

MINUTES
JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING
MONDAY, OCTOBER 19, 2009

CALL TO ORDER Mayor/Chair Shoals called the meeting to order at 8:16 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, Interim Community Development Director/Deputy Director Beck, and Police Chief Copsey were also present.

Also present was City Engineer Garing.

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.

CITY COUNCIL / IMPROVEMENT AGENCY - CONSENT AGENDA

It was m/s by Mayor Pro Tem/Vice Chair Nicolls / Council/Board Member Peterson 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/Board Members - None.
ABSENT: Council/Board Members - None.
ABSTAIN: Council/Board Members - None.

CC/IA-1. Minutes of the Joint City Council / Improvement Agency Meeting of May 18, 2009.
Action: Approved as submitted.

CC/IA-2. Affirming the City of Grover Beach and the Grover Beach Improvement Agency's Investment Policy - Annual review of the City/Agency's written investment policy pursuant to state law.

Action - City Council: Adopted Resolution No. 09-77.

Resolution No. 09-77: A Resolution of the City Council of the City of Grover Beach, California Affirming the Investment Policy for the City of Grover Beach.

Action - Improvement Agency: Adopted Resolution No. IA-09-22.

Resolution No. IA-09-22: A Resolution of the Board of Directors of the Grover Beach Improvement Agency Reaffirming the Investment Policy for the Grover Beach Improvement Agency.

IMPROVEMENT AGENCY - BUSINESS

IA-1. Presentation Regarding the San Luis Obispo County Visitors and Conference Bureau and Consideration of Agreement for Tourism and Promotion Services.

John Summer, Executive Director of the San Luis Obispo County Visitors and Conference Bureau (VCB), distributed information regarding tourism and promotion services provided by the VCB. He then outlined specific marketing efforts conducted to promote tourism throughout all regions of the county. Mr. Summer also described international marketing efforts that were being televised in China featuring the Central

Coast, a promotional event with *Sunset Magazine* to be held at the end of the year, and a major network television pilot being filmed in the local area. He then noted promotional efforts that specifically referenced Grover Beach and spoke in support of the City renewing the agreement with the VCB for tourism and promotion services. Upon question, Mr. Summer confirmed that he owned *Central Coast Magazine*, a Grover Beach-based business.

Brief discussion was held regarding promotional efforts being conducted by individual cities, having the VCB assist the City with its marketing efforts, and increasing promotion of the Amtrak train station located in Grover Beach.

Action: It was m/s by Board Members Peterson/Bright to: 1) adopt Resolution No. IA-09-23 authorizing the Agency to enter into an agreement with the San Luis Obispo County Visitors and Conference Bureau; and 2) authorize the Executive Director to execute the agreement on behalf of the Agency. The motion carried on the following roll call vote:

AYES: Board Members Bright, Mires, Peterson, Vice Chair Nicolls, and Chair Shoals.

NOES: Board Members - None.

ABSENT: Board Members - None.

ABSTAIN: Board Members - None.

Resolution No. IA-09-23: A Resolution of the City of Grover Beach Improvement Agency Authorizing the Agency to Enter into an Agreement with the San Luis Obispo County Visitors and Conference Bureau for Tourism Promotion Services.

CITY COUNCIL / IMPROVEMENT AGENCY - BUSINESS

CC/IA-3. Request for Direction on Proposed Affordable Housing Project - 10th and Farroll Avenue.

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. For the information of those present, City Manager/Executive Director Perrault provided an overview of the one proposal received for an affordable housing project from Habitat of Humanity to construct two very-low income units on one parcel with shared driveway/parking areas. The proposal also requested that the City cover all processing costs/fees and reduce the loan amount. He stated that if this proposal was accepted, there would be an additional subsidy of approximately \$122,000 more than originally contemplated. He pointed out that more proposals might have been received if the offer for additional assistance had been in the original Request for Proposals.

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

Penny Rappa, Executive Director, Habitat for Humanity for San Luis Obispo County, offered to respond to any questions regarding the proposal submitted.

There were no further public comments received.

Brief discussion was held regarding amending the Request for Proposal in order to encourage more responses, potential constraints of the project site due to the lot configuration and its use as a storm water retention basin, and whether it was feasible to construct more than two units on the parcel.

Action: It was m/s by Council/Board Members Bright/Mires to: 1) re-issue the Request for Proposal (RFP) with modified requirements and revise the RFP wording to encourage receipt of more creative design proposals that would include construction of the maximum number possible of affordable housing units on the project site; and 2) for staff to also send the revised RFP to all those who received the original RFP or contacted the City with interest in the project. 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.

ADJOURNMENT

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 8:43 p.m.

City Council:

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK
(Approved at CC/IA Mtg 03/15/09)

Improvement Agency:

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY
(Approved at CC/IA Mtg 03/15/09)