

MINUTES

Economic Development Commission's El Corazon Standing Committee

ITEM NO. 2

Tuesday June 4, 2013
3:30 p.m.

Planning Department: Guajome Room, City Hall South
300 N. Coast Highway

1. Call to Order

The meeting was called to order at 3:30. Commissioners LaBounty, Schroder, LeGrange and Kassleman were present.

2. Public Comments

None. Note: At the end of the meeting, the Chairperson, per his discretion; allowed a late-arrival to speak. Mr. Jimmy Knott spoke on: 1) the need to open Marshall Street Pool, 2) the need for open, public access on El Corazon, and 3) the need for use of recycled water on El Corazon.

3. Update on Sudberry/Field of Dreams Development for the multipurpose athletic fields

Doug Eddow, Real Estate Manager, gave the report. He explained that the Recreational Disposition and Development Agreement (DDA) with Sudberry to develop the athletic fields on El Corazon requires that the City provide the fields in a graded state. On February 26, 2013, the City obtained and opened its original bids for the grading under the El Corazon Reclamation Plan; however, those bids came in above the maximum amount allowed by the City Council. As such, staff revised the El Corazon Reclamation Grading Plan and Specifications and on April 23, 2013, staff obtained and opened new bids based on the revised plans. The lowest bid obtained came in the amount of \$1.4 million, which is the City Council's capped allocation for this effort.

At this time, staff has scheduled a Council item for the June 26 meeting to request that Council approve the grading bid. Sudberry will then have until August 5, 2013, to conduct and complete its due diligence. Additionally, Sudberry's consultants are in the process of completing the technical reports necessary for the environmental review required as part of the submission of Development Plan for the athletic fields and ancillary improvements. It is anticipated that Sudberry will submit the Development Plan sometime in June.

4. Potential Groundbreaking/Grading Celebration with Sudberry

Michelle Skaggs Lawrence, Deputy City Manager, advised the Standing Committee that staff will consider a ground breaking after the passage of the due diligence date of August 5. Chairperson Dr. LaBounty requested that staff ensure that all members from the prior El Corazon Master Planning and the El Corazon Specific Plan Committees be invited to the ground breaking event. There was a public speaker on this item. Ms. Diane Nygaard represents the Friends of El Corazon. She offered the Friends' help with any ground breaking event.

5. Discussion Regarding The Swimming Hall of Fame

Doug Eddow, Real Estate Manager, provided an overview of the nascent proposal from the Swimming Hall of Fame organization. A copy of that information was provided to each Committee Member. Essentially, the Swimming Hall of Fame made contact with the City and the item was placed on Closed Session to discuss with the Council. Council directed staff to coordinate introductions with Sudberry. Due to the DDA with Sudberry, Sudberry has first right of refusal on the balance of the recreation component so Sudberry needs to be consulted on any other potential development. At this time, there is nothing additional to report. Staff will advise the Committee on any progress.

There was a public request to speak on this item. Ms. Diane Nygaard from Friends of El Corazon expressed her concern about the massive proportion of the proposed project. She was concerned about it fitting into the balance of the recreational components of the Specific Plan. She also noted that this plan also calls for many more hotel rooms than were envisioned by the Specific Plan and she was also concerned that they wanted to build dormitories which are specifically excluded in the Specific Plan, and would necessitate an amendment to that document.

It was pointed out by the Chairperson that this document was very preliminary and a vision for the Swimming Hall of Fame and that it's in a very nascent form at this point.

There was an additional request on this item to speak on this item by Jimmy Knott. Mr. Knott expressed his concern about the Swimming Hall of Fame essentially being "privatized" and the potential lack of public access.

6. Update from the Friends of El Corazon

A report was given by Diane Nygaard and George McNeil, both representing the Friends. A copy of their most recent newsletter was distributed. They both advised the Standing Committee that the Friends are there to help promote El Corazon to the community. They mentioned the concern that the Council did not approve the impact fees for El Corazon and that this needs to be revisited in the future.

7. Committee Member Comments

Chairperson LaBounty spoke regarding communication issues. It is his opinion that we need to do a better job of communicating with the public as to where we are with the project. He suggested that we use the new City E-newsletter (The Oceanside Tide) in order to get the word out. There are many people in the community, in his opinion, who aren't even aware of the project. He further asked if the Committee could be given monthly updates on the status of the project. Staff agreed to do so.

Committee Member Kasselmann suggested that staff have an action plan with milestones. It was reported that, indeed, staff does have such a plan.

8. Adjournment

The meeting was adjourned at 4:30. At this particular time, there is no follow up meeting scheduled.