

**Manis, Dina**

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**From:** nbalfour@airportbusinesscenter.com  
**Sent:** Monday, June 15, 2020 10:54 PM  
**To:** \_CityCouncilListPublic  
**Subject:** [EXTERNAL] 6/15 Council Meeting - Comments RE: Item 14.1 - Paid Parking Reinstatement  
**Attachments:** 2020-06-15 Santa Rosa - Free Downtown Parking.pdf

Good evening,

I sent this letter to the email provided on the agenda for tomorrow's meeting, but I wanted to make sure it was received. I am sending this on behalf of Amy Tocchini, the owner of Santa Rosa Cinemas. It is in regards to the reinstatement of paid parking.

Thank you very much,

**Natalie Balfour**  
Asset and Project Manager  
Airport Business Center  
(707) 217-6252

June 15, 2020

Santa Rosa City Council  
City of Santa Rosa  
100 Santa Rosa Avenue  
Santa Rosa, CA 95404

Dear Mayor Schwedhelm and Council Members,

We very much appreciate all the work you and staff have put into helping businesses during the pandemic, especially surrounding parking. Parking has always been a vital component to our business's survival. Unfortunately, we did not benefit from those parking changes that were made due to the shelter in place order. And now, just as we are about to open back up, you are considering reinstating paid parking. So far, the free parking has only benefited restaurants serving take-out. If paid parking is reinstated, none of the other businesses, who have suffered for many months, will get the benefit that free parking can provide. The reopening of Downtown is when we really need free parking. We are aware of the great things the City is trying to accomplish to help the reopening. Things like providing chairs in the square, repainting the flowerpots along 4<sup>th</sup> Street, installing hanging lights, adding art and outdoor theater. All of these are great ideas but providing free parking would make them even better. Why not do everything we can right now to help the businesses that so desperately need it?

We are pleading with you to continue providing free parking, at least in the garages. You can always revisit reinstating paid parking later. Why not provide the businesses with their best chance of succeeding? We need all of the help we can get.

We realize that staff is proposing a rate reduction, which is a step in the right direction. The problem is that, even if parking is cheap, we cannot promote free parking. The benefit of being able to market free parking cannot be overstated.

On behalf of ourselves and every other business Downtown, please do not reinstate paid parking right now. We ask that you wait at least a few months after everyone has reopened to consider doing this. We know that keeping free parking will negatively affect the parking district's budget. But reinstating paid parking will negatively affect every single business Downtown. The parking district will survive. Your Downtown businesses might not. Please help us stay open in the City we love.

Sincerely,

Amy Tocchini  
Owner  
Santa Rosa Cinemas  
Roxy Theater and Third Street Cinema