

Sea Breeze

A PUBLICATION OF THE CITY OF GROVER BEACH

SIGNIFICANT PROGRESS ACHIEVED - Council Unanimously Authorizes Contract for Grover Beach Lodge and Conference Center

In early March, the City Council (acting as the City's Improvement Agency Board) unanimously authorized a contract between the City, the State of California, and Pacifica Companies LLC to facilitate construction of the 135-150 room Grover Beach Lodge and Conference Center.

Located on a 7.5 acre site owned by the State of California Parks and Recreation Department and situated at the west end of Grand Avenue, the Lodge and Conference Center is one of the City's catalyst projects intended to stimulate economic investment in the beachfront area and along the West Grand Avenue Corridor.

Pacifica Companies LLC is a large international and well-integrated real estate development, investor, and management firm. The hospitality arm of Pacifica Companies currently owns 30 properties within the United States. The contract schedule calls for the planning process to be completed in approximately two years, with the doors anticipated to open in 2012.

Pacifica is expected to make a minimum construction cost contribution of \$20.5 million. To assist with the project's success, the City will contribute \$450,000 in Improvement Agency funds to cover a portion of the project's development impact fees. Total revenue during the first year of operation is anticipated to be in excess of half a million dollars, with revenue growth expected throughout the duration of the 50-year contract.

Execution of the contract brings to a successful conclusion years of work by Council Members both past and present in the development of the Lodge and Conference Center. This is an excellent public-private partnership that blends the best of private investment to enhance public services for coastal visitors, providing jobs and revenue for the local economy.

The City Encourages You to Shop Locally "SHOP LOCAL AND SHOP LOYAL"

By City Manager Bob Perrault

The City encourages everyone to do their shopping close to home. In other words, shop in local businesses and be a loyal and frequent customer. A strong local economy is essential to the health of our community. This is especially true during these difficult financial times. Shopping locally will ensure the economic health of our community for several reasons:

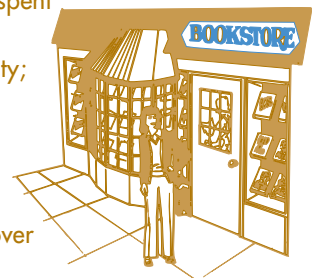
- Shopping locally maintains local jobs, because the money spent here is more likely to remain in our community;
- Buying locally improves the physical health of the community; and last but not least,
- Shopping locally provides tax revenue, which provides necessary public services to our citizens.

A recent review of our Business Tax Certificate Program indicates that nearly 900 businesses are located right here in Grover Beach. Of course not all of these businesses are retail or service-oriented, but a number of them are –everything from equipment rental businesses, plant nurseries, cabinet and furniture businesses, automotive repair, restaurants, hardware, groceries, laundromats, chiropractors, bookstores, salons, and barbers, just to name a few. As you can see, there is such a wide variety of businesses offering goods and services locally that you might not even need to shop out of town.

SHOPPING LOCALLY = LOCAL JOBS

When you spend a dollar here, it is most likely to remain here, and that dollar actually has a multiplier effect. Local businesses provide jobs, and when each employee is paid

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WEST GRAND AVENUE STORM DRAIN PROJECT - Work to be Completed at Night

Work on the **West Grand Avenue Storm Drain Project** began in late March and will be conducted primarily at night. The project is actually a component of the "Meadow Creek Bridge and West Grand Avenue Storm Drain Project". Meadow Creek is located just to the west of Highway 1, and the bridge is part of the entrance to the Oceano Dunes State Vehicular Recreation Area, a popular destination for off-highway enthusiasts.

The first part of the project was finished earlier this year and involved rebuilding the

bridge and installing an enlarged storm drain from Meadow Creek eastward to the Union Pacific right of way. With completion of the bridge, access to Pismo State Beach and the State park was restored to four lanes. Access to the beach was previously restricted to just two lanes until the old and deteriorating wooden bridge could be replaced.

The next phase will involve construction of a large drainage facility under the Union Pacific railroad bed. Eventually, storm drain

See "Drains" ... on Page 2

GRAFFITI IS NOT ART. GRAFFITI IS A CRIME.

Graffiti is a crime of vandalism and its occurrence has increased significantly in our area. In order to effectively address this issue, we need to respond together as a community.



You can help – Please be aware of activities occurring around your home, school, and place of business. Watch for any suspicious persons in

areas where graffiti is a problem. When you find graffiti, report it by contacting the Police Department. It's helpful if you can provide descriptions of the person(s) and vehicle(s) observed and when the damage might have occurred. If you see graffiti happening, call 9-1-1.

The City is currently revising our regulations pertaining to graffiti abatement in order to shorten the required time for graffiti removal and improve cooperation with businesses and property owners for identification and clean-up. The goal of this new Graffiti Abatement Program is to wipe out graffiti and prevent crime.

Some of the major highlights of the revised Graffiti Ordinance are: The time within which citizens are required to remove the graffiti has been reduced from 15 days down to three days. It will also include enhanced cost recovery procedures or assistance, improved standards for graffiti removal, declare possession of graffiti implementation tools illegal, and improve graffiti eradication program options. Additionally, there will be a potential reward system for the conviction of identified violators.

We will be working to keep our neighborhoods clean and attractive through various activities, educational outreach, community involvement, and police enforcement. It's our hope that we can work together with private property owners to assist owners to quickly remove graffiti themselves or to have the work performed by the City, either billing the property owner directly for time and materials or through volunteer assistance and paint donations received from local businesses.

Residents, neighborhood and business associations, and business owners are encouraged to help prevent and clean up graffiti. If you're interested in participating in the Graffiti Abatement Program, please contact the Grover Beach Police Department's Administration Office at (805) 473-4507 or send an email to police@grover.org.

CONGRATULATIONS TO CITY EMPLOYEES

Council Honors Employees for Outstanding Public Service and for Years of City Service

The following City employees were honored by the City Council, City Manager, Executive Directors, and their peers for providing outstanding customer service to our community and their fellow employees, and for embodying the principles of public service:

Cassandra Mesa
City Hall

Sonny Gerber
Police Department

Raymond Hernandez
Public Works

Rueben Palamaris
Fire Department
(posthumously presented)

The City also recognized the following individuals for their years of service:

20 years of service:
Marty Solis, Public Works

15 years of service:
Homer Flores, Public Works
Pete Yracheta, Jr., Public Works

10 years of service:
Cyndee Collins, Parks & Recreation

5 years of service:
Tom Stipicevich, Police Department

New Utility Billing Notification Procedure

The City has implemented a new "48-Hour Door Notice Notification Procedure" for all utility accounts determined to be delinquent due to non-payment and scheduled for disconnection. We realize that in the hectic rush of day-to-day life, some things may unintentionally slip to the wayside or an online payment transaction that you thought was being processed did not actually reach the City. This *courtesy notice* will therefore give our customers one more reminder of an unpaid utility bill prior to having City crews disconnect water/sewer service.

For delinquent utility accounts, City crews will place a "door notice" on the front door of any residence or business two days prior to the final utility bill due date. For example, if the final due date on your City utility bill is the 5th of the month, service termination is scheduled to occur on the 6th. With this new procedure, a door notice will be placed at the residence or business on the 3rd day of the month. This will be especially helpful for tenants who may be caught unaware that a landlord hasn't paid the utility bill.

We hope this extra courtesy notification will help to eliminate utility service disconnections, avoid disrupting your busy life, and reduce the time City crews now spend disconnecting/reconnecting service.

If you have any questions regarding this new procedure, please contact the Administrative Services Department at (805) 473-4550 or send an email to finance@grover.org.

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construction is expected to extend from the railroad right of way near Highway 1 eastward on West Grand Avenue to 12th Street. Once completed, it will assist with eliminating flood conditions during periods of heavy rainfall.

Total cost for this project is approximately \$2.6 million dollars, including approximately \$1.5 million grant dollars from the San Luis Obispo Council of Governments (SLOCOG) and \$1.1 million from the City of Grover Beach Improvement ("Redevelopment") Agency.

PLEASE BE AWARE of the Nighttime Construction Zone



WHERE:

Both eastbound lanes
of W. Grand Ave.
at Highway 1

WHEN:

Sun – Thurs, 8:00 p.m. – 6:00 a.m.
(late March – early May)

DETOUR:

Both eastbound lanes of
W. Grand Ave. at Highway 1
will be obstructed and motorists
are advised to find alternative routes.

During daytime hours, the area
will be plated and eastbound lanes
will be open for traffic.

Businesses located in the
immediate vicinity of the project
will be open and accessible.



GROVER BEACH HONORED WITH SPECIAL FLAG PRESENTATION

The Grover Beach City Council was pleasantly surprised and honored at a meeting on January 26, 2009 by the presentation of a "special" American flag, which was not scheduled on the agenda. Chief Warrant Officer Erik "Spike" Thiesmeyer decided to take advantage of

the fact that his 9-year-old daughter, Nina, was scheduled to lead the flag salute at the opening of the Council meeting. Following the flag salute by his daughter, and with a brief introduction by Mayor Shoals, Thiesmeyer strode to the podium and made the presentation. He noted that he had just returned from a 212-day deployment in Iraq and the flag had a special significance because it was flown on Veterans Day over the city of Mosul in the Ninawa Province of northern Iraq. Chief Warrant Officer Thiesmeyer is a pilot who flew the flag from his aircraft during the mission. As noted in the certificate presented to the City Council, the flag was flown on the "11th hour of the 11th day of the 11th month two thousand and eight. The crew of the mission honors everyone who has proudly served."

According to Thiesmeyer, "When I was there, I would think about home and think about the great coastal community of Grover Beach and how much we enjoy living here. I couldn't wait to get home." The Council thanked Chief Warrant Officer Thiesmeyer for the special flag presentation and for his service to our country. The Thiesmeyer family resides in Grover Beach.

The flag was flown specifically on Veterans Day to honor local veterans and for the City of Grover Beach. The flag and certificate are proudly on display at City Hall.



A YEAR FULL OF PROGRAMS, ACTIVITIES, AND SPECIAL EVENTS FOR THE ENTIRE FAMILY

The *Winter/Spring 2009 Activity Guide* lists new and returning classes, special events, activities, and provides descriptions of parks and facilities. It's available at the Parks and Recreation Department and on the City website at www.grover.org.



Activities for youth and adults include: **Tiny Tots Program, Performing Arts and Shooting Stars Gymnastics, Dance and Theatre Programs, Tennis in Motion, Etiquette, Dog Obedience, Internet Driving School, Square Dancing** and workshops for seniors through the **Senior Legal Services**. In addition, the

Embroiderer's Guild meets the 3rd Saturday of the month at the Grover Beach Community Center from 9 a.m. until 2 p.m. and "all stitchers are welcome!"



Skate Camp for ages 6 to 12 will be held from Monday, April 13th through Friday, April 17th at the South County Skate Park, 1750 Ramona Avenue.

Full pads and helmet are required of all participants, and all skateboarders and rollerbladers are invited.

Please mark your calendars for the following fun family events: the **20th Annual Family Egg Hunt & Festival** on Saturday, April 11th at Elm Street Park in Arroyo Grande; the 25th anniversary celebration of the City of Grover Beach's recognition as a "Tree City" by the National Arbor Foundation, on Friday, April 24th; the annual **Mother's Day Dance** on Friday, May 8th; and the **Spring Garden Tour and Plant Exchange** on Sunday, May 31st.



Summer activities begin on June 7th with the **Sizzlin' Summer Concert Series and Farmers' Market** every Sunday at 3:00 p.m. at the Ramona Garden Park. Connect with your neighbors while enjoying live music and local vendors' products and produce.

Let's Celebrate! 2009 marks the **50th year of incorporation for the City of Grover Beach**. The City is organizing celebration activities and events throughout the year to recognize this momentous milestone in our history. Interviews will be conducted of individuals who contributed to, or participated in, historically significant City events, and to share their stories of what it was like to live here in the 1950s. The Sizzlin' Summer Concert Series will begin with an oldies music band and historical items on display in the Ramona Center. The City will host an informational walking tour of West Grand Avenue with visuals on business windows to identify their history, a 1950's dance at the Community Center, a Home Tour, and the grand finale - the annual Holiday Parade theme of "Times Past, 1950s Revisited, A Celebration of the City's 50th Year of Incorporation". Please contact the Parks and Recreation Department at (805) 473-4580 or send an email to parksandrecreation@grover.org for more information on how you can be involved in this year-long celebration.

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locally, a portion of that pay is in turn spent locally, which helps to support other businesses within our community. Local businesses also contribute funds back into the community, supporting schools, youth sports, and charity events. The City is very appreciative of the local businesses that support our efforts through donations and/or sponsorships of classes and special events coordinated through the Parks and Recreation Department. All of these activities add to the rich quality of life we enjoy on the Central Coast.

BUYING LOCALLY = A HEALTHIER COMMUNITY

Buying locally also helps to promote a healthier place for all of us to live. By shopping close to home and choosing local goods or services, you reduce the unnecessary consumption of fossil fuel and reduce your "carbon footprint." From the standpoint of protecting our environment, shopping local just makes good sense. Besides, it's even good for you physically - I strongly urge you to drive downtown, park your vehicle, and take a walk. You might be pleasantly surprised by all the good things you will find.

SHOPPING LOCALLY = ENSURES FUNDING FOR PUBLIC SERVICES

Shopping locally also helps the City to provide you with basic municipal services, including police, fire, public works, parks, and street repair. All of these services are provided with dollars from the City's General Fund. The current sales and use tax rate is 7.75%. Thanks to the voter-approved adjustment in November 2006, the City's portion of the tax rate is 1.50%. This means that we receive approximately 19 cents out of every sales tax dollar collected in Grover Beach. The remaining 81 cents is spread amongst a variety of taxing entities. While our share may not seem like much, it does add up and goes directly into the General Fund to help finance these important public services.

In this fiscal year (ending June 30, 2009), we're expecting to collect nearly \$760,000 in sales tax revenues. This amount comprises approximately 16% of our City's General Fund Revenue. The sales and use tax is the second largest revenue contributor to the General Fund, behind property tax. Quite simply, we would not be able to provide the public services our citizens have come to expect without this important revenue source. For all of these reasons, it's important to

"SHOP LOCAL AND SHOP LOYAL."

YOUR INPUT IS NEEDED!

City General Plan Updates

The City will soon be resuming work on the update of the **Land Use Element** of the General Plan. The Land Use Element provides a guide to *where* and *how* development can occur within the City. It also sets Goals, Policies, and Programs for residential, commercial, industrial, open space, and public uses. This effort will be incorporating the "Consensus Vision" from community workshops held several years ago and as discussed at a community workshop in May 2008. For more information, please contact the Community Development Department or see the City website at www.grover.org/commdev.htm.

The City is also beginning the 2009 update to the **Housing Element** of the General Plan, which is required every five years. This update must include new requirements set by state legislation, including provisions for emergency shelters, supportive housing, and how the City will meet its fair share of regional housing demand for very-low, low- and moderate-income housing.

You Are Invited to Participate... To this end, the City will be creating a mailing list to keep interested citizens and businesses

informed of progress, public workshops, and hearings related to the General Plan updates. To be included on this mailing list, please contact the Community Development Department at (805) 473-4530 or send an e-mail to commdev@grover.org.

Monthly City Meeting Dates

All Regular Meetings are Open to the Public and Held in the City Council Chambers Unless Noted Otherwise

154 South Eighth Street

City Council

1st and 3rd Mondays at 6:30 p.m.

Planning Commission

2nd Tuesday at 6:30 p.m.

Traffic Committee

2nd Thursday at 9:30 a.m. *(as needed)*

Parks, Recreation & Beautification Commission

3rd Thursday at 6:30 p.m.

Citizen Oversight Committee

(meetings scheduled as needed)

Agendas are posted at City Hall and www.grover.org.

City Council Meetings are televised on the City's Government Cable Access Channel 20.

Your presence and participation at City meetings are contributions to good government.

Please attend as often as you can!

QUICK REFERENCE

* * * Grover Beach City Hall * * *

154 South Eighth Street	Mon - Fri; 8 a.m. - 5 p.m.
Administrative Svcs./Utility Billing	473-4550
Business Tax Certificates	473-4550
Community Development	473-4520
Building Inspection Requests	473-4527
City Manager	473-4567
City Clerk	473-4568
Human Resources	473-4564
Emergency	9-1-1
Police Administration	473-4511
Fire Administration	473-4590
Neighborhood Watch	473-4511
Code Enforcement	473-4590
Parks and Recreation	473-4580
City website	www.grover.org

Other Frequently Called Numbers:

Chamber of Commerce 180 Highway One	- or	www.groverchamber.com	.489-9091
Charter Communications <i>(cable television)</i>			
270 Bridge Street, San Luis Obispo	- or -	www.charter.com	.(888) 438-2427
Community Library - Grover Beach			
240 North 9 th Street, Grover Beach			
(Mon, Tues, Thurs: 1-5 p.m., Sat: 10 a.m. - 2 p.m.)			.481-4131
South County Sanitary <i>(trash and recycling services)</i>			
866 West Grand Ave	- or -	www.wasteconnections.com	.489-4246
The Gas Company <i>(natural gas)</i>			1-800-427-2200
Pacific Gas & Electric <i>(electricity)</i>			1-800-743-5000
SLO Superior Court - South County Branch Office			
214 South 16 th Street (8:30 a.m. - 4:00 p.m.)			
Traffic Division			473-7070 or 781-5696
Civil & Small Claims Division			473-7077
Criminal Division			473-7072
County Health Department South County Branch Office			
286 South 16 th Street			473-7050
San Luis Obispo County Human Services & Support Groups Hotline			2-1-1

Sea Breeze is published by the City of Grover Beach. We welcome your comments and suggestions. Call us at 473-4567 or send email to gbadmin@grover.org



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