The Parking Advisory Board convened in a regular meeting on September 25, 2019 at 630 East Hopkins in San Marcos, Texas.

I. Board Chair Kelly Stone called the Board Meeting to order at 6:07 p.m.

II. Board Members in Attendance:
Chair Kelly Stone  
Vice Chair Carina Boston Pinales  
Board Member Johnny Finch  
Board Member Esther Garcia  
Board Member Esther Henk  
Board Member Kyle Mylius  
Board Member Chris Rue  
Mayor Pro Tem Lisa Prewitt  

Board Member Excused:  
Council Member Joca Marquez  

Staff in Attendance:  
Assistant City Manager Steve Parker  
Director of General Services Lee Hitchcock  
Administrative Clerk Christie Murillo  

III. 30 MINUTE CITIZEN COMMENT PERIOD
None.

DISCUSSION ITEMS
1. Discussion on long-term plan for electric cabs:
   • Assistant City Manager Steve Parker informs board that there is no longer a council work session item for the Parking Advisory Board on October 15. Per the Mayor, Board can go straight to the TIRZ Board rather than going through Council first.
   • TIRZ Board should be meeting again sometime in the next few weeks.
   • If TIRZ Board approves the use of funds for electric cabs, item will still have to go to Council.
   • 2 Council members need to request to put Parking Advisory Board Recommendation on the regular agenda-agenda packet would include Recommendation Resolution and phased strategies. Staff can also give a short presentation.
   • Board Member Kyle Mylius informs Board that there are about 60 spots available at The Hitch and about 60 spots available at the United Methodist Church.
   • City Manager Bert Lumbreras will look at a presentation from Assistant City Manager Steve Parker, Director of General Services Lee Hitchcock, and Chief of Police Bob
Klett on increasing parking enforcement staff (1 and ½ people); still need to find funding for this staffing and for mailing out citation letters.

- Board feels there needs to be an Educational Outreach Committee within the Parking Advisory Board that can perhaps include people from the Main Street Board and Downtown Association as well.
  - Marketing plan
  - Wayfinding
- E-Cabs can question patrons and give qualitative data back.
- If $40,000 is taken out of Downtown Vitality, Board needs to be able to show the return on those funds; impact performance measures.
- Need to try to quantify the average amount of money spent per each downtown customer-CVB can help provide this data.
- Board considers possibility of extending any future paid downtown parking, as well as parking enforcement, past the M-F, 8am-5pm; broader parking plans and times would help bring the bars in as well.
- Board feels net parking needs to be added downtown; currently, downtown has lost parking spots over the years.
- Transition is key—how do we get from where we are now to paid parking? How do we create that behavioral change without putting out downtown businesses in the process?
- Downtown bars are paying a larger percent in tax money—why not use some more of that money for downtown? Gross tax citywide is around $300,000.
- Parks Advisory Board is also discussing paid parking in parks.
- Board is leaning towards a hybrid, phased in approach:
  - Phase 1: Increased enforcement with supplemental parking; educational and marking campaign
  - Phase 2: Use of TIRZ funds for establishment of a Park and Ride system; educational and marketing campaign
  - Phase 3: Based off Kimley-Horn recommendation, paid parking with additional parking through a parking garage; educational and marketing campaign
- Parking Board can let TIRZ Board know that the need for this money is important because the Park and Ride system can provide metrics for downtown and can also help revitalize downtown.
- Chair Kelly Stone and Vice-Chair Carina Boston-Pinales will put together some info for TIRZ presentation and send it to staff.
- By adjusting Recommendation Resolution to include info about residents, it plants the seed for future ordinance change recommendations.
- Recommendation Resolution as is needs to be amended per tonight’s discussion:

A motion was made by Kyle Mylius, seconded by Esther Henk, to amend the Parking Advisory Board Recommendation Resolution with the changes agreed upon during the meeting. The motion carried by the following vote:

For: 7 - Chair Kelly Stone, Vice Chair Carina Boston Pinales, Board Member Johnny Finch, Board Member Esther Garcia, Board Member Esther Henk, Board Member Kyle Mylius, Board Member Chris Rue
FUTURE AGENDA ITEMS
• Action on days/time of future regular meetings
• Paid parking in parks
• Educational subcommittee
• Discuss ordinances
• Staff reports on surface lots

IV. QUESTION AND ANSWER SESSION WITH THE PRESS AND PUBLIC
None.

V. ADJOURNMENT
The meeting was adjourned at 8:05pm by Chair Kelly Stone

Staff Liaison (Director)          Board/Commission Chair