



**AGENDA REPORT**  
**SAN CLEMENTE CITY COUNCIL MEETING**  
 Meeting Date: April 3, 2012

Agenda Item 60H  
**Approvals:**  
 City Manager [Signature]  
 Dept. Head [Signature]  
 Attorney [Signature]  
 Finance \_\_\_\_\_

**Department:** Community Development  
**Prepared By:** James Holloway, Community Development Director

**Subject:** ***PARKING PROGRAM PROPOSAL FOR CASINO WHEN COMMUNITY RELATED NON-PROFIT ORGANIZATIONS USE THE FACILITY FOR COMMUNITY FUNDRAISING PURPOSES.***

**Summary:** Discussion

Several times a year, the revitalized and restored Casino is hosting community based non-profit organizations which use the facility to raise funds for their operations. Recently, a request has been made by the Exchange Club, which is hosting a program at the Casino to benefit the Boys & Girls Club. The event is scheduled for May 6, 2012 with the scheduled time to be between 2pm and 5pm. The Exchange Club has requested an accommodation so that attendees to this charity fund raising event would not have to pay for parking meters, which would be operational at that time of day.

Councilman Jim Dahl has requested, and the City Manager has directed, that staff bring this issue to the Council for consideration. Should Council wish to make accommodations for local community serving non-profit events being hosted at the Casino, the following best management practices is recommended.

Step 1: Prior to the event the leadership of the non-profit organization should approach the Beaches, Parks & Recreation (BP&R) Department to determine if there would be a conflict with any major activities that are being planned for the Ole Hansen Beach Club.

Step2: If no significant conflicts are determined to be existing, the BP&R Department would issue free parking mirror hangers permits. Mirror hangers would specify the activity, time of day and date that the event is occurring. The mirror hanger management technique is already employed by the BP&R Department and the BP&R staff is trained to provide those mirror hangers. The Sherriff's Department Parking Enforcement Officers are also familiar with the mirror hanger permits.

Step 3: The Event sponsor can either mail out the mirror hangers to event participants or hand the mirror hangers out the day of the event.

Guidelines: The mirror hangers would only be distributed to recognize community serving non-profit organizations that are hosting benefit functions for local community non-profit organizations such as the Boys & Girls Club or the Historic Society.

**Recommended**

**Action:** STAFF RECOMMENDS THAT the City Council direct staff to implement the best management practices outlined in this report, according to the guidelines discussed in this report.

**Fiscal Impact:** Some loss of parking revenue.

**Attachments:** Email correspondence from Bob Lloyd, Exchange Club Representative.

**Notification:** Bob Lloyd

6H.2

## Holloway, Jim

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**From:** Holloway, Jim  
**Sent:** Wednesday, February 22, 2012 4:28 PM  
**To:** Holloway, Jim  
**Subject:** Casino Parking

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

**From:** Bob Lloyd <[2bandb@cox.net](mailto:2bandb@cox.net)>  
**Date:** February 16, 2012 2:12:29 PM PST  
**To:** Dahl Jim <[dahlj@san-clemente.org](mailto:dahlj@san-clemente.org)>  
**Subject:** Casino Parking

Hi Jim,  
This is to confirm our conversation today about parking at the Casino.

On Sunday, May 6th, The Exchange Club is hosting a program at the Casino to benefit the Boys and Girls Club. The scheduled time for the event is between 2PM and 5PM, but some guests will arrive a little early and some will leave late.

We need the City to help us with the parking since the meters will be operational in that timeframe.

My proposal is that we will equip the attendees with some kind of pass that they can stick in the front window. That will leave the lot open for all the locals and visitors heading for the beach, as only event folks will have a pass. Without that City approval the guests will do a lot of bitching and it could seriously hurt the program for future tendance.

My proposal is only one way it might work... and maybe the City has a better remedy to accomplish the same goal. Thanks for being our point-man on this situation. Many in Exchange believe it will be a serious setback if we cannot prevail.

The cause we support is worthy indeed.

Thanks for helping.

Best,  
Bob Lloyd - Project Chairman

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