

**City of Carpinteria
City Council Minutes
Regular Meeting
Council Chambers
Monday, March 26, 2012**

CALL TO ORDER

The meeting was called to order by Mayor Al Clark at 5:30 p.m.

ROLL CALL

Councilmembers present:

Councilmember Carty
Councilmember Reddington
Councilmember Armendariz
Vice Mayor Stein
Mayor Clark

Staff members present:

Dave Durlinger, City Manager
Peter Brown, City Attorney
Fidela Garcia, City Clerk
Arlene Balmadrid, Human Resource Director
Charles Ebeling, Public Works Director/City Engineer/Traffic Engineer
Shanna Farley, Assistant Planner
Jackie Campbell, Community Development Director

PLEDGE OF ALLEGIANCE

All present were led in the salute to the flag by Mayor Clark.

INTRODUCTIONS, PROCLAMATIONS AND PRESENTATIONS

1. Presentation of Employee Service Awards and Introduction of Matt Banks, Community Resource Deputy/Detective

Arlene Balmadrid, Human Resources Administrator, announced the names of employees who would receive employee service award recognition: five-year service award to Deputy Eric Delgadillo; ten-year service award to Senior Deputy Cory Watkins; and 10-year service award to Christopher Corbett.

Lt. Kelly Moore introduced Matt Banks, Community Resource Deputy/Detective. He noted that Deputy Banks was raised in the area. Deputy Banks stated that he was glad to be back in Carpinteria and that he looked forward to a good working relationship.

2. Proclamation of the Carpinteria City Council Designating April 2012 as Carpinteria Beautiful Month

Mayor Clark presented the proclamation to Bill Crowley designating April 2012 as Carpinteria Beautiful Month. Mr. Crowley, resident since 1976 and past President of Carpinteria Beautiful, stated that they were honored to receive the proclamation. He noted that Carpinteria Beautiful, co-founded by Dr. Bill Carty, was celebrating its 20th year. He stated that Dr. Carty's goals were coming true with so much community involvement. He invited everyone to attend the mural ribbon-cutting ceremony on the first Friday in April.

Erin Maker, Environmental Coordinator, stated that anyone having questions regarding any events scheduled in April could contact her at City Hall.

PUBLIC INFORMATION REPORTS AND ANNOUNCEMENTS: None.

CITY MANAGER'S REPORT

- Freeway improvement project will begin in the area of Mussel Shoals up to Carpinteria Creek, which will add a high occupancy vehicle lane.
- The South Coast HOV Project, which would be an addition of a third lane for high occupancy vehicle from Montecito to Carpinteria, was issued its draft environmental impact report and environmental assessment, which are available for public review and comment. Public meetings will be held in Montecito on April 24 at 5:00 p.m. at Montecito Country Club and in Carpinteria on April 25 at 5:00 p.m. at Carpinteria High School cafeteria.

PRESENTATIONS BY CITIZENS/PUBLIC COMMENT

Mary Pat O'Connell, appointee to the Design Review Team for Linden/Casitas Pass Interchange Project, provided a summary of the committee's discussion and recommendations. She noted that plans for the construction of the new Casitas Pass Bridge would be the width equivalent of seven lanes with five 12-foot traffic lanes, two five-foot bike lanes, and two eight-foot sidewalks. She also noted that the northbound on and off-ramps would be a cloverleaf design which would remove and destroy most of the sycamore, oak, and avocado groves adjacent to Carpinteria Creek. She also noted that Linden Avenue would remain without south and north bound on-ramps. She stated that one of the reasons Caltrans wanted to replace the bridges was to increase their height and she expressed concern that the two bridges under discussion are 15 feet 6 inches, already higher than the other two bridges on the opposite ends of the City. She asked the City Council to consider installing a signal light on the mountain side of the

Casitas Pass Bridge; widen the off-ramp to two lanes; include a separate bicycle and walking bridge for safety purposes; reduce the new bridge to three traffic lanes; build direct on and off-ramps to protect the environment; include the missing on and off-ramps at Linden Avenue; and extend the Seaside Shuttle to serve the Via Real residents to address lack of local public transportation south of Casitas Pass.

Tom Perry, Alternate on the Design Review Team, stated that Caltrans was moving forward in designing the bridges and seven lanes were being proposed for Casitas Pass. He expressed his concern that this amount of lanes was not necessary for Carpinteria and that he believed there was a miscommunication between the City Council and Caltrans regarding this project. He stated that he did not envision the proposal as the solution to Carpinteria's traffic problems and suggested that the City Council meet with the City Engineer to determine if this project is exactly what the City Council and the residents' desire. He addressed Mrs. O'Connell's suggestion regarding the Seaside Shuttle and cautioned her that the shuttle would run 14,000 trips annually by her front door. He stated that the shuttle runs 5,000 trips his house and other areas in town, at times empty, and suggested that the City take a look at the number of riders and the number of trips.

Councilmember Reddington stated that residents expressed concern with the scale and sizes of the bridges and that these were incompatible with parts of the General Plan. She asked that the City Council consider and revisit the plans for bridges. Mayor Clark indicated that it was his impression that the Design Review Team was charged with considering how the size of the bridge could be reduced and ensuring they are consistent with Carpinteria. Vice Mayor Stein stated that it was his impression that the direction was to consider reducing the size of the sidewalks, look at the bicycle lanes, and reduce the overall number of lanes.

Charles Ebeling, Public Works Director/City Engineer, stated that the purpose of the Linden/Casitas Pass Interchange Design Review Team was to assist Caltrans and the City with looking at the aesthetics of the project, including looking at sizing of portions of the project. He noted that it did not include changes to capacity such as the number of lanes. He noted that the Design Review Team would make a recommendation which would be reviewed by the Architectural Review Board, who would subsequently make a recommendation to the Planning Commission. He stated that the Planning Commission would make the ultimate decision unless it is appealed to the City Council.

Dave Durlfänger, City Manager, stated that the committee was formed by the City Council and the initial report would come back to the City Council before the formal development review process begins. He noted that the City Council would have the opportunity to provide direction. He stated that if the City Council wishes to discuss capacity staff could prepare a presentation and reflect on the meetings held in the past and the decisions made by City Council with regard to the capacity of the bridges.

Mr. Ebeling suggested that questions could be asked to Caltrans at the next Design Review Team meeting regarding what portions of design elements may or may not be at risk if things are changed and staff could report back to the City Council.

AGENDA MODIFICATIONS: None.

CONSENT CALENDAR

Motion by Vice Mayor Stein, seconded by Councilmember Reddington, to approve the Consent Calendar and resolutions as ready by title only.

Upon voice vote, motion carried.

3. Minutes of the Regular Meeting Held March 12, 2012
4. Expenditures for the Period Ending March 21, 2012
5. Resolution No.5366 entitled, A Resolution of the City Council of the City of Carpinteria Authorizing the Filing of a Claim with the Santa Barbara County Association of Governments for Allocation of Transportation Development Act Fund for Fiscal Year 2012-13
6. Resolution No. 5362 entitled, A Resolution of the City Council of the City of Carpinteria Ordering the City Manager to Prepare an Assessment Diagram, Plans, Specifications, Estimate and Report, Pursuant to the Provisions of Division 14, Part 1, Street and Highways Code, Street Lighting Act of 1919, as amended, for the Furnishing of Electric Current for the Maintenance of Certain Lighting Fixtures and Appliances in all Portions of the City in Street Lighting Assessment District No. 1 for the Period Beginning July 1, 2012 and ending in June 30, 2013
7. Resolution No. 5363 entitled, A Resolution of the City Council of the City of Carpinteria Ordering the City Engineer to Prepare and File a Report in Accordance with Chapter 3, Part 2, Landscaping and Lighting Act of 1972, Commencing with Section 22620, California Streets and Highways Code, for the Purpose of Considering the Levy of an Assessment for the Fiscal Year 2012-13, Carpinteria Lighting, Landscaping and Right-of-Way Improvement District No. 3
8. Resolution No.5364 entitled, A Resolution of the City Council of the City of Carpinteria Ordering that a Report be Prepared in Accordance with Chapters 3 and 4 of the "Parking and Business Improvement Area Law of 1989" of the California Streets and Highways Code, as Amended, Commencing with Section 36500, for the Acquisition, Construction or Maintenance of Parking Facilities and Other Eligible Improvements and Business Promotion Activities in the Central Business District of the City of Carpinteria, for Fiscal Year Commencing July 1,

2012 and Ending June 30, 2013, Carpinteria Parking and Business Improvement Area District No. 4

9. Resolution No. 5367 entitled, A Resolution of the City Council of the City of Carpinteria Initiating Proceedings to Set the Annual Assessment for Assessment District No. 5, Pursuant to the Municipal Improvement Act of 1913
10. Receive and File Report of the City's Median Home Sale Prices for 2011; and Adopt Resolution No. 5365 entitled, A Resolution of the City Council of the City of Carpinteria Adopting In-lieu Housing Fees for 2012 Associated with the Inclusionary Housing Ordinance No. 590

ADMINISTRATIVE MATTERS: None

PUBLIC HEARINGS

11. Measure A Program of Projects for Fiscal Years 2012/13 to Fiscal Years 2016/17 **(CONTINUED FROM MARCH 12, 2012)**

Recommendation: Adopt Resolution No. 5361, as read by title only, adopting the Measure A Five Year Local Program of Projects for Fiscal Years 2012/13 to 2016/17.

Charles Ebeling, Public Works Director/City Engineer/Traffic Engineer, presented the staff report.

Councilmember Reddington expressed her desire to pursue declaring the City a bicycle-friendly city. Mr. Ebeling responded that the first step for this designation and in order to obtain other types of grants would be the completion of the Bicycle Master Plan, which could be completed by the end of the year.

George Leighton asked the City Council to consider adding quiet zones to the list of transportation projects. He noted that in 2005 Congress passed a law on how locomotives may blow their horns and whistles and provided exceptions for quiet zones for a section of rail line that contains one or more public crossings. He stated that each railroad crossing would be made safer with added equipment such as four quadrant gates or channelization devices resulting in fewer vehicle accidents. He noted that the downside was that initially it consumes staff time and the cost per crossing would be \$300,000 to \$500,000 per crossing.

Councilmember Reddington stated she would like to explore quiet zones due to rising fuel costs and in order to increase commuter rail and decrease noise. She suggested seeking funding from Santa Barbara County Association of Government, Council Board of Supervisors, or federal funding

Mr. Ebeling noted that he previously worked as the Project Manager for the County of Santa Barbara for the quiet zone project and they came to conclusions that findings were not necessarily correct because engineers will blow the train whistle if they perceive emergencies. He stated that the County was informed by Union Pacific Railroad that they would need to upgrade all of the rail crossings and install fence lines on either side of the right-of-way for the entire length of a quiet zone for safety and trespassing concerns. He also stated that another concern was environmental and the possibility of having to obtain permits from the Coastal Commission. He noted that ultimately the reason the County did not move forward with this project was the cost of up to \$1 million per crossing upgrade. He stated that the County was also concerned with giving the funds to Union Pacific Railroad to make the upgrades at their discretion and ultimately it was staff's recommendation that the Board of Supervisors not pursue this project. He also stated that if the City Council wished to pursue this it would take a significant amount of staff time and suggested including this project in the future work plan.

Mr. Leighton addressed a drainage problem on Casitas Pass at Foothill. He stated that he was aware it was outside the City limits; however, this area experiences flooding during rain events. Mr. Ebeling indicated he would forward this concern to appropriate staff at the County.

Mayor Clark closed the Public Hearing at 6:55 p.m.

Motion by Vice Mayor Stein, seconded by Councilmember Carty, to adopt Resolution No. 5361, as read by title only, adopting the Measure A Five Year Local Program of Projects for Fiscal Years 2012/13 to 2016/17.

Councilmember Carty inquired whether Measure A funds could be used for a legal safe pedestrian railroad crossing. Mr. Ebeling responded that he believed the funds could be used for that purpose. He noted that the plan would need to be amended so that the dollar amount remains the same and that staff could bring this back to the next meeting with the amendment. Vice Mayor Stein expressed concern that if this item is added, a different item would need to be removed. Councilmember Reddington expressed her desire to bring back safe crossings for review and see what items could be removed.

Mr. Durflinger noted that the City had conducted an entire rail corridor study and prioritized railroad crossings. He also noted that the current priority given by the City Council was at Holly and the railroad crossing. He stated that this would be an item for a work plan and for staff to develop cost estimates for the City Council's consideration. He also stated that it appeared the City Council wished to approve the plan as recommended and that staff bring back a matter for the City Council's consideration for an amendment to that plan with a number of alternatives related to an undercrossing.

Upon voice vote, motion carried.

OTHER BUSINESS:

12. Appointments to the Integrated Pest Management Committee

Recommendation: Make appoint members to the Integrated Pest Management Committee.

City Manager Dave Durlinger presented the staff report.

Mayor Clark nominated Will Carleton, Michael Gonella, Ph.D., Ben Pitterle, Trish Stone-Damon, Jay Sullivan, Corey Welles, and Roger Robarge.

Councilmember Reddington requested that John Hadidian's name be kept on file in case one of the appointees resigns.

Trish Stone-Damon acknowledged Parks and Recreation Director Matt Roberts and the City Council for taking the time to review the applications and to proceed with the committee and the Integrated Pest Management Plan.

Motion by Vice Mayor Stein, seconded by Councilmember Reddington, to appoint Will Carleton, Michael Gonella, Ph.D., Ben Pitterle, Trish Stone-Damon, Jay Sullivan, Corey Welles, and Roger Robarge as nominated by the Mayor to the Integrated Pest Management Committee.

Upon voice vote, motion carried.

13. Receive Recommendations on the Community Development Block Grant (CDBG) Public Services Grant Applications and Allocate Program Funds

Recommendation: Approve the recommendations of the Community Development Block Grant Committee and allocate program funding as stated in the staff report.

Shanna Farley, Assistant Planner, presented the staff report and PowerPoint presentation.

Councilmember Armendariz inquired whether the committee's rationale for its recommendation to deny funding was available for review. Ms. Farley responded that the committee wanted to make sure that the City Council was aware that they considered programs that provide assistance to those at risk for homelessness and academics for youth in the low-income community.

Jackie Campbell, Community Development Director, noted that the Community Development Block Grant (CDBG) funding program funded through Housing and Urban Development (HUD) is tied to the County's action plan which has specific priorities identified in that plan. She stated that applications for funding must be aligned with the

priorities set forth in the action plan. She also stated that when the committee reviewed the different requests they recognized that some of the programs have sliding scale fee schedules for low-income, but they also serve people of any income level.

Vice Mayor Stein stated that he did not see the adult day care center as an education program. Ms. Campbell responded that the priorities are homelessness prevention and low-income directed and the committee felt that the senior day care program provided a low-income alternative for individuals who need assistance. She stated that this multiplier effect allows people to work rather than stay home to care for an elder parent or other relative.

Councilmember Reddington stated that some cities such as Laguna, San Marino, La Jolla, and Marin County give their CDBG funds to another city. She inquired how Carpinteria could participate. Ms. Campbell responded that Carpinteria was in a consortium and the only reason it qualifies for any of these funds is because it has partnered with the other small cities in the County. Councilmember Reddington asked that a few of these cities be asked how their program works and how these wealthy cities give away funds to other cities. Dave Durlinger, City Manager, responded that staff could look into that.

Heidi Holly, Executive Director of Friendship Center, spoke regarding the multiplier effect and noted that they also serve the "sandwich generation" where adult children take care of their elder parents and they also have children at home of their own. She stated that she was present to support staff and the committee's recommendation for CDBG funding as outlined in the staff report. She noted that currently 16 percent of their membership comes from Carpinteria and they recently implemented a transportation run to help and assist Carpinteria residents who are unable to use public transportation due to health and disability issues. She also noted that they now have a contract with the Veterans Administration to serve veterans and the Veterans Association will pay for their adult day services if they are eligible.

George Leighton noted that he and his wife, Roberta, returned to Carpinteria ten years ago to take care of his wife's aging mother. He spoke in support of funding to the Friendship Adult Center.

David Bleaker, Director of the licensed children's program at the Boys and Girls Club, noted that currently 35 of their 63 children were on a scholarship program and that even with the scholarship program eight children dropped out because they could not afford the program. He thanked staff for outlining what they do at the Boys and Girls Club where they give academic assistance, provide mentorship, and social dynamic help. He expressed that any amount that could be granted to them would be helpful.

Councilmember Armendariz noted that the summary for the Boys and Girls Club was not included in the staff report. Ms. Farley stated that it appeared to be missing from the staff report and that staff could provide it at the next meeting. Councilmember

Reddington suggested that since it was missing perhaps the City Council could reconsider all of the applications.

Lori Jordan stated that she was one of the family members who received financial assistance from the Boys and Girls Club. She noted that she was a single parent of four children and the program enables her to go to work and continue her education full-time. She stated that the Boys and Girls Club provides a healthy and safe environment for her child and that she wanted to share her personal testimony on how important funding would be for the United Boys and Girls Club.

Rich Medel, Executive Director of the Boys and Girls Club, suggested that the \$8,000 allocated for the People's Self-Help Housing Youth Education Enhancement Program (YEEP) be split three ways among the Boys and Girls Club, Girls Inc., and Self-Help Housing YEEP.

Monica Shull, representing Peoples Self-Help Housing, thanked the City Council for their support.

David Boyd, representing All Saints by the Sea Episcopal Church of Santa Barbara, stated that over the years approximately 65 All Saints volunteers participated in People's Self-Help Housing programs in Carpinteria to help improve the quality of life for residents of Camper Park, Dahlia Court, and Chapel Court. He noted that this would not have been possible without the solid foundation of funding support provided by the City Council over the years. He asked for the City Council's continued support.

Elizabeth Middleton, tenant of Casas Granadas of People's Self-Help Housing, stated that not everyone who is in danger of becoming homeless is a veteran or has mental disability and sometimes people go through life changing situations. She noted that People's Self-Help made a difference in her life. She thanked the City Council for doing anything it could in supporting People's Self-Help Housing.

Heidi Holly returned and stated that she wanted to applaud the CDBG committee and acknowledge All Saints by the Sea for housing the friendship center since 1979.

Karina Jugla spoke in support of the recommendation to split funding three ways. She stated that in regards to multiplier effect she believed there was something to be said for youth care programs because they free up parents' time so that they can go to school or work. She noted that she was a member of Girls Inc. since she was five years old and her brother attended the Boys and Girls Club. She expressed hope that perhaps in future years allocation could be given to Girls Inc. and the Boys and Girls Club.

Councilmember Reddington stated that she supported providing funds as recommended and to allocate \$7,500 each for both Girls Inc. and the Boys and Girls Club from the General Fund to be funded within the next month.

Vice Mayor Stein spoke in support of including the \$46 remaining CDBG funds and allocating \$2,683 to the three organizations as suggested by Mr. Medel.

Mayor Clark stated that he was a strong supporter of People's Self-Help and YEOP. He also stated that he was sorry there was not enough money to go around and that he would prefer to fully fund YEOP.

Councilmember Armendariz stated that he wanted to see the City Council become more comprehensive. He expressed his concern with Councilmember Reddington's proposal because it appeared to him to be a bit perfunctory. He also stated he wanted to put in more time sitting with these organizations, if they are willing, and helping them look at their budget for the next year, put that in the context of the City Council's budget hearings, and then come up with sizing a contribution that would be impactful.

Motion by Councilmember Carty, seconded by Vice Mayor Stein, to allocate community Development Block Grant funding as follows: \$4,000 for the Friendship Adult Center; \$4,000 for Girls Incorporated of Carpinteria; \$5,000 for People Self-Help Housing the Homeless; \$4,000 for People's Self-Help Youth; and \$4,000 for United Boys and Girls Club.

Councilmember Reddington expressed that she believed the City Council should provide funding to the Boys and Girls Club and Girls, Inc. Peter Brown, City Attorney, stated that he did not believe supplementing CDBG funds with General Fund money was properly before the City Council and the City Council could not act on that. Councilmember Reddington noted that this was correct and that the City Council could agendaize for an appropriation.

Councilmember Armendariz suggested forming an ad hoc committee that meets with the local nonprofits because he was not aware exactly what is needed to run the Boys and Girls Club or Girls Inc. or the program addressed by Ms. Holly. He stated that the ad hoc committee could meet to understand their budgets and their limitations in accessing grants, and see what kind of role the City can play. Councilmember Reddington expressed concern with spending staff time and money on an ad hoc committee when the City Council could instead allocate money.

Substitute motion by Councilmember Reddington, seconded by Councilmember Armendariz, to fund as is and look towards finding funding in the future out of the General Fund and agendaize whether they have an ad hoc committee or not on an annual basis to fund these programs, especially Boys and Girls Club.

Mr. Brown restated the motion for staff's recommendation for \$8,000 to each of the two People's Self-Help programs and \$5,000 to Friendship Center.

Roll call vote:

Aye: Reddington, Clark.

Noes: Armendariz, Stein, Carty.

Abstain: None.

Motion failed.

Ms. Farley restated the motion to allocate Community Development Block Grant funding as follows: \$4,000 for the Friendship Adult Center; \$4,000 for Girls Incorporated of Carpinteria; \$5,000 for People Self-Help Housing the Homeless; \$4,000 for People's Self-Help Youth; and \$4,000 for United Boys and Girls Club for a total of \$21,000.

Councilmember Armendariz asked if the maker of the motion would consider amending the motion to allocate \$4,500 to People's Self-Help and \$4,500 for Friendship Center.

Amended motion by Councilmember Carty, seconded by Vice Mayor Stein, to allocate Community Development Block Grant funding as follows: \$4,400 for the Friendship Adult Center; \$4,000 for Girls Incorporated of Carpinteria; \$4,500 for People Self-Help Housing the Homeless; \$4,000 for People's Self-Help Youth Education Program; and \$4,000 for United Boys and Girls Club for a total of \$21,000

Roll call vote:

Ayes: Reddington, Armendariz, Stein, Carty, Clark.

Noes: None.

Abstain: None.

Motion carried.

14. Review of the 2011 Annual Report to the State Department of Housing and Community Development on the Status of the Housing Element and Progress on Implementation of its Goals, Policies and Objectives

Recommendation: Receive the Annual Report on the status of the Housing Element Program Implementation and direct the Community Development Director to submit the document to the State Department of Housing and Community Development.

Councilmember Reddington moved for a three minute recess.

The City Council recessed at 8:29 p.m. and reconvened at 8:32 p.m.

Shanna R. Farley, Assistant Planner, presented the staff report and PowerPoint presentation.

No public comment.

Motion by Vice Mayor Stein, seconded by Councilmember Clark, to receive the Annual Report on the status of the Housing Element Program Implementation and direct the Community Development Director to submit the document to the State Department of Housing and Community Development.

Councilmember Reddington inquired how this would affect the next cycle since the City's population was decreasing and due to geographic boundaries. Jackie Campbell, Community Development Director, noted that they were about to enter the new Regional Housing Needs Assessment (RHNA) cycle with Santa Barbara County Association of Governments (SCAG), the agency responsible with assigning the numbers to each of the jurisdictions within the County. She noted that SBCAG hired a consultant to assist with determining an appropriate number for the County based on recent census data. Councilmember Reddington inquired whether Carpinteria's population had decreased. Ms. Campbell responded that the City was challenging the census count because the City was not convinced that the count was accurate with a decrease from 14,000 persons to 13,000 persons. She noted that the City was also challenging the number of housing units that had decreased. She noted that in a previous cycle Carpinteria's allocation was 50 housing units because at the time the economy was growing and there were other cities in the County who wanted to take more units in order to expand. She stated that once those communities built out and they did not have jobs which affected the housing balance and land use. She also stated that the cities who previously volunteered to take more units were no longer doing so and that was how Carpinteria went from 50 housing units in the previous cycle to 305 housing units in this cycle. She noted that the report needed to show that the City has the capacity to build these units through existing zoning.

Upon voice vote, motion carried.

15. Appointment of Council Representatives to Regional Agencies and Committees

Dave Durflinger, City Manager presented the staff report.

No public comment.

Motion by Vice Mayor Stein, seconded by Councilmember Carty, to approve the Mayor's nominations to appoint Mayor Clark to the Santa Barbara County Association of Governments (SBCAG), Councilmember Reddington as the Alternate on SBCAG and the Alternate on the California Joint Powers Insurance Authority, Vice Mayor Stein to the City Council/Fire District Board Committee, and Councilmember Carty to the City Council/School Board Committee.

Upon voice vote, motion carried. Councilmember Armendariz abstained.

COMMITTEE REPORTS, INQUIRIES AND OTHER MATTERS PRESENTED BY COUNCILMEMBERS

Councilmember Reddington reported that she attended the Ahwanee Conference on the New Urbanists Principles where they discussed aging population and serving their transit needs. She stated that she received a letter regarding Movie in the Park and inquired whether the City Council would look at providing funding in the amount of \$1,000 during the next budget cycle. Vice Mayor Stein noted that the letter was asking for donations. Dave Durflinger, City Manager, stated that it was his understanding that it was a request for City funding. Councilmember Armendariz seconded the motion to agendize.

Councilmember Reddington asked the City Council to consider hiring a public relations person to send out formal press releases when the City does things that are monumental, unusual, different, progressive, or interesting to define the City as a tourist destination. Councilmember Armendariz suggested a Facebook page. Mayor Clark inquired whether the City currently sends out press releases. Mr. Durflinger responded that press releases were currently being sent through each department and through social media. He noted that if the City Council wished to issue a press release it would have to be called out uniquely and include the actions of the City Council.

Vice Mayor Stein departed from the meeting at 9:09 p.m.

Councilmember Reddington proposed placing an agenda item to investigate what the City Council could do and how it would hire someone either as a contractual employee or on a retainer to prepare press releases or to do public relations in general. Councilmember Armendariz expressed concern with hiring someone to do this under the current fiscal conditions. Councilmember Reddington stated that her thoughts were to put someone on retainer for \$4,000 to \$5,000 per year and revisit in one year to see if it was effective. Councilmember Armendariz suggested that staff bring back an item that talks about new and different ways of promoting the City via social networking and via press releases, and bring back options on hiring a contractor or doing them in-house. Mr. Durflinger stated that this would be a good policy item for the City Council to discuss in terms of the nature and the amount of public relations that the City wants to do. He noted that this would determine how much time this would demand on staff or whether to go out to contract, and that this could be brought back as an agenda item.

Councilmember Reddington requested an agenda item for a letter opposing AB 317, the mobile home legislation that would destroy rent control in certain segments of mobile home parks. Mr. Durflinger responded that before doing so he would like to discuss the legislation with Councilmember Reddington and provide his thoughts. Councilmember Armendariz suggested creating a legislative ad hoc committee of the City Council that looks at these legislative issues in order to bring back a recommendation to the full City Council because presently it was being done randomly.

Mr. Durflinger clarified that the letter from Movie in the Park was specifically requesting trash pick-up and that he did not believe they were seeking a cash donation. He stated that staff was working on a way to try to meet that need.

ADJOURNMENT

The meeting was adjourned at 9:22 p.m. by Mayor Clark.

Al Clark, Mayor

ATTEST:

Fidela Garcia, CMC
City Clerk