



**OFFICE OF MAYOR JERRY SANDERS  
CITY OF SAN DIEGO**

**MEMORANDUM**

**DATE** : November 13, 2007

**TO** : Council President Peters & Honorable Members of the City Council

**FROM** : Mayor Jerry Sanders *JPS*

**SUBJECT** : Appointments to the Parking Advisory Board

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On June 27, 2005, City Council adopted Resolution Nos. R-300584, R-300585, and R-300586, in which the City Council authorized the formation of three new Community Parking Districts for the communities of La Jolla, Pacific Beach, and Old Town. On July 10, 2007, City Council amended Section 26.1802 of the San Diego Municipal Code to increase the total membership of the Parking Advisory Board from 14 members to 17 members. It is with pleasure that today I appoint Mike McNeill, Richard Stegner and Hans Peter Wagener as representatives for the three new Community Parking Districts for service on the City's Parking Advisory Board, subject to your confirmation.

Mike McNeill is a Chartered Financial Consultant with Prudential Financial, a post he has held since 1991, where he provides investment consulting and serves as a financial advisor. He has more than 16 years experience in the financial industry and previously worked for Prudential Financial as a Financial Advisor. Mr. McNeill has been a resident of Pacific Beach for more than 13 years and an active business and community leader. Since 2005, Mr. McNeill has been actively engaged in improving the quality of life of the Pacific Beach community through service on various boards and committees. Currently, Mr. McNeill is the President of Discover Pacific Beach Board of Directors, member of the Pacific Beach Town Council, and is also the Chair of the Pacific Beach Community Parking District. Mr. McNeill will represent the Pacific Beach Community Parking District on the Parking Advisory Board for a term expiring December 31, 2009.

Richard Stegner is the Executive Director for Old Town San Diego Chamber of Commerce and Business Improvement District where he provides administrative, strategic, marketing, fiscal, and budgetary oversight. Mr. Stegner is also the Executive Director of the Mission Hills Business Improvement District. He has over twelve years experience working with non-profit organizations and twenty-seven years experience in program, administrative, and fiscal management. Mr. Stegner also has an extensive history of serving on various planning committees, business improvement district councils, and various other business association

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boards and committees. He currently serves on the Old Town Community Planning Committee and is a board member of the Business Improvement District Council, and the Historic Old Town Community Foundation. Mr. Stegner resides in Mira Mesa and will represent the Old Town Community Parking District on the Parking Advisory Board for a term expiring December 31, 2009.

Peter Wagener is the President of PHP Management, Inc., a development and property management firm that aims to acquire and develop commercial properties to achieve long-term investment objectives. Mr. Wagener has lived in and operated a business in the La Jolla community for over twenty-seven years. Since 1997, Mr. Wagener has served on the Board of Directors of Promote La Jolla, the local Business Improvement District. For the past five years, he has served as the Vice President and Economic Development Chairman of Promote La Jolla. Mr. Wagener's tireless commitment to solving the community's parking challenges is the reason why Promote La Jolla selected Mr. Wagener as its representative on La Jolla's Community Parking District Advisory Board. Mr. Wagener has served as the Advisory Board's elected Chairman since its inception in 2005. Mr. Wagener will represent the La Jolla Community Parking District on the Parking Advisory Board for a term expiring December 31, 2009.

I ask for your support and confirmation of these appointments to the Parking Advisory Board and that join me in thanking them for their willingness to serve the citizens of San Diego in this capacity.

JS:LG

cc: City Attorney Michael Aguirre  
City Clerk Elizabeth Maland

Michael Scott McNeill

Objective

Appointment to the City of San Diego Parking Advisory Committee representing PACIFIC BEACH

Background

After graduating from SDSU in 1990 with a finance degree, I have worked for Prudential Financial as a financial advisor. I have lived and worked in Pacific Beach since 1994. As a business professional, property owner, and resident I have seen the changes Pacific Beach has endured. I was asked to serve as a Discover Pacific Beach Board member in October, 2005 to help make a positive impact on the community. I am the Chair of the Pacific Beach Community Parking District, and hope to lead the implementation of a comprehensive parking management plan that will improve the standard of living in my community.

Education and Professional Designations

San Diego State University, Bachelor of Arts, Business Administration (Finance) 1990  
San Diego State University, Honors Society 1986-1990  
American College, Chartered Financial Consultant 2005-Present  
National Association of Securities Dealers, Series 7, 63, 65 1991 – Present  
California Life & Heath, Fire & Casualty Insurance License 1991 – Present  
California Real Estate Sales Associate License 1996 – Present  
Mission Bay Real Estate Association – Member  
National Association of Insurance and Financial Advisors – Member  
Million Dollar Round Table – Member

Employment

Prudential Financial, Chartered Financial Consultant 1991- Present

I have worked as an advisor for the last 16 years to help grow and protect the wealth of my clients. I am extremely proud of my commitment to my clients and community to continue providing excellent service.

Personal Interests

I have a lovely wife Mindy and daughter Maegan  
Discover Pacific Beach, Board Member 2005- Present, Current President  
Pacific Beach Community Parking District 2006- Present, Member and now Chair  
National Alliance of the Mentally Ill (NAMI) Director of Charitable Giving 2006- Present  
Brian Schultz Memorial Foundation, Member of Charitable Giving 1995- Present  
Nomads Men's Golf Club 1992- Present, Associate and past President

## EXECUTIVE DIRECTOR QUALIFICATIONS

Over twelve years working with non-profit organizations  
 Over twenty-seven years of program, administrative, and fiscal management

- Experience** More than eleven years serving on Board of Directors with Chamber of Commerce, Business Improvement Districts, and Planning Committees. Areas of participation include:
- Current Executive Director for Old Town San Diego Chamber of Commerce & BID
  - Current Executive Director for the Mission Hills Business Improvement District
  - Actively involved in the Old Town Promotions, Design, Economic Restructuring, and Organization Committees and the Community Parking Advisory Board to coordinate the various activities.
  - Old Town Community Planning Committee representative to North Bay PAC.
  - Actively involved in Business Improvement District (BID) Council.
  - Serve as Treasurer on the BID Council and member BIDC Executive Committee.
  - Former small business entrepreneur ranging from retail, manufacturing and wholesale.
  - Past member of Board of Directors, Old Town Chamber/BID. Active on the Organization and Promotions committees and Chair of Design Committee for Old Town Chamber of Commerce.
  - Served as Treasurer of Old Town Community Planning Committee.
  - Served as Executive Director Morena Business District.
  - Served as Vice-President Morena Business Association.
  - Served on various ad hoc committees that addressed specific issues; i.e. budget, nominations, event planning, and organization strategies and direction.
- Management** Executive Director Old Town San Diego Chamber of Commerce.  
 Managed a technical and marketing staff providing support in 11 western states. Managed a administrative and personnel staff with 4 departments of 115 professional employees.
- Marketing** Prepare and publish a quarterly newsletter for the Old Town San Diego Chamber of Commerce. Work with Promotions and Design Committee in developing a Marketing Plan, brochure design and marketing material, and visual enhancements to promote Old Town as a local and national visitor destination.
- Budgeting and Financial Mgmt** Perform the financial duties for the Old Town San Diego Chamber of Commerce.  
 Served as the Treasurer for the San Diego Business Improvement District Council.  
 Serving as Treasurer on the Historic Old Town Community Foundation and formulate its yearly budget.  
 Assist the Old Town San Diego Chamber of Chamber in formulating its yearly budget.  
 Work in collaboration with the CEO BID Council in preparing BID Council yearly budget.  
 Managed administrative and logistical support for IT operations with \$5M budget.
- Community Organizations** Board Member of Historic Old Town Community Foundation.  
 Committee Member of Old Town Community Planning Committee.
- Education** San Diego State University - Certificate in Community Development  
 Chapman University - Certificate in Non-Profit Management  
 Bachelor of Science in Business Administration from University of Phoenix, San Diego, CA.
- Skills** Business Process Reengineering, Office automation: Microsoft Office Suite

Peter Wagener  
PHP Management

As a valuable member to the community Mr. Wagener has lived in La Jolla and operated a business in the Village for over 27 years. Mr. Wagener is an integral part of Promote La Jolla, the Business Improvement District since it's inception in 1987. He currently serves as Promote La Jolla's Vice President and Economic Development Chairman, both positions that he has held for over 5 years.

Mr. Wagener has extensive experience about parking in La Jolla and has served on Parking Advisory Boards in the community for the last 17 years, including Mayor Susan Golding's Task Force on Parking in La Jolla in 1997. Mr. Wagener is also currently Promote La Jolla's representative to the La Jolla Community Advisory Board was elected chairman of the Advisory Board upon its first meeting in 2006.

Additionally, since 2006 Mr. Wagener has been the representative for the LJCPD on the City Wide Parking Advisory Board without confirmation. Mr. Wagener regularly attends the monthly meetings and works with the other Community Parking Districts to discuss community parking management strategies. His knowledge and expertise about parking issues in the community, as well as his role as Chair of the LJCPD will be an asset to the Citywide Parking Advisory Board.

# Hans Peter Wagener

## Resume

### Attainments:

Elected to Board, Promote La Jolla, August 1997

### Experience:

1980-Present      President, **PHP Management Inc.**, a development and property management firm, San Diego, California. The firm acquires and develops commercial properties to achieve long-term investment objectives. The firm has a reputation for developing architecturally distinctive retail properties. Its 1044 Wall Street building won the San Diego County 1995 Orchid Award for architectural design. Its 1111 Prospect Street property was nominated for the same award in 1997. The company has five multi-tenant management contracts and is the Managing General Partner owning and operating the following facilities:

7802 Girard Avenue Building, La Jolla, CA. Tenants include Armani Exchange, Alcala Gallery, Dr. Trainer's Eye Center, Brick and Bell Cafe,

1044 Wall Street, La Jolla, CA. Tenants include Asian Rugs, Hands of the Artisans, Marble Slab Creamery, Karl Strauss Brewery & Restaurant, Fresh Restaurant, PHP Management, Inc.

1111 Prospect Street, La Jolla, CA. Tenants are Hotel Parisi, which is owned and operated by La Jolla Hospitality Group of which Mr. Wagener is the principal, Quiksilver, Chalk and Vermillion, and Victoria's Secret.

1978-1980      Sr. Vice President, Administration, **Wagener Department Stores**, Siegen, Germany.

1976-1978      Internal Audit, **Fed-Mart Corporation**, San Diego, California.

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**Experience (Continued):**

- 1972-1976 Vice President, Operations, **Wagener Department Stores**, Siegen, Germany.
- 1972 Intern/Trainee, **Dresdner Bank A.G.**, Bielefeld, Mortgage Banking and Business Loans.
- 1970-1972 Trainee. Store Manager, Kaufhalle GmbH, Cologne, Hagen, Bergisch-Gladbach and Munich.
- 1967-1970 Retail apprenticeship, Ring Department Stores, Oberdieck & Hüske KG, Dormagen.

**Education:**

- 1975 Graduated from "Harzburg Akademie für Führungskräfte der Wirtschaft" with the equivalent of a US Master's Degree in Business Administration.
- 1976-1978 Exchange Student at the University of Evansville, Indiana. Work-Study Program for Marketing and Management.

**Personal:**

Born: July 14, 1951 in Weidenau/Sieg West Germany

Residence:

La Jolla, California 92038

Marital Status: Married, 2 children

Phone:

E-mail

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REQUEST FOR COUNCIL ACTION  
CITY OF SAN DIEGO

1. CERTIFICATE NUMBER  
(FOR AUDITOR'S USE ONLY)

TO:  
CITY ATTORNEY

2. FROM (ORIGINATING DEPARTMENT):  
MAYOR JERRY SANDERS

3. DATE: 116  
11/15/07 12/04

4. SUBJECT:  
APPOINTMENTS TO THE PARKING ADVISORY BOARD

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.)  
Lisa Gordon MS11A, 67740

6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.)  
Jaymie Bradford MS 11A, 36588

7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED

8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	DEPT.	ORGANIZATION	OBJECT ACCOUNT	JOB ORDER	C.I.P. NUMBER	AMOUNT	9. ADDITIONAL INFORMATION / ESTIMATED COST:

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT/LG			8	DEPUTY CHIEF/KM	<i>[Signature]</i>	11/15/07
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>[Signature]</i>	11/20/07
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/JB	<i>[Signature]</i>	11/15/07
5					DOCKET COORD: _____ COUNCIL LIAISON _____		
6					<input checked="" type="checkbox"/> COUNCIL PRESIDENT <i>rs</i>	<input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7					<input type="checkbox"/> REFER TO: _____	COUNCIL DATE: 12/4/07	

11. PREPARATION OF:  RESOLUTIONS  ORDINANCE(S)  AGREEMENT(S)  DEED(S)

Appointing Mike McNeill, Richard Stegner, and Peter Wagener for terms expiring December 31, 2009. Please see Mayor Jerry Sanders' November 13, 2007 nominating memorandum which is attached.

11A. STAFF RECOMMENDATIONS: Ratify nominations as submitted.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): Mike McNeil-CD2, Richard Stegner-CD5, Peter Wagener-CD1

COMMUNITY AREA(S): Mike McNeill resides in Pacific Beach; Richard Stegner resides in Mira Mesa; and Peter Wagener resides in La Jolla.

RECEIVED  
CITY OF SAN DIEGO  
COUNCIL OFFICES  
2007 NOV 20 AM 11:21

DATE:

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DOCKET SUPPORTING INFORMATION  
CITY OF SAN DIEGO

11/15/07

SUBJECT:

APPOINTMENTS TO THE PARKING ADVISORY BOARD

BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated November 13, 2007.

BY LINE: (MAYOR / DEPT. HEAD / AUTHOR INITIALS)

JS/LG

SIGNATURES:

\_\_\_\_\_  
ORIGINATING DEPT. HEAD

\_\_\_\_\_  
MAYOR  
(FOR MAYORAL DEPARTMENTS ONLY)

RESOLUTION NUMBER R-\_\_\_\_\_

DATE OF FINAL PASSAGE \_\_\_\_\_

WHEREAS, on November 29, 2004, the City Council adopted an ordinance, which is on file with the Office of the City Clerk as Document No. O-19337 and codified at San Diego Municipal Code section 26.1801, 26.1802, and 26.1803, creating the Parking Advisory Board; and

WHEREAS, the Parking Advisory Board is to serve as an advisory body to the Mayor and City Council on policy issues relating to parking; and

WHEREAS, the ordinance requires fourteen members to be appointed by the Mayor and confirmed by the City Council; and

WHEREAS, the ordinance requires the Mayor to appoint one at large member; eight members, one each from a list of two nominations submitted by each Councilmember to represent their district; one member from each Community Parking District; one member from the Community Planning Committee; and one member from the Business Improvement District Council; and

WHEREAS, on June 27, 2005, the City Council adopted Resolution Nos. R-300584, R-300585, and R-300586, in which the City Council authorized the formation of three new Community Parking Districts for the communities of La Jolla, Pacific Beach, and Old Town; and

WHEREAS, on July 10, 2007, the City Council amended Section 26.1802 of the San Diego Municipal Code to increase the total membership of the Parking Advisory Board from fourteen members to seventeen members; and

WHEREAS, the Mayor has made three appointments to the Parking Advisory Board to represent the new Community Parking Districts; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the following appointments by the Mayor of the City of San Diego to serve as members of the Parking Advisory Board be and the same are hereby confirmed:

<u>NAME</u>	<u>CATEGORY</u>	<u>TERM ENDING</u>
Mike McNeill (Pacific Beach, District 2)	Pacific Beach Community Parking District	December 31, 2009
Richard Stegner (Old Town, District 5)	Old Town Community Parking District	December 31, 2009
Peter Wagener (La Jolla, District 1)	La Jolla Community Parking District	December 31, 2009

BE IT FURTHER RESOLVED, that each of the above members shall begin their two year term on January 1, 2008.

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By Catherine M. Bradley  
Catherine M. Bradley  
Deputy City Attorney

CMB:ar  
11/20/07  
Or.Dept:Mayor  
R-2008-436

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of \_\_\_\_\_.

ELIZABETH S. MALAND  
City Clerk

By \_\_\_\_\_  
Deputy City Clerk

Approved: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor

Vetoed: \_\_\_\_\_  
(date)

\_\_\_\_\_  
JERRY SANDERS, Mayor