

**MINUTES**  
**JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING**  
**MONDAY, SEPTEMBER 21, 2009**

**CALL TO ORDER** Mayor/Chair Shoals called the meeting to order at 8:23 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 Economic Development Specialist Buckingham 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.

- A. Tom Rehder, owner, Mongo's Restaurant, Grover Beach, objected to the median proposed to be installed at 4<sup>th</sup> Street and West Grand Avenue as part of the West Grand Avenue Enhancement Project. He requested that it be redesigned to allow eastbound and westbound traffic to continue entering and exiting his business from West Grand Avenue. He stated that the proposed median design would negatively impact his business, as well as increase traffic congestion on North 4<sup>th</sup> Street.

He then asked that any future installations of traffic signage in the vicinity of Highway 1 or 4<sup>th</sup> Street indicating available services also include a "fork and knife" graphic to represent nearby restaurants.

City Manager/Executive Director Perrault confirmed that the City had received and distributed a letter from Mr. Rehder regarding his concerns. He stated that the West Grand Avenue Enhancement Project was ready to go out to bid and that the matter was on the Council/Agency agenda for authorization to proceed. Economic Development Specialist Buckingham briefly reviewed the proposed schedule for the project.

**CITY COUNCIL / IMPROVEMENT AGENCY - CONSENT AGENDA**

Prior to consideration of the Consent Agenda, Council/Board Member Bright requested discussion of Consent Agenda Item No. CC/IA-2. Upon unanimous consensus, the Council/Agency approved Consent Agenda Item No. CC/IA-1, as recommended.

**CC/IA-1. Minutes of the Joint City Council / Improvement Agency Meeting of May 4, 2009.**  
**Action:** Approved the minutes as submitted.

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

**CC/IA-2. Authorization to Release Bids for the West Grand Avenue Enhancement Project.**

Upon question, Economic Development Specialist Buckingham confirmed that the project would be constructed at prevailing wages and that the City would encourage the use of low-impact development designs for irrigation systems and landscaping. He also stated that some of the trees within the project area were being recommended for removal, as they did not adhere to current City standards.

Brief discussion was held regarding alternative median designs to accommodate access to Mongo's Restaurant, the business located on the northwest corner of West Grand Avenue and North 4<sup>th</sup> Street.

Upon question, City Engineer Garing said he did not recommend changing the proposed median design.

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

Tom Rehder, owner, Mongo's Restaurant, Grover Beach, suggested that the Council/Agency consider an alternative median design of stamped/raised concrete to continue allowing vehicles to enter and exit his business from West Grand Avenue. He also

requested that the new street trees for the project be selected and planted so that they did not visually obstruct the signs for his business.

Brief Council discussion was held regarding timing and funding constraints in order for the project to proceed. Members of the Council/Agency Board thanked Mr. Rehder for the improved landscaping installed at his business location and requested staff to work with Mr. Rehder to address his concerns regarding the new street trees.

**Action:** Upon unanimous consensus, the Council/Agency authorized staff to release bids for the West Grand Avenue Enhancement Project.

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

#### **CC/IA-3. Authorization to Release Request for Proposal for City Branding and Signage Program.**

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. For the information of those present, Economic Development Specialist Buckingham reviewed one of the action steps of the City/Agency's Economic Development Strategy of developing a branding and wayfinding signage program. The program would create a unique identifying "brand" for the City and provide a common theme for all City signage. Once a consultant was selected, meetings with community stakeholders would be conducted, followed by a public presentation to the Council/Agency for selection of the final branding concept. The next step would be development of conceptual signage, using the selected branding design. The last step would be preparation of construction documents for new signs and sign types to be placed: 1) at major and minor entryways, 2) for major and minor wayfinding and directional signs, 3) for major and minor City facility monument signs, and 4) for an overhead gateway sign to be placed on West Grand Avenue. He then reviewed the recommended process for forming the six-member stakeholder group through appointment of one member from the community by each member of the Council/Agency, plus appointing one member from the Council/Agency Board to serve on the stakeholder group.

Brief discussion was held regarding retaining the City's existing logo design, potential development of a City "tag line", and the anticipated project time frame.

**Action:** Upon unanimous consensus, the Council/Agency: 1) approved the Request For Proposal for a City branding and signage program as presented; 2) authorized the release of the Request for Proposal document; 3) approved the recommended process for appointing the six-member stakeholder group; and 4) appointed Council/Board Member Peterson to the six-member stakeholder group.

### **ADJOURNMENT**

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 8:55 p.m.

#### **City Council:**

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK  
(Approved at CC Mtg 03/01/10)

#### **Improvement Agency:**

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY  
(Approved at CC/IA Mtg 03/01/10)