

**MINUTES
JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING
MONDAY, JUNE 7, 2010**

CALL TO ORDER Mayor/Chair Shoals called the meeting to order at 8:27 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, Community Development Director/Deputy Director Buckingham, Public Works Director/City Engineer Ray, Police Chief Copsey, and Fire Chief Hubert were also present.

Also present was Ellen Curtis of 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 COUNCIL / AGENCY - CONSENT AGENDA

Prior to consideration of the Consent Agenda, upon request by the Council/Agency Board, Public Works Director/City Engineer Ray displayed a map indicating the location of the South Grover Beach Industrial Sewer Project and where the fiber optic conduit had been installed.

It was m/s by Council/Board Members Peterson/Bright to approve Consent Agenda Item Nos. CC/IA-1 and CC/IA-2 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 Members - None.
ABSENT: Council Members - None.
ABSTAIN: Council Members - None.

CC/IA-1. Minutes of the Joint City Council/Agency Meeting of December 7, 2009.
Action: Approved the minutes as submitted.

CC/IA-2. Final Acceptance of the South Grover Beach Industrial Sewer Project, Project No. 326 - Accepting improvements constructed by R. Baker Construction for the South Grover Beach Industrial Sewer Project consisting of construction of new sanitary sewer mains and installation of fiber optic conduit between the intersection of La Selva Avenue and South 14th Street and State Highway 1.

Actions:

City Council: Adopted Resolution No. 10-33.

Resolution No. 10-33: A Resolution of the City Council of the City of Grover Beach, California, Accepting the South Grover Beach Industrial Sewer Project Improvements.

Agency: Adopted Resolution No. IA-10-06.

Resolution No. IA-10-06: A Resolution of the Improvement Agency of the City of Grover Beach, California, Accepting the South Grover Beach Industrial Sewer Project Improvements.

JOINT CITY COUNCIL / AGENCY - BUSINESS

CC/IA-3. Consideration of a Tagline Visualization Theme to be Used in Marketing Efforts.

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. City Manager/Executive Director Perrault stated that the Improvement Agency had previously authorized development of a marketing program and tagline and had also appointed Chair Shoals and Board Member Peterson to a subcommittee to work with the consultant in developing the marketing program. The subcommittee recently reviewed a sample graphic and visualization theme for the tagline. If approved by the Council/Agency, these items would also be incorporated into the marketing program for the West Grand Avenue Enhancement Project.

Ellen Curtis, representative from the marketing firm Whizbang, described the brand image sample and tagline and recommend that, once approved, it remain unchanged and guidelines be developed regarding its use. She then responded to questions from the Council/Agency Board.

Brief discussion was held regarding the brand image, tagline, color palette, and pursuing copyright protection.

Action: Upon unanimous consensus, the Council/Agency: 1) approved the tagline and visualization theme as presented; and 2) authorized proceeding with copyright protection of the tagline *"Grover Beach - A great place to spread your wings"*.

CC/IA-4. FY 11 - FY 12 Goals and Work Program.

Mayor Shoals read the title to the foregoing item and deferred to staff for a report. City Manager/Executive Director Perrault provided an overview of the biennial budget process and the development of Goals and a Work Program to prepare the budget and subsequently assess the City/Agency's progress. He stated the Council/Agency Board had previously discussed a draft set of Goals and Work Program for FY 11 - FY 12 at a special meeting on March 29, 2010 and then again on May 3, 2010. Council/Agency comments had been incorporated into a revised draft for review and further modification or approval. Once approved, development of the FY 11 - FY 12 Budget would proceed. He also noted one minor correction for Item 1A Economic Development, deleting the duplicate reference regarding adopting a comprehensive marketing program by September 2011, stating the next line that had this listed as being completed by September 2010 was correct. He then responded to questions from the Council/Agency Board.

Mayor/Chair Shoals invited public comments on this item. No public comments were received.

Action: Upon unanimous consensus, the Council/Agency adopted the FY 11 - FY 12 Goals and Work Program, as corrected.

ADJOURNMENT

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 8:47 p.m.

City Council:

/s/ JOHN P. SHOALS, MAYOR

Attest:

/s/ DONNA L. McMAHON, CITY CLERK
(Approved at CC Mtg 11/01/2010)

Improvement Agency:

/s/ JOHN P. SHOALS, CHAIR

Attest:

/s/ DONNA L. McMAHON, AGENCY SECRETARY
(Approved at IA Mtg 11/15/2010)