the first quarter of 2017. Based on the IRIS data and parking permit records, the VPD lots most utilized are lot 12, 10, and 7. Daily parking revenues vary from lot to lot and quarter by quarter. Lot demand and income is driven by Downtown activities such as concerts, school schedules and the holiday seasons. Data also indicates that a large number of parking customers utilize the 2 hour free parking option which does not generate any income for the VPD.

---

Commissioner Schowalter requested one month of data of daily breakdowns for busy Fridays and Saturdays verses slow Fridays and Saturdays.

---

6. APPROVAL OF A \$1,000 CONTRIBUTION TO THE DOWNTOWN POMONA OWNERS ASSOCIATION FOR THE 2017 MISS POMONA SCHOLARSHIP AWARDS.

Deputy City Attorney Chen reviewed the VPD Contribution Policy and stated the discussion should walk through the policy findings and ensure there is benefit to the VPD before considering the item.

Larry Egan provided background on the request and the Miss Pomona Scholarship event. He stated the event will bring population to the downtown and requested the Commission to approve.

Discussion ensued regarding Commissioner Van Allen's inquiry regarding whether these events should be funding themselves through parking.

The Commission discussed the findings and agreed the request would benefit the VPD and the community.

MOTION:

On motion by Commissioner Schowalter, seconded by Commissioner Davis to approve the \$1,000 contribution for the 2017 Miss Pomona Scholarship.

VOTE:

AYES:	Davis, Diaz, Lustro, Van Allen, Mladinov, and Schowalter
NOES:	None
ABSTAIN:	None
ABSENT:	Alas

Motion Passes – 6/0/0/1

---

STAFF COMMUNICATIONS:

Kirk Pelser stated staff was finalizing a RFP for a parking consultant which was expected to be published by next week. Staff was expecting to provide a report to the Commission for consideration next month.

---

COMMISSIONER COMMUNICATIONS:

Commissioner Davis requested the February 9 meeting minutes be reviewed as he was present at the meeting, but the minutes reflect him as absent.

---

ADJOURNMENT:

At 6:58 p.m., Chair Mladinov moved to adjourn the Vehicle Parking District Commission meeting to the next scheduled meeting of May 11, 2017 in the City Council Chambers.

  
\_\_\_\_\_  
Chair  
Vehicle Parking District Commission

Maureen Casey, Transcriber

The minutes of this meeting are filed in the Planning Division of City Hall, located 505 South Garey Avenue, Pomona, CA, 91766.