



California

# CITY OF OCEANSIDE

## MINUTES OF THE:

### CITY COUNCIL

SATURDAY, APRIL 28, 2007

**ADJOURNED MEETING      10:00 AM      MiraCosta College Cafeteria**

**Mayor**

Jim Wood

**Deputy Mayor**

Rocky Chavez

**Councilmembers**

Jack Feller  
Jerome M. Kern  
Esther Sanchez

**City Clerk**

Barbara Riegel Wayne

**City Treasurer**

Rosemary Jones

The adjourned meeting of the Oceanside City Council was called to order by Mayor Wood at 10:03 AM, Saturday, April 28, 2007, at the MiraCosta Community College Cafeteria located at 1 Barnard Drive. The pledge of allegiance was led by Mayor Wood.

### ROLL CALL

Present were Mayor Wood, Deputy Mayor Chavez, and Councilmembers Feller and Kern. Councilmember Sanchez was absent. Also present were City Clerk Wayne, Interim City Manager Peter Weiss and City Attorney John Mullen.

Other agencies members present were:

Bonsall Union School District: Superintendent Jeff Felix (no board members present)

MiraCosta College Board: Charles Adams, Carolyn Batiste, Gloria Carranza, Rudy Fernandez, Judy Stratten, Jacqueline Simon, and Gregory Post; along with President Victoria Munoz-Richart

Oceanside Unified School District Board: Lillian Adams and Roy Youngblood

Tri-City Healthcare Board: Larry Schallock, Madeline Rodriguez, David Tweedy and Darlene Garrahy; along with CEO Art Gonzalez and legal counsel

Vista Unified School District Board: Jim Gibson, Steve Lilly and Carol Weise Herrera; along with Superintendent Joyce Bales

### WORKSHOP ITEM:

1. **Discussion and presentations of the vision and strategic objectives of the City Council of the City of Oceanside, the Bonsall Union School Board, MiraCosta College Board of Trustees, Oceanside Unified School District Board, Tri-City Healthcare Board of Directors, and Vista Unified School District Board**

**MAYOR WOOD** convened the City Council meeting at 10:03 AM and recognized those who made this meeting possible. He welcomed all to the meeting.

All agencies introduced their members present.

**COUNCILMEMBER KERN** gave a brief history of how this meeting happened. Deputy Mayor Chavez and Councilmember Kern are the liaisons to the school districts and have met with all the school districts. They realized there was a lot of cross-over, so the idea was to bring the agencies together to discuss how to better help everyone. Today is more a visioning of how we can help everyone within our constituencies. He referenced the City fact sheet handout. There are many areas where the agencies

**NOT OFFICIAL  
UNTIL APPROVED AT SUBSEQUENT  
MEETING BY CITY COUNCIL**

overlap, which will be discussed today. He reviewed some of the City's items, such as building a new senior center, resource mapping, etc. to figure out how to better help our constituents and the agencies present.

There are two things to consider: one problem is childhood obesity which we can all work on; and the other item is the vision. There are things within all our jurisdictions that we can bring to make life better for everyone, and one of those components is art. This may set the tone on how we can all help the people that we represent.

**MAYOR WOOD** advised that the Deputy Mayor would be monitoring/emceeding the meeting.

**DEPUTY MAYOR CHAVEZ** procedurally advised that all agencies would do their initial presentations. After that would be the open forum/discussion as explained.

**BONSALL UNION SCHOOL DISTRICT (BUSD) SUPERINTENDENT JEFF FELIX** stated Bonsall Union School District is a large area but a small population of about 15,000 people. It goes from Lawrence Welks, just past the Pala Casino, up to the south gate of Camp Pendleton along Vandegrift Boulevard, then along North River Road and SR 76 all the way back out to I-15. They are currently in the middle of a reconstruction project of the 60-year-old Bonsall Elementary School, which is about a \$25,000,000 project. They border Vista and Oceanside, and they have a school off Vandegrift and North River Road called Bonsall West. They employ the services of Oceanside with water and sewer. They have entered into a discussion/collaboration with Oceanside, and they would like to continue that as well.

**MIRACOSTA COMMUNITY COLLEGE (MCC) BOARD CHAIR CHARLES ADAMS** gave an overview of the history of the district dating back to 1934 when the college was founded, known then as the Oceanside-Carlsbad Junior College Department of the Oceanside High School District. The College moved to its present 121-acre location in 1964 and was renamed MiraCosta, Spanish for "behold the coast", College. The property was purchased for \$5,075 and was part of a parcel owned by Sonya Henie. In 1976 the District expanded to include all of the North County coastal communities. He further reviewed the growth history, including the purchase of a 48-acre site at San Elijo, and later the purchase/development of the adult learning center on Horne Street, which then moved to Mission Avenue. He reviewed the current strategic planning process with its 3 master plans. Today their enrollment is 10,536 students in the credit program and 8,000 students in the non-credit/continuing education program. He summarized some of their plans for training students on careers in health and wellness, athletics, etc. They also have an aggressive business development program that offers contract training to businesses in the community.

**OCEANSIDE UNIFIED SCHOOL DISTRICT (OUSD) BOARD CHAIR LILLIAN ADAMS** stated they have 21,000 students and almost 1,200 teachers. She reviewed their mission and beliefs. She reviewed their California Distinguished School awards. Recently they held 5 focus groups all over the community, and areas were identified for needing improvement/modification: homework, rules and respect, facilities, communication, mathematics and teaching to all students. She highlighted that in 2000 the voters approved a \$125,000,000 school bond, which helped pay for the construction of Nichols Elementary School, modernization/new construction at El Camino High School, Oceanside High School, Jefferson Middle School and Laurel Elementary School, along with the construction of Foussat Elementary School and Cesar Chavez Elementary School opening this fall.

**TRI-CITY HEALTHCARE (TCH) BOARD CHAIR LARRY SCHALLOCK** provided a handout to focus on what Tri-City Medical Center is doing within the community. He reviewed their mission and value statement. In 2005 as part of their strategic planning and vision, they listed some of their objectives, including community partnership, which has several avenues. One is in giving grants to organizations within the community that help individuals in their healthcare needs, such as the Club 55 for Seniors, prescription assistance, childhood obesity prevention, mental health services, etc. Also in community partnerships they are involved in investments within education, such as the nursing program at MiraCosta College. They give scholarships to

individuals, which is in Tri-City's best interest due to the national shortage. They also have programs, such as the junior auxiliary volunteer program, which gives insight into careers. For the community they do flu shots, have a speakers bureau, have health literature, do KOCT health programming, etc. Other items which affect the community are: the master facilities plan, which has been discussed extensively over the last year, but they always have to continue to improve their facility to meet the needs of the community for health care; medical staff development – it is vitally important to continue to attract a mix of physicians to our facility; complementary services – perhaps non-traditional health care services, etc; and customer service – to develop a health care experience that makes Tri-City unique and special and is a positive, pleasant and enriching experience.

**VISTA UNIFIED SCHOOL DISTRICT (VUSD) BOARD CHAIR JIM GIBSON** reported they have 23,000 students, and 10,265 of them are reading below grade level. The Board has committed to turn that around this year, as further highlighted. He also wanted to thank the communities of Oceanside and Vista for approving the school bond so that they are no longer on a year-round system. Now that they have the tools, it is time to turn the issues around. One-third of all our school children are residents of Oceanside, and one-third of Oceanside children are students in their school district. So they are part of Oceanside and the other cities they serve.

**DEPUTY MAYOR CHAVEZ** stated that now would be the open discussion to hear from the other board members.

**OUSD BOARD MEMBER ROY YOUNGBLOOD** is currently reading a book entitled *The Great Deluge* by Douglas Brinkley, who is a teacher at Tulane University and a resident of New Orleans, writing about Katrina and the aftermath and the total fiasco that went on there. By reading this he is learning a lot about how planning should be done and coordinated among cities, schools, hospitals, and other organizations. If there were a disaster, he would like to see coordination between the City and the other organizations represented here in making plans so such a fiasco does not happen here, such as coordinating the use of the NCTD transit buses, the OUSD and VUSD buses to transport people, etc. and where do they go to. He would like the City to coordinate with the agencies present to prevent such problems.

**MCC BOARD MEMBER GLORIA CARRANZA** responded that recently their Board was presented with an extensive emergency plan on what the College would do in any type of emergency. Perhaps if we all shared our emergency plans and worked on a comprehensive emergency plan on a regional level, maybe that could be the first start.

**OUSD MR. YOUNGBLOOD** stated OUSD had gone through the same procedure a few years ago to establish emergency procedures at their school sites, but he is thinking of something for Oceanside and this area.

**TCH BOARD MEMBER MADELINE RODGRIQUEZ** had 2 visions for where she sees Tri-City going: 1) to make Tri-City the place where people come to receive health care from our communities of Oceanside, Carlsbad and Vista – Tri-City does not capture the population completely and if they did, they would have excess revenues; and 2) to not only make Tri-City the best provider in San Diego, but also have a wider range of services in both treatment and prevention. To fulfill these objections requires the involvement of the political and health care agencies and the communities at large. We, as elected officials, must be able to help the population in 3 important areas: mind, body and spirit. Mind is first because education is at the top; there needs to be excellent opportunities for education from Pre-K to post-graduate work and also offer educational opportunities other than a college education. There are many who do not want to go to a 4-year college. There is much improvement needed in these areas. By providing good educational opportunities, it will attract more talent into our communities. If our population has a good education - good jobs, then the body is taken care of, and our citizens will be more able to make the right decisions to improve their healthcare, etc. Politicians and administrators can also help the body by making the political decisions necessary to make our neighborhoods safe and provide the necessary services within those neighborhoods with little or no driving. If we provide the means by which our population can take care of their mind and body, then the spiritual needs will follow.

**COUNCILMEMBER FELLER** believed health and nutrition are key issues. He mentioned the "We Rock for Kids" organization with Karen Johnson. Two things to bring into the mix are: 1) the importance of transportation – while the Sprinter will run through cities, NCTD is a great resource since transportation will be an issue for the schools, including MiraCosta College; and 2) the City and the organizations that serve the City should put on a united front about State unfunded mandates. The hospital, as an example, with its unfunded mandate to earthquake retrofit, as well as the schools and the City all need to get to the legislators that are mandating these things on us.

**VUSD BOARD MEMBER STEVE LILLY** stated with this brainstorming, he would add a couple of issues. One of the most pervasive issues in VUSD and OUSD is English language development for their students, as well as the adults and extended families, because the extent to which parents can help with homework, etc., depend on English language development. They have a lot of adult education in the District. It is not a political or educational issue, but an economic issue. If the way to quality of life economically in India and China is to know the English language, then we owe it to our families here as well. In a group like this, maybe we need a common goal, a common commitment to that. Maybe some of the recreation activities in the city can be geared so that at the same time you are having fun with your family, you are also having an opportunity to expand your English skills. Maybe there is a secondary agenda we can attach to some programs possibly through the community education programs at Tri-City Hospital, MiraCosta, etc. There might be an opportunity for common goal setting and activities here that would really move our families forward to participate fully in the economy of the region. The second item is a joint use of facilities. He gets the sense that while we have joint-use agreements, we have hardly scratched the surface of that potential. He would like that item worked on together.

**MCC BOARD MEMBER RUDY FERNANDEZ** stated that everyone is saying a great education is needed in order to do the things to be successful. At MCC, too many people do not understand their mission because they think that all MCC does is prepare students to transfer to a 4-year school. They do that, but they also prepare students for the workforce. However, they need to work with the community to make sure MCC knows what the workforce needs are going to be 2+ years from now to make the curriculum work for the community. They also do career development and enhancement and all kinds of things with very limited resources. MCC offers a quality education at a low cost, which has shown that their students that transfer to 4-year schools do better than those starting out at those 4-year schools. Regarding workforce development, they offer training for jobs in biotech, horticulture, nursing, etc. They need to figure out what will be the needs for our community in the future, and they all need to do a better job of sharing information. The City knows what is happening in the community. He further reviewed the history of their biotech training. We need to work with the community and the industry to accomplish these needs. They communicate, but he firmly believes they are not meeting and addressing the needs of our young students. We need to tell the students in the lower grades about the opportunities they have. We can be very successful if all agencies are participating and sharing ideas.

**MCC BOARD MEMBER CAROLYN BATISTE** stated that, as she listened to speakers sharing their ideas, she assumes the ideas have already been shared at their Boards, and the difference here is that all the Boards are getting the opportunity to hear them. The common goal is quality of life. We need to figure out how all of us together can get to that place with a united front. If we can focus on one main idea, we will get to the same goal, which will result in a high level of education and economic development. We, as the elected members, have the ability to create an economic and educational corridor throughout this region that surpasses everything. There is the vision and idea, but we need to begin to put the means in place i.e. where the money comes from to start some of the bottom level development, the stepping stones that the K-12 classes need to enable those students to become the consumers for the development that our cities and agencies want to bring in. Those are the folks that will provide the economic tax base and the continued intellectual thought for creativity. She hopes they will meet together again to start to create a common goal. If we can create the jobs that are a minimum \$20/hour, those folks can afford the housing in this community. If they can afford the housing, then we keep them and continue to attract those kinds of folks who want to have excellent schools, health care, etc. As we get to

that next step, grants will be needed. Businesses/private sector need to be attracted to assist us financially to help us create this quality of life vision.

**MCC BOARD MEMBER GREGORY POST** stated he and Mr. Fernandez have been real advocates of interaction with different legislative bodies, and he hopes this is the first of many interactions between all present. He is the liaison to their Foundation, which primarily raises funds for scholarships for their students at over \$125,000 a year. He agrees that they need to get to students much earlier than juniors in high school. One of the biggest pressures on kids is the intense focus on urging them to get into the top colleges. However, they have studies that prove if a student comes to MiraCosta and then transfers, they will be more successful in graduating from a 4-year college. He urged all high school districts to focus on the community colleges as an avenue for the students to start their college education. The cost at \$20/unit is incredible. The Foundation has grown to over a \$5 million endowment in 2 short years. They are focusing on fundraising for the new creative arts complex and the nursing program. Another area important in his District 2 is the San Elijo campus and its curriculum and remodel. Regarding focusing, he thinks it is imperative that we bring in our legislators who have an impact in Sacramento and Washington and get their input. We should provide them with input and a one-page fact sheet. He thinks the idea of joint use of facilities is very important.

**VUSD BOARD MEMBER CAROL WEISE HERRERA** briefly reviewed that since 1989 VUSD grew by 1,000 a year until 2 years ago when there was declining enrollment. In the newspaper even this morning, it reports that VUSD will be decreasing by 200 students next year. She wants to talk quality of life. To look at 1989 and that next 10 years, if they were to put every child in their school district in a seat, they would have been down by 11,000 students, standing in the streets without a seat in the school. They were fortunate to have a bond passed, and VUSD built 6 schools, renovated 10 schools, etc. For clarity, when talking about declining enrollment, VUSD has lost about 2,500 kids in the last 4 years. They would have to lose 11,000 in order for VUSD to be operating their schools under capacity. They grew so quickly in the 1990s, and they need to keep building for a quality of life for the students. We need to continue to support one another because that advocacy helps us as North County to grow well and be the community we want to be.

**MCC BOARD MEMBER JUDY STRATTEN** thinks information technology will cut across most of the things said, and MCC has for years been a leader in that area. Things that deal with information technology: 1) ubiquity—meaning it is everywhere; teaching and learning occurs everywhere, so it is important that everyone be very mobile with the technology—we must deal with technology; 2) security—think about having each of our agencies' staff who deal with security/disasters to get together as a group and talk about the technology development that is occurring, and what we can do to help each other. Keep in mind technology is the most expensive and the fastest changing.

**TCH BOARD MEMBER DARLENE GARRAHY** believes in the junior college system. In attending a meeting in Carlsbad, a futurist stated technology will change the way everything is done very quickly and we need more vocational education programs, rather than sending kids to 4-year colleges, and that children should be learning Mandarin Chinese and Arabic in early childhood education to maintain the U.S. as an economic engine into the future. She believes that healthcare crosses all economic stations in life. If this group could commit to at least getting the agendas from all our organizations mailed to us, or have certain board members attend Council meetings and say a few words about what is happening at our various organizations, it would be helpful. Legislative wise, we are the major stakeholders for our communities and she would like to bring our legislators to this body to let them hear how all our issues come together, how the legislature impacts all of us, and what we all need collectively.

**DEPUTY MAYOR CHAVEZ** did advise that the legislators' aides were invited.

**MCC BOARD MEMBER JACQUELINE SIMON** stated MCC is building a new creative arts building, which is almost complete. She reviewed the arts and events, and indicated they are working on becoming more of the cultural magnet in North County.

**TCH BOARD MEMBER DAVID TWEEDY** appreciated the chance to all get together and share ideas. He agreed we should all work together in disaster preparedness. One of his passions is mental illness. Historically, the topic of mental illness has been less popular and infrequently discussed, yet it affects everyone. He is a clinical psychologist. He has some patients with chronic mental illnesses who attend MCC. He commended MCC, which has been wonderful in working with these students. Also, he has kids in all 3 school districts in Oceanside, Vista and Carlsbad. In terms of the neurological disorders of attention deficit disorder, this is an example of mandates to do certain things. TCMC has been working with the school districts being a resource to the schools to identify learning disabilities and helping with the ESL kids and their families to understand how to be advocates for healthcare, which is a growing project. That is an example of where we are working together in partnership. We are working with the kids at the school levels now. There is probably a lot more that can be done at the healthcare district to work together with all.

**MCC BOARD MEMBER GLORIA CARRANZA** believes we are all here because of the quality of life we all want in our communities. Economic development is the wheel that will get us to that quality of life. MCC community learning center is on Mission Avenue. This was a vision that brought something to the community. She reviewed the history of this site [on Mission Avenue, east of Barnes Street], noting that this was a blighted area. MCC took this old shopping center and turned it into a community learning center, which gave life to that area of Oceanside. That is a wonderful model for further projects and working together. The taco shop became the Small Business Center of North County. They help thousands of small businesses. That center is the wheel that is turning the economy in North County, because those small businesses provide jobs and a better quality of life. We will get to that quality of life by talking together.

**MCC BOARD MEMBER CHARLES ADAMS** provided some figures such as the tuition for 1 year at MCC is \$820. If you attend Cal State University, the tuition is \$3,135. If you attend one in the UC systems, it will cost \$6,780. Through our tag program, it will save through the Cal State system \$2,135/year, and through the UC system, we can save students/parents \$5,960/year.

**DEPUTY MAYOR CHAVEZ** noted that part of the real power of this meeting is to have the opportunity to meet and listen to each other. He believes the leadership at this table must start working with each other. All of us spend about \$1 billion a year within the community, which is a significant impact. At the end of this meeting, he will write up a report and submit it to the Mayor for concurrence and send it out on how we see it, along with a survey that if the participants see value in this meeting, we can get together again or we can have one person for each group get together to take on some of these issues, such as emergency plans; mind/body/spirit; common goal settings; quality of life, economic development, etc. This total group present today may only meet once a year.

**MCC PRESIDENT VICTORIA MUNOZ-RICHART** commented on the organization of a well thought out emergency plan for the region. She will propose to her Board to take the leadership, in partnership with our K-12 districts and Palomar Community College District, along with the cities.

**VUSD SUPERINTENDENT JOYCE BALES** noted that quality of life begins with a quality education.

**MAYOR WOOD** stated all communities in North County are booming and building. The economy and economic development drive everything. It is our job to provide services, and it costs money. He noted the City's police and fire have an emergency plan, and they work together. People who contacted him want to know about the safety of the rail corridor/the Sprinter because the students walk across those. If there are any safety issues for your schools with these new smart-growth corridors, they want to know about it. Also gangs are an important issue. He thinks the parents expect all of us to try to address these concerns, which we can do. Parents also say they are very stressed getting their kids to and from school, along with proper schools, education and concerns, including the busing situation. For Tri-City, he was contacted by many seniors to make sure all the things that were part of the ballot measure would

still proceed. We have many seniors with needs and concerns.

## 2. **Public Communication on City Council Matters (off agenda items)**

**JOAN BRUBAKER**, 1606 Hackamore Road, was concerned about community area preparedness. In the Hurricane Katrina, there were 400 school buses that were supposed to be used to get the old people out of the area, and they sat there idle with water to their windows. You must think about local preparedness because you cannot depend on the federal government that much to solve everything. All cities should work together for a common plan, with representatives meeting at least 3 times a year. We are ripe for a big earthquake.

**JERRY McLEOD**, 1517 Del Mar Road, is concerned with education. The education system needs to be corrected. These kids are our future. The planning must be much better and be realistic; make sure the figures are correct. Very few people showed up to this meeting, thinking that overall a lot of people are disgusted because they do not think anything can be done. This is a good first step. The overspending on projects has got to be brought under control.

**JOE CACCIOLA**, 315 Harbor Drive South, owns and operates a passenger charter vessel in the harbor. His tie to education is the ocean classroom program that he offers from his vessel. He reviewed the background from 1995 to create an ocean learning center. He was the founding president of the Sea Center Association, which has since disbanded. But the vision was for an ocean learning center. He continues to see a need for marine environmental education. The vision still remains for a shared use facility at the harbor with the schools. This partnership is very important. What he offers on his boat is part of what could be much greater, but resources are needed.

**SILVIA** [no last name or address given] stated they have all failed her, her neighbors, and all our children; they have not provided a safe environment or community. Information said the median salary is \$62,000; but for people who make over \$62,000 there really are not a lot of services or things to do for our children that are safe. Not one of you stood up for our children in the sense that there are hundreds of pedophiles in our cities, which is not safe. Regarding education, there needs to be more programs for middle and upper middle class students because we are experiencing flight of those making over \$62,000; we don't want to raise our kids in these environments. We want safe cities and school districts that are productive. She is tired of cities spending all our money on mandated programs and yet they fail year after year. Nothing is spent in our neighborhoods and for our children. There is no reason for me to continue to live in this area.

**JOHN McDONALD**, 5064 Corte Alacante, (not speaking for the Arts Commission), is the Chair of the Arts Commission and they are ready to support and work with you in collaboration in any way. The arts in the 21<sup>st</sup> century are not an add-on; it is the mind, the body, the spirit. The arts in our society play a core role in technology, in motivating and getting people involved. It is uplifting and transforming and allows us to think out of the box. We live in an over-engineered society. We have rules and regulations, but we really are not dealing with the core problem of the human side of the equation and we need to do that. The arts are also multi-cultural and international and naturally talk to each other. It is a source of unique competitive identity. The arts are a source of collaboration. He provided four suggestions: 1) joint use; 2) overlay—design parks, etc. with the arts built into them; 3) funding applications; and 4) joint promotion. They wish to help in anyway they can.

**ELAINE BARTON**, 493 Lexington Court, with the American Association of University Women, stated if you do not get the girls and boys interested in science in the 7<sup>th</sup> and 8<sup>th</sup> grade, they will not chose those as electives in high school. She wants to push for high school chemistry since it is needed for many careers. There is much value in the sciences.

**COUNCILMEMBER KERN** summarized the meeting, stating we need to get out of our silos and talk to everyone else. Today we have talked about workforce development, i.e. jobs. We are teaching kids to speak English at an early age so they can go out and get good jobs. There is a vertical integration of education, and it is how

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we bring them along to go out and get a good job and pay for those quality of life things. The most important meeting we will have is the second one. We need to work together over this next year in coming up with ideas so that next year when we have this meeting, we will know each other and formulate some ideas and plans.

**DEPUTY MAYOR CHAVEZ** commented on this wonderful coming together of elected officials.

**ADJOURNMENT**

**MAYOR WOOD** adjourned this adjourned meeting of the Oceanside City Council at 12:00 Noon, April 28, 2007.

**ACCEPTED BY COUNCIL:**

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Barbara Riegel Wayne, CMC  
City Clerk, City of Oceanside