

**MINUTES**  
**JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING**  
**MONDAY, MAY 3, 2010**

**CALL TO ORDER** Mayor/Chair Shoals called the meeting to order at 8:25 p.m. in the City Hall Council Chambers, 154 South Eighth Street, Grover Beach, California.

**ROLL CALL**

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

City/Agency Staff: City Manager/Executive Director Perrault, Assistant City Attorney/General Counsel Donaldson, City Clerk/Agency Secretary McMahon, Community Development Director/Deputy Director Buckingham, and Police Lieutenant Peters were also present.

Also present was Ellen Curtis from the marketing firm Whizbang.

**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**

**CC/IA-1. Minutes of the Following Meetings:**

- **Joint City Council / Improvement Agency Meeting November 2, 2009 and**
- **Joint City Council / Improvement Agency Meeting November 16, 2009.**

**Action:** Upon consensus (Council/Board Member Peterson absent), the minutes were approved as submitted.

**IMPROVEMENT AGENCY - BUSINESS**

**IA-1. Authorize the Agency to Negotiate Terms and Enter Into a Development and Disposition Agreement with Vernon and Associates for the Construction of an Affordable Housing Project on Agency-Owned Property Located at South 10<sup>th</sup> Street and Farroll Road.**

Chair Shoals read the title to the foregoing item and deferred to staff for a report. For the information of those present, Deputy Director Buckingham provided an overview of the Request for Proposal (RFP) to solicit interested parties to partner with the Agency in constructing an affordable housing project on Agency-owned property. A selection committee comprised of the Executive Director, Agency Counsel, and Deputy Director reviewed four proposals received and recommended Vernon and Associates of Santa Barbara to design and construct the project. He described the firm's qualifications and outlined the following documents required to proceed with the project: a Development and Disposition Agreement (DDA) to serve as a master agreement for the project and incorporate responsibilities and performance criteria to be met by the developer; a Loan Agreement to finance the project; and a Regulatory Agreement to provide a mechanism for the transfer of the property and ensure that it remained an affordable housing project for a 45-year period. Staff then responded to questions from the Board and confirmed that the project was anticipated to consist of four affordable housing units.

Chair Shoals invited comments from those in the audience who wished to be heard on this matter.

Leonard Grant, architect for Vernon Associates, provided an overview of his qualifications and professional experience constructing affordable housing projects.

There were no further public comments received.

Brief Agency discussion was held regarding the unique physical characteristics of the project site which included a drainage basin; the importance of facilitating the development of low-income, affordable housing; and that, once contract documents/ agreements were executed, project specifics would be considered at a future meeting.

**Action:** It was m/s by Board Member Mires/Chair Shoals to authorize the Agency to negotiate terms and enter into a Development and Disposition Agreement with Vernon and Associates. The motion carried on the following roll call vote:

AYES: Board Members Bright, Mires, Vice Chair Nicolls, and Chair Shoals.  
NOES: Board Members - None.  
ABSENT: Board Member Peterson.  
ABSTAIN: Board Members - None.

**IA-2. Authorization to Enter Into an Agreement for Professional Services for a Marketing Program with Whizbang.**

Chair Shoals read the title to the foregoing item and deferred to staff for a report. Executive Director Perrault reviewed the revised positioning statements and taglines prepared by the marketing firm Whizbang to be used as key components in a marketing program. He also reviewed the firm's proposal to develop a marketing plan and materials to implement a marketing program over the course of the next year. In addition to the marketing plan, Whizbang would develop: 1) a visual treatment theme for the tagline to be used for development of a consistent signage program, 2) visual treatments to be included in the redesigned City website, and 3) a tri-fold brochure to promote business development.

Executive Director Perrault noted that the Board had recently appointed a subcommittee consisting of Chair Shoals and Board Member Peterson to work with the consultant and staff in the development of a marketing plan. Comments and feedback from the subcommittee could assist with expediting visual elements for a wayfinding program. He stated total costs for Whizbang to perform this work would be \$12,000, not including photography, printing, or illustrations, which were anticipated not to exceed \$2,000.

Chair Shoals invited comments from those in the audience who wished to be heard on this matter.

Ellen Curtis from Whizbang provided an overview of the marketing proposal and responded to questions from the Board regarding estimated time frames.

There were no further public comments received.

Brief Agency discussion was held regarding the proposed alternatives for the positioning statement and tagline.

**Action:** Upon consensus of the Agency, the positioning statement was revised to appear as follows:

*"Grover Beach is a community-oriented beach town offering diverse and affordable housing, a convenient Central Coast location, and plenty of opportunity to spread your wings."*

The tagline selected was: *"Grover Beach. A great place to spread your wings."*

It was then m/s by Vice Chair Nicolls/Board Member Bright to authorize the Agency to enter into an agreement with Whizbang to develop a marketing program for the City/Agency.

AYES: Board Members Bright, Mires, Vice Chair Nicolls, and Chair Shoals.  
NOES: Board Members - None.  
ABSENT: Board Member Peterson.  
ABSTAIN: Board Members - None.

**JOINT CITY COUNCIL / IMPROVEMENT AGENCY - BUSINESS**

**CC/IA-2. FY 11 - FY 12 Goals and Work Program.**

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. City Manager/Executive Director Perrault stated that a special workshop was conducted at the end of March to develop Goals and a Work Program to help guide the formation of the next budget. He reviewed the revised draft of the Goals and Work Program that incorporated comments received from the Council/Board.

Discussion was held regarding further refinements to the draft Goals and Work Program for FY 11 - FY 12, adding milestones or target dates to assess progress, and providing the Council/Agency Board additional time to review the draft document.

City Manager/Executive Director Perrault suggested continuing this item to the first meeting in June.

**Action:** Upon consensus (Council/Board Member Peterson absent), the Council/Board continued this item to the first Council/Agency meeting in June.

**ADJOURNMENT**

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 9:11 p.m.

**City Council:**

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK  
(Approved at CC Mtg 10/18/2010)

**Improvement Agency:**

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY  
(Approved at IA Mtg 10/18/2010)