

**MINUTES
JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING
MONDAY, MARCH 1, 2010**

CALL TO ORDER Mayor/Chair Shoals called the meeting to order at 8:33 p.m. in the City Hall Council Chambers, 154 South Eighth Street, Grover Beach, California.

ROLL CALL

Council/Agency: Council/Board Members Bright, Mires, Peterson, Mayor Pro Tem/Vice Chair Nicolls, and Mayor/Chair Shoals were present.

City/Agency Staff: City Manager/Executive Director Perrault, City Attorney/General Counsel Koczanowicz, City Clerk/Agency Secretary McMahon, Administrative Services Director/Finance Officer Chapman, and Community Development Director/Deputy Director Buckingham were also present.

PUBLIC COMMUNICATIONS The Mayor/Chair opened the floor to any member of the public for comment on items of interest which were within the jurisdiction of the City Council / Improvement Agency, but were not listed on the agenda. No one responded and the Mayor/Chair closed the Public Communications segment for this portion of the meeting.

JOINT CITY COUNCIL / IMPROVEMENT AGENCY - CONSENT AGENDA

Prior to consideration of the Consent Agenda, Council/Board Member Bright and Mayor Pro Tem/Vice Chair Nicolls requested Consent Agenda Item No. CC/IA-2 to be pulled for separate discussion.

Mayor/Chair Shoals invited public comments regarding Consent Agenda Item Nos. CC/IA-1 or CC/IA-3.

- A. Betsy Ehrler, President of the South County People's Kitchen and Vice President of the Five Cities Homeless Coalition, thanked the Council for its leadership and efforts to assist the homeless. In reference to Agenda Item No. CC/IA-3, she spoke in support of efforts to expedite the process of finding a permanent facility to provide services to the homeless.

City Manager Perrault noted that a revised Resolution for Agenda Item No. CC/IA-3, with changes as requested by Assembly Member Blakeslee's Office, had been distributed to the Council/Agency.

There were no further public comments received.

Action: It was m/s by Council/Board Member Bright / Mayor Pro Tem/Vice Chair Nicolls to approve Consent Agenda Item Nos. CC/IA-1 and CC/IA-3 as presented. The motion carried on the following roll call vote:

AYES: Council/Board Members Bright, Mires, Peterson,
Mayor Pro Tem/Vice Chair Nicolls, and Mayor/Chair Shoals.
NOES: Council/Board Members - None.
ABSENT: Council/Board Members - None.
ABSTAIN: Council/Board Members - None.

CC/IA-1. Minutes of the Joint City Council / Improvement Agency Meetings of September 21, 2009 and October 5, 2009.

Action: Approved the minutes as submitted.

CC/IA-3. Resolution Supporting the Use of Redevelopment Funds for the Construction of a Regional Center to Serve the Homeless of the South County - A Resolution in support of changing state law to enable the Agency to use Redevelopment Housing Set Aside Funds for the construction of a regional center located outside the corporate limits of the City to serve the homeless population.

Action:

City Council: No formal action required at this time.

Agency: Adopted Resolution No. IA-10-04.

Resolution No. IA-10-04: A Resolution of the Grover Beach Improvement Agency Supporting the Use of Redevelopment Agency Housing Funds to Construct a Regional Homeless Services Center in the South County Area.

Mayor Shoals called for discussion of Consent Agenda Item No. CC/IA-2.

CC/IA-2. Authorization to Enter into an Agreement for Professional Services for City Branding and Signage Program.

Community Development Director/Deputy Director Buckingham briefly reviewed the proposed draft agreement and work scope for development of a branding and signage program that had been amended in response to Council/Agency Board comments received at the Joint Council/Agency meeting on February 16, 2010.

Mayor Pro Tem/Vice Chair Nicolls stated that he was still not satisfied with the terms of the work scope. He objected to the proposed total program costs and questioned whether the Chamber of Commerce should instead be responsible for developing a community brand. He also commented that he was satisfied with the current City logo.

Discussion ensued regarding the proposed agreement, program costs, and the importance of effectively communicating the City's identity through development of a community brand and consistent signage. Additional discussion was held regarding whether to separate the program components, deferring development of a community brand at this time and instead pursuing development of a uniform signage program if it could be accomplished quickly and at less expense. Discussion was also held regarding when to incur the costs of having professionally-developed materials that cohesively marketed Grover Beach, and that such materials should be distributed at the *Sunset Magazine* event scheduled to occur in the fall.

Upon question, it was confirmed that staff would be meeting later in the week with representatives of the firm WhizBang to receive a report of a marketing analysis conducted regarding the community's strengths, weaknesses, and assets.

Further Council/Agency discussion was held regarding separating the program into two distinct components, obtaining revised cost estimates, and deferring a decision until after the Council/Agency had received the marketing analysis completed by Whizbang.

Action: Upon consensus, this item was continued to the meeting of March 15, 2010.

ADJOURNMENT

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 9:24 p.m.

City Council:

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK
(Approved at CC/IA Mtg 09/13/2010)

Improvement Agency:

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY
(Approved at CC/IA Mtg 09/13/2010)