

**MINUTES
JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING
MONDAY, MARCH 17, 2008**

CALL TO ORDER Mayor/Chair Shoals called the meeting to order at 8:17 p.m. in the City Hall Council Chambers, 154 South Eighth Street, Grover Beach, California.

ROLL CALL

Council/Agency: Council/Board Members Ashton, Bright, Lieberman, 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 Hansen, Police Chief Copsey, Fire Chief Hubert, Public Works Superintendent Ford, Planning Manager Gould-Wells, and Battalion Chief Heath were also present.

Also present were City Engineer Garing and Jon Huffman from Urban Futures, Inc.

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

IA-1. Minutes of the Following Meetings:

- **November 19, 2007 Improvement Agency Meeting;**
- **Joint City Council / Improvement Agency Meeting of December 3, 2007; and**
- **Joint City Council / Improvement Agency Meeting of January 7, 2008.**

Action: Upon consensus, the minutes were approved as submitted.

CITY COUNCIL / IMPROVEMENT AGENCY - BUSINESS

CC/IA-1. Proposed Amendment to the Chamber of Commerce Agreement Regarding Event Substitution.

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. City Manager/Executive Director Perrault gave a brief overview of the City's agreement with the Chamber of Commerce which provided for the Chamber to promote business development, promote the City as a tourist and recreation center, disseminate visitor information, and respond to inquiries regarding various activities in the City.

He stated that one of the services the Chamber was contracted to provide was an event known as the "Sandfest Off Highway Vehicle Show", usually held in June. Although popular in concept, for a variety of reasons the event produced minimal attendance over two consecutive years. The Chamber therefore was requesting the Council's support to replace the Sandfest with a new event called the "Central Coast Celebration" to be held at the same location as the Sandfest. This event was scheduled for April 5-6, 2008, and would include a Ferris wheel, live music, a family bike ride called "Pedal to the Sands", wine tasting, and barbecue contests. He stated that the event would also include an entrance fee and separate activity fees, with lighting provided for evening activities held after 8:00 p.m. each day. He also confirmed that no increase in the City's fiscal commitment to the Chamber was being requested for this event substitution.

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

Tony Coles, Board Member, Chamber of Commerce, spoke in support of the proposed event as a new venue to showcase the Central Coast.

There were no further public comments received.

The Council/Board praised the event concept.

Action - City Council:

It was m/s by Mayor Pro Tem Nicolls/Council Member Ashton to adopt Resolution No. 08-20 approving the amendment to the agreement with the Chamber of Commerce to operate the "Central Coast Celebration" in place of the Sandfest event. The motion carried on the following roll call vote:

AYES: Council Member Ashton, Bright, Lieberman, Mayor Pro Tem Nicolls, and Mayor Shoals.
NOES: Council Members - None.
ABSENT: Council Members - None.
ABSTAIN: Council Members - None.

Resolution No. 08-20: A Resolution of the City Council of the City of Grover Beach, California, Amending the Existing Professional Services Agreement to Conduct the Central Coast Celebration Event in Place of the Sandfest Off-Highway Vehicle Show Event.

Action - Improvement Agency:

It was m/s by Vice Chair Nicolls/Board Member Ashton to approve the amendment to the agreement with the Chamber of Commerce to operate the "Central Coast Celebration" in place of the Sandfest event. The motion carried on the following roll call vote:

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

CC/IA-2. Authorization to Proceed with Scope of Work for Preparation of the 2008-2012 Implementation Plan for the Grover Beach Improvement Project and the Grover Beach Industrial Enhancement Project.

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. For the information of those present, Community Development Director/Deputy Director Hansen stated that state law required redevelopment agencies to prepare Implementation Plans every five years. He reviewed the required components to be included in these plans, as well as how the information could be used to determine an agency's success in meeting its goals and objectives and assist with evaluating the ongoing nexus between agency activities in redevelopment project areas and blight reduction.

He stated that the Implementation Plan for the "Grover Beach Improvement Agency", also referred to as Project Area One, was initially adopted in February 1997, and a subsequent five-year plan was adopted in January 2002.

The Implementation Plan for the "Grover Beach Industrial Enhancement Project", also referred to as Project Area Two, was adopted in June 2003.

Rather than preparing and updating two separate Implementation Plans that would expire over the course of two separate five-year cycles, Community Development Director/Deputy Director Hansen stated that staff had requested and received a proposal from Urban Futures, Inc., regarding preparation of a single Implementation Plan that met all legal requirements. He noted that Urban Futures, Inc., was the firm that assisted the Agency in forming the Grover Beach Industrial Enhancement Project and was also familiar with the Agency's efforts in both Project Areas.

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

Jon Huffman, Urban Futures, Inc., briefly reviewed legal requirements for updating an agency's Implementation Plan.

There were no further public comments received.

Action - Improvement Agency:

It was m/s by Board Member Lieberman/Vice Chair Nicolls to adopt Resolution No. IA-08-04 authorizing the Agency to enter into an agreement with Urban Futures, Inc., to prepare the 2008-2012 Implementation Plan for the Grover Beach Improvement Project and the Grover Beach Industrial Enhancement Project, and authorizing the Executive Director to execute the agreement on behalf of the Agency.

AYES: Board Members Ashton, Bright, Lieberman, Vice Chair Nicolls, and Chair Shoals.

NOES: Board Members - None.

ABSENT: Board Members - None.

ABSTAIN: Board Members - None.

Resolution No. IA-08-04: A Resolution of the Grover Beach Improvement Agency, Grover Beach, California, Authorizing Retention of Urban Futures, Inc., to Proceed with the Scope of Work for Preparation of the 2008-2012 Implementation Plan for the City of Grover Beach Improvement Project and Industrial Enhancement Project.

ADJOURNMENT

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 8:38 p.m.

City Council:

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK

(Approved at CC Mtg 7/7/08)

Improvement Agency:

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY

(Approved at IA Mtg 7/7/08)