



California

ITEM NO. 2

CITY OF OCEANSIDE

JOINT MINUTES OF THE CITY COUNCIL SMALL CRAFT HARBOR DISTRICT BOARD OF DIRECTORS COMMUNITY DEVELOPMENT COMMISSION OCEANSIDE PUBLIC FINANCE AUTHORITY

MAY 28, 2014

REGULAR MEETING 2:00 PM COUNCIL CHAMBERS

**2:00 PM - OCEANSIDE CITY COUNCIL (COUNCIL),
HARBOR DISTRICT BOARD OF DIRECTORS (HDB)
COMMUNITY DEVELOPMENT COMMISSION (CDC), AND
OCEANSIDE PUBLIC FINANCE AUTHORITY (OPFA)
- REGULAR BUSINESS**

Mayor
HDB President
CDC Chair
OPFA Chair
Jim Wood

Deputy Mayor
HDB Vice President
CDC Vice Chair
OPFA Vice Chair
Esther Sanchez

Councilmembers
HDB Directors
CDC Commissioners
OPFA Directors
Gary Felien
Jack Feller
Jerome Kern

City Clerk
HDB Secretary
CDC Secretary
OPFA Secretary
Zack Beck

Treasurer
Gary Ernst

City Manager
HDB Chief Executive Officer
CDC Executive Director
OPFA Executive Director
Steve Jepsen

City Attorney
HDB General Counsel
CDC General Counsel
OPFA Legal Counsel
John Mullen

For this regular and joint meeting, the Council sat as all 4 governing bodies [Council, HDB, CDC and OPFA] simultaneously but took action as the respective agency for the jurisdiction covered by each item. Council titles only will be used for brevity throughout the entire meeting.

The regular and joint meeting of the Oceanside City Council (Council), Small Craft Harbor District Board of Directors (HDB), Community Development Commission (CDC) and Oceanside Public Finance Authority (OPFA) was called to order by Mayor Wood at 2:01 PM, May 28, 2014.

2:00 PM - ROLL CALL

Present were Mayor Wood and Councilmembers Kern, Felien and Feller. Deputy Mayor Sanchez arrived at 2:07 PM. Also present were Assistant City Clerk Trobaugh,

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

City Manager Jepsen and City Attorney Mullen.

City Attorney Mullen titled the following items to be heard in Closed Session:
Items 1, 2A, 2B and 3A. [Item 2C was not heard]

[Closed Session and recess were held from 2:02 PM to 4:02 PM]

CITY COUNCIL, HDB, AND CDC CLOSED SESSION ITEMS

Closed Session to discuss litigation, property acquisition, labor relations and personnel matters

1. CONFERENCE WITH LABOR NEGOTIATOR ON STATUS OF NEGOTIATIONS PREVIOUSLY AUTHORIZED IN OPEN SESSION (SECTION 54957.6)

CONFERENCE WITH LABOR NEGOTIATOR – Negotiator: City Manager; employee organizations: Oceanside Police Officers' Association (OPOA), Oceanside Firefighters' Association (OFA), Oceanside Police Management Association (OPMA), Management Employees of the City of Oceanside (MECO), Oceanside City Employees' Association (OCEA), Oceanside Fire Management Association (OFMA), Western Council of Engineers (WCE), and Unrepresented

Discussed (WCE, MECO, OPOA non-sworn, OFMA OFA); no reportable action

2. CONFERENCE WITH REAL ESTATE NEGOTIATOR

A) CONFERENCE WITH REAL PROPERTY NEGOTIATOR – Property: Portion of Rancho Del Oro Drive right-of-way north of State Route 78 (APM No. 165-36 Sheet #3), portion of Haymar Drive right-of-way south of State Route 78 west of College Blvd (APM No. 168-01, Sheet #1), and a portion of Airport Road right-of-way south of State Route 76 (APM No. 160-27, Sheet #1); Negotiating Parties: City of Oceanside and BGT Media, LLC, CBS Outdoor, and Lamar Outdoor Advertising; Negotiator for the City: Douglas Eddow, Real Estate Manager; Under Negotiations: Price and terms for the use of real property

B) CONFERENCE WITH REAL ESTATE NEGOTIATOR – Property: City-owned El Corazon parcel of land (APN 162-082-51); Negotiating Parties: City of Oceanside and Ivey Ranch Development Company; Negotiator for City: Douglas Eddow, Real Estate Manager; Under Negotiations: Price and terms regarding the exchange of a portion of the property

Items discussed; no reportable action

C) [CONFERENCE WITH REAL ESTATE NEGOTIATOR – Property: 76-acre Center City Golf Course (portion of APN 151-011-11); Negotiating Parties: City of Oceanside and Goat Hill Partners, LLC; Negotiator for the City: Douglas Eddow, Real Estate Manager; Under Negotiations: Price and terms for the lease of real property]

Item removed from the agenda

3. LITIGATION OR OTHER ADVERSARY PROCEEDING (E.G., ADMINISTRATIVE HEARING, ARBITRATION) (SECTION 54956.9(a))

A) CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION

- i. Dunex, Inc., Cavalier Mobile Estates v. City of Oceanside
Superior Court Case No.: 37-2012-00055503-CU-EI-NC
- ii. Miller v. City of Oceanside
Superior Court Case No.: 37-2011-00090665-CU-OE-CTL

Items discussed; no reportable action.

4:00 PM – ROLL CALL

MAYOR WOOD reconvened the meeting at 4:02 PM. Present were Mayor Wood, Deputy Mayor Sanchez and Councilmembers Kern, Felien and Feller. Also present were City Clerk Beck, City Manager Jepsen and City Attorney Mullen.

CONSENT CALENDAR ITEMS [Items 4-17]

All items listed on the Consent Calendar are considered to be routine matters or formal documents covering previous City Council/HDB/CDC/OPFA instructions. The items listed on the Consent Calendar may be enacted by a single vote. There will be no separate discussion of any Consent Calendar items unless requested by members of the City Council/HDB/CDC/OPFA or the public through submittal of a Request to Speak form prior to the commencement of this agenda item.

The following Consent Calendar items were submitted for approval:

4. City Council/Harbor/CDC/OPFA: Acceptance of Joint Minutes of the Small Craft Harbor District Board of Directors, Community Development Commission, City Council, and Oceanside Public Financing Authority of the following meetings

March 27, 2013	2:00 p.m.	Regular Meeting
April 3, 2013	2:00 p.m.	Regular Meeting
April 17, 2013	2:00 p.m.	Regular Meeting
April 24, 2013	2:00 p.m.	Adjourned Meeting
5. City Council/Harbor/CDC/OPFA: Approval to waive reading of the text of all ordinances and resolutions considered at this meeting and provide that ordinances shall be introduced after a reading only of the title(s)
6. City Council: Approval of a purchase order in an amount not to exceed \$78,200 to Wondries Fleet Group of Alhambra for the purchase of two Chevrolet Tahoe SSV Police vehicles; and authorization for the Financial Services Director, or designee, to execute the purchase order
7. City Council: Approval of a purchase order in an amount not to exceed \$201,350 to Downtown Ford of Sacramento for three Ford service body trucks for Public Works; and authorization for the Financial Services Director, or designee, to execute the purchase order
8. City Council: Approval of Amendment 2 [**Document No. 14-D0289-1**] in an amount not to exceed \$40,000 to the Professional Services Agreement with Atkins North America, Inc., for as-needed public outreach services for the Water Department; and authorization for the City Manager to execute the amendment
9. City Council: Approval of Amendment 2 [**Document No. 14-D0290-1**] to the Memorandum of Understanding (MOU) between the San Diego County Copermittees of the San Diego National Pollutant Discharge Elimination System Municipal Permit Order No. R9-2007-0001, extending the termination date of the MOU through August 31, 2015, and expressly limiting the sharing of Fiscal Year 2014-15 expenditures; authorization for the Mayor to execute the amendment; and authorization to pay \$184,287 as the City's cost-share portion of the MOU
10. City Council: Approval of a Property Use Agreement [**Document No. 14-D0291-1**] with Vista American Little League for the improvement, maintenance, operation and use of City-owned property (French Field) at 1300 Lee Drive (San Diego County APN 161-501-09 and 10); adoption of **Resolution No. 14-R0292-1**, "...declaring certain City owned real property for public street purposes (Lee Drive)"; authorization for the City Manager to execute the agreement; and direction to the City Clerk to file a certified copy

of the resolution [**Document No. 14-D0293-1**] with the County Recorder

11. City Council: Approval of a Professional Services Agreement [**Document No. 14-D0294-1**] with Tory Walker Engineering, Inc., of Vista in the amount of \$183,100 for updating the City's Master Drainage Plan and the drainage impact fee; and authorization for the City Manager to execute the agreement
12. City Council: Approval of a Professional Services Agreement [**Document No. 14-D0295-1**] with RBF Consulting of Carlsbad in the amount of \$74,800 for designing roadway improvements at the intersection of Rancho Del Oro and Ocean Ranch Boulevard; and authorization for the City Manager to execute the agreement
13. City Council: Approval to accept \$104,627 as the second disbursement of grant funds from the Board of State and Community Corrections (BSCC) allocated to the City for AB109 enforcement; approval to appropriate these funds to the Police Department; and authorization for the City Manager, or designee, to execute all award documents
14. City Council: Approval to accept funds in the amount of \$21,909 from the Mar Lado Highlands Homeowners Association; and approval to appropriate these funds to the Mar Lado Highlands Landscape Maintenance District Operating Account
15. CDC: Adoption of **Resolution No. 14-R0296-3**, "...authorizing application to the State of California Department of Housing and Community Development for funding under the CalHome Program and authorizing the Director of Neighborhood Services to execute a standard agreement, amendments, and all related documents to participate in the CalHome Program," in the amount of \$1,000,000
16. City Council: Adoption of **Resolution No. 14-R0297-1**, "...establishing certain traffic controls within the City of Oceanside (Stop controls on Alvarado Street at Kelly Street)"
17. City Council: Adoption of **Resolution No. 14-R0298-1**, "...establishing certain traffic controls within the City of Oceanside (All-Way Stop controls at Mission Avenue and Myers Street)," with crosswalks on all four legs of the intersection

DEPUTY MAYOR SANCHEZ moved approval of the Consent Calendar [Items 4-17].

COUNCILMEMBER KERN seconded the motion.

Motion was approved 5-0.

MAYOR AND/OR COUNCILMEMBER ITEMS

29. **Request by Councilmember Kern to consider a request from the Veterans Association of North County (VANC) to participate in a Capital Funding Match Program with the City and provide direction to staff**

COUNCILMEMBER KERN stated this item is in response to a letter Council received from the Veterans Association of North County about a building that needs to be built-out.

SANDRA FICHTER, Vice-President of the Veterans Association of North County (VANC), stated we had a concept/vision of a one-stop resource center for North County veterans, their families and for active duty military personnel. Many who visited the facility on Memorial Day saw the progress made with the support of the City and County. We are almost to completion and will hopefully be having a ribbon-cutting ceremony soon. This is the last step in our efforts so that we can see the building as a reality.

We are housing a lot of programs even now without the facility's completion. We will be creating more programs as soon as space is available, so there is an urgency to complete this. She invited Council and the public to visit the facility on Mission Avenue to see the progress we're making.

BARBARA COGBURN, Volunteer, Veterans Association of North County, is here to present the Capital Funding Match Program on behalf of the Veterans Association of North County. She thanked Oceanside citizens and Council for their help and support. By the end of this evening, 22 veterans will have committed suicide in this country. At the end of an average month it's 660 veterans. By the end of the year it'll be 8,030 veterans who have committed suicide. This is why we have urgency about what we'd like to do at the VANC Resource Center. We're asking Council to help us speed up the process so that we can minimize these numbers in some way.

Suicide is not the only issue that our veterans are facing. Right now there is a drawdown force reduction. Many veterans are being asked to assimilate back into our communities sooner than they had planned. This directly impacts our employment issues. Veteran unemployment rates are about 1-2% higher than their average civilian counterparts. That can also lead to an increase in homelessness. Many veterans spend an enormous amount of time trying to manage their medical and mental health issues. We have the ability to bridge the gap and connect them to services that can help them take care of those needs.

We also have a dynamic with female veterans that we've not had in the past. We've sent females to combat in a much different capacity than we ever have. They're coming back with different issues. Most of the time when we brought people back from wars, all of the solutions were centered on male veterans. That's not the case anymore. We have wonderful programs centered on helping female veterans, and we can bridge those females to those programs. They have a higher rate of unemployment and homelessness than their male counterparts. When a female veteran goes into a homeless situation, she not only takes herself, but often takes her family and children with her. These are a few of the issues that we're going to face in Oceanside in larger numbers.

A veteran in Oceanside looking for services has to drive 35 miles south to San Diego or 55 miles north the Veterans Affairs (VA) Institute in Long Beach. We need to bring those resources in-house. We'd like to do that in the VANC Resource Center so that Oceanside has a one-stop shopping center for resources. We have a good model that we've had success with so far. We have the ability to not reinvent the wheel by connecting the service providers in the area to veterans with challenges they need help with. We are a conduit to bridge resources to problems and create solutions that we follow through to a successful conclusion for our veterans. We try not to create anything new unless there's a gap in services that we cannot bridge. Then we might create something new, but otherwise we're trying to utilize services that are already in place.

We at VANC are essentially a group of veterans helping veterans. We help active duty veterans, retirees and their family members. We cover all age ranges and generations of veterans who need help. We're a volunteer organization made up of 37 service member organizations, totaling 5,000 volunteers. We serve 80,000 veterans who currently reside in North County and 35,000 who are active duty at Camp Pendleton. We know our model works. We're not recreating the wheel or honing in on one single service, but just connecting all of our resources to the problems that veterans have.

MATT McCOOL is a recently retired Marine from Camp Pendleton. He's been in the area for over 25 years. He's here to talk about the Career Transition Assistance Program (CTAP) at VANC. He was a student in the program about a year ago. This program provides training and the efficient use of many of the resources that are

available. It allows students to gain the confidence they need to interview and be prepared for the transition into the civilian workforce. It helps veterans to translate many of their military skills to the civilian workforce.

It's a great program. He's seen a number of Marines who have moved on. A friend of his was in the program and is now working with veteran organizations in Ohio. He's carrying on what he learned at CTAP by helping other veterans across the Country. It all stems from Oceanside.

MS. COGBURN wants to share another success story. It's a case study of a female veteran who came to us with needs, including job search, childcare and housing assistance. VANC helped her out. It took many services to get her some stability and get her into a home. VANC was also able to find her a job. We've had great successes, and we'd like to have more. We have to get the center up and running.

VANC started out as 25 veteran service organizations looking for somewhere to have meetings. None of us had any permanent meeting space. We started talking to VANC founder Chuck Atkinson, who suggested that we go to the City and ask for help. Council provided us the old police station on Mission Avenue. We've had a great partnership with the City and appreciate the lease they gave us. It's nice to bring all of our service organizations into one place where we can grow our membership and connect to the generations of veterans that are currently downsizing out of the military.

We've turned the old police station into the VANC Resource Center. Not only have we transformed the outside, but we've also done a little on the inside. The front of the building was originally planned for City code enforcement, but it was given back to us. That space has been used for meeting space, interfaith groups, a Walmart hiring initiative, etc. We usually use the space for our CTAP program. The CTAP graduates are doing excellent things. We've really been utilizing that space, but we need more.

The conference room and entrance lobby area has been funded, constructed and up and running for some time. We're currently in the middle of more construction, including our lounges and training/meeting rooms. It will give us a full training room that is completely outfitted to run more classes using audio/visual, plug-and-play, etc. technology. This creates a lot of capability for us. We hope it will be completed by the end of June.

The phase we're here to talk about is the Capital Campaign to Complete phase for the banquet hall and kitchen, two more areas that we could use some assistance with. It's a fully-equipped kitchen. We have a culinary arts program that is ready and waiting to move into that kitchen for a veteran training program. It's currently up and running, but they would like to be housed in Oceanside instead of Escondido. We're estimating a \$1,200,000 budget to finish the build-out and purchase the equipment/furnishings we'll need for the rest of the building to be a complete resource center.

For about seven years, we've been piecemealing this through grants, donations and fundraising. It has taken this long to get two-thirds done with the building. With the current climate of the veterans' situation in Oceanside, we don't have another seven years. We've come to Council to ask if they can help to accelerate this process.

Our priorities for 2014 include completing the building. With Council's help, we can do it much quicker than seven years. If we're able to complete the building, we'd like to scale up the services we're currently providing. Right now, we provide services to veterans and their families at a current rate of about 1,000 veterans per year. We would like to be at 3,000 people served by the end of the year. We also want to increase our job placement to 400 veterans per year. Currently, CTAP is doing exceptional things, but we're only getting 100 veterans into job placement so far. We think we can get 400 job placements by the end of the year if we have the capability to

do so.

When we started our CTAP class, we had 10-12 students, and there was plenty of room. We now have 25 or more students per class and a waiting list. Currently, we have a 90% success rate for job placement in that program. It's an excellent program. We get rave reviews and we've grown it through word-of-mouth only. We need to do more with it. We can if we have more capacity in the building.

The future of VANC is in connecting more veterans to more services and increasing our capacity. We want to lean into our CTAP program. It's important to do more job training programs to increase employment and education for veterans. We want to connect more veterans to medical and mental health organizations that can help them with their needs. We also have a unique opportunity to generate income. We have banquet hall space in the VANC resource building. We think that we can create enough income to become self-sustaining.

Our number one concern is getting enough funds to complete our building. That's what we're asking for tonight. We would like Council's help to do that. We cannot afford to take another seven years to provide the resources we need for our veterans in Oceanside.

COUNCILMEMBER KERN moved to refer the item to the City Manager to provide a funding mechanism and return in 30 days for Council action.

COUNCILMEMBER FELLER seconded the motion.

Public input

TOM GARCIA, 2233 View Street, is here representing Assemblymember Rocky Chavez from the 76th Assembly District. Assemblymember Chavez is a retired Marine. He was a former Councilmember and has been very supportive of VANC and the original acquisition of the police building. Mr. Garcia read a letter from Assemblymember Chavez in support of this item. Oceanside acknowledged the needs of the 80,000 veterans living in the North County area, including Oceanside, by allowing VANC to utilize the former Oceanside Police Department building. VANC has brought many service organizations that they've partnered with under one roof, with the goal of providing a one-stop operation where veterans and their families can receive assistance in a safe environment.

Over the past seven years, VANC has worked hard to meet the growing demands of our veteran community in North County. To date, VANC has received \$700,000 in donations from individuals, businesses, foundations, etc. and applied these monies toward the eventual construction of a lot of their facility. VANC is requesting that the City enter into a Capital Fund Match Program in an effort to maintain the momentum of current construction and complete the construction build-out. Participation of such a proposal by the City would help to reduce the overall construction costs and expedite the process of expanding services to our veterans and their family members.

It has taken VANC seven years to get where they are. Assemblymember Chavez strongly urges the City to participate in their request to enter into a Capital Funding Match Program to support the veterans. The veterans are an important part of the whole population of Oceanside. We need to acknowledge what they've done for us and support them on this.

Public input concluded

COUNCILMEMBER FELLER asked if the lounge is like some of the veterans' buildings he's seen over the years.

CHUCK ATKINSON, President/Founder of VANC, responded we do have a lounge in there. It's not a secret. It's been in the plans from day one. Everybody in the City knows about it. It's part of the resources to keep our funds going, the program going and to maintain the facility as we told the City we would do. This would generate revenues to help us through that process.

COUNCILMEMBER FELLER stated that's going to be an important piece of it. He asked if they have applied for an Alcoholic Beverage Control (ABC) license.

MR. ATKINSON responded we have not applied for that license yet, but we are putting the bar in, and things are moving forward. We will be applying for that shortly.

COUNCILMEMBER FELLER applauds the effort. He's proud to support it. He's a veteran too.

MR. ATKINSON added the funds that we've raised so far have paid for that lounge. No money going forward will be used for that purpose because it's already paid for.

COUNCILMEMBER FELIEN will support the motion as well. Oceanside is a military town. We're going to do what we need to do to help a part of our community. It's right that we do everything we can to help our veterans in these difficult times. With military downsizing taking place and the worst economic recovery in our nation's history, we need to do everything we can.

This is the only economic recovery in which real disposable income has gone down since the recovery has been declared. The job market growth is the worst since the Depression. Sadly, our military members have to come into this type of economic environment. It's always difficult transitioning military skills in the civilian market. This type of economy makes that challenge even more difficult. If VANC can help to bridge that gap, get veterans into jobs and help with that transition, we need to do everything we can.

He is proud to support this motion.

DEPUTY MAYOR SANCHEZ stated serving our veterans and our military families has been one of our highest priorities. Oceanside is a home for many veterans and military families who help to make this City as great as it is.

She is very supportive of this. She has questions about the lounge. This neighborhood is overly saturated with about ten alcohol licenses and also has a high crime rate. She hopes they will meet with the neighborhood residents to talk about this. The facility is in the middle of two very challenged neighborhoods in Oceanside. She understands the need to help fund programs. The events we've had in the center so far have been non-alcohol events. In terms of the services, they are definitely necessary.

We knew the day was coming that we'd be heavily hit in the County and especially in Oceanside with returning military who decide to retire here. In terms of the transition, you're asking someone with a heightened sense of life-or-death to change in a short period of time. It's a transition that we're not really providing in a way that is satisfactory so far. She gave VANC kudos for what they are doing to make that happen. That transition is very critical, especially for the great service being provided for our community and our country.

MAYOR WOOD worked in the old police station for over 20 years as a police officer and detective. It has certainly changed a lot for the better. It's a beautiful building on the outside and inside, and will be more so when it gets finished. His father was a Disabled American Veterans (DAV) Chaplain. Before he passed away, he asked Mayor Wood to help do something for DAV and all of the other veterans. Mayor Wood

told his father he would try to help.

It's important to do something for our veterans in a military town. He sees more mature veterans than young veterans, but he hopes that both young and old veterans can come together to teach/help each other through the services at the VANC building. He knows that VANC's fundraising has been slow because of the economy. He thanked Doug Hagan from Sterling Communications for helping out. The Home Depot was also very active and involved. We're happy that people have been helping VANC.

We get asked by groups almost daily for funding. This is a priority. It's a military town, so there will be unanimous support for this. He wants to make sure the City Manager sets up something to get this done as soon as possible. Time takes its toll on some of our veterans. He'd like to have this done.

The people in VANC are the ones who make this happen on a daily basis. From an old police station to a beautiful building, they're creating a facility that's not just for Oceanside, but for North County. He's proud that Oceanside is doing this for all veterans, past and future.

CITY MANAGER JEPSEN asked to have the motion restated.

COUNCILMEMBER KERN responded it was the motion to refer this item to the City Manager and provide the mechanism to implement the funding request by VANC and return to Council within 30 days for Council action.

CITY MANAGER JEPSEN asked if that's for the \$600,000 match program.

COUNCILMEMBER KERN responded that's right. Council will then bring it back and vote on it again once the deal is worked out.

CITY MANAGER JEPSEN stated that's clear, as long as the veterans have a little flexibility.

Motion was approved 5-0.

[Recess was held from 4:44 PM to 5:00 PM]

5:00 – ROLL CALL

Mayor Wood reconvened the meeting at 5:00 PM. All Councilmembers were present.

INVOCATION – Zack Beck

PLEDGE OF ALLEGIANCE – Youth from Filipino-American Cultural Association

PROCLAMATIONS AND PRESENTATIONS –

Proclamation – Filipino Cultural Celebration 2014
Presentation – Honoring Mossy Nissan and Race Across America
Presentation – Mayor's Business Member Spotlight
Proclamation – National Water Safety Month

Presentations were made

CLOSED SESSION REPORT

25. **Closed Session report by City Attorney**

CITY ATTORNEY MULLEN reported on the items discussed in Closed Session:

See Items 1, 2A, 2B and 3A above. [Item 2C was not heard]

PUBLIC COMMUNICATIONS ON OFF-AGENDA ITEMS

No action will be taken by the City Council/HDB/CDC/OPFA on matters in this category unless it is determined that an emergency exists or that there is a need to take action that became known subsequent to the posting of the agenda.

Advance written request to reserve time to speak: None

26. **Communications from the public regarding items not on this agenda**

KIRBY CHALLMAN, 431 Lexington Circle, invited Oceanside to the 2014 San Diego County Fair from June 7th through July 6th on behalf of the Del Mar Fairgrounds. The theme this year is "The Fab Fair." It's all about the Beatles celebrating their 50th anniversary, as well as the British invasion. He presented the various attractions for adults and children, including the summer concert series, Family Funville, beer festival, Toast of the Coast wine festival, Big Bite Bacon Fest, contests, exhibits, animals and agriculture. The Coaster, Breeze or Sprinter trains will take people right to the west gate entrance of the fairgrounds.

DOLORES WIENER, 1239 Larchwood Drive, is a resident of Oceanside. She's here on behalf of the puppies. She attends a 12-step program that is next door to a retail puppy shop. Various meetings are held seven days a week. These meetings are vital to the recovery of its members. The barking and howling of these puppies has a very negative effect, resulting in a loss of attendance.

She has owned puppies for most of her adult life and is familiar with their various barks when they're hungry, want to go outside or are in pain. One evening they could hear a puppy that was obviously in distress. They couldn't have a meeting that evening. They had no way to help this puppy. The place is unsupervised after 5:00 PM. If there's a puppy in trouble, there is nobody there to help that puppy. The effect that this has on conducting our meetings is devastating. If Council can do something about it, they would appreciate it.

LESLIE DAVIES, 2015 Winchester Street, stated recently Councilmember Kern sent out a plea asking for contributions. He claims that Oceanside Puppy is a legitimate business that is contributing to our local economy, but that extremists want to shut them down. In fact, Oceanside Puppy is costing our taxpayers money. We have seen puppies from Oceanside Puppy in our shelters and now on Craigslist. There is a reason why the City of San Diego banned this store from operating there.

Furthermore, Oceanside Puppy does not obtain any of their puppies from local breeders, which would put money back into our economy. Instead, Mr. Salinas buys his puppies from out-of-state puppy mills located 1,500 miles from here. Contrary to what Council may think, she doesn't want to close down a legitimate business. She would love to have a puppy store in Oceanside. She just doesn't want one that sells puppies that are raised in horrific conditions. Neither does our community.

Mr. Salinas is proud of the fact that he buys puppies from mills that are cited with indirect violations such as having 37 puppies housed in one area. He lies to his customers through omission. Every time he sells a puppy to an unsuspecting customer, he is committing consumer fraud, and he knows it. Our local Humane Society offered to provide Mr. Salinas with free puppies that he could sell for whatever price he wanted. He declined this generous offer. However, other puppy stores such as the one in Beverly Hills have switched to this model and are very successful. It's a win-win situation for both the store and our community.

Councilmember Kern calls the people who are protesting this store extremist. She is a teacher. She has never protested any other store in her life. She is not a

member of People for the Ethical Treatment of Animals (PITA). She wishes Mr. Salinas would stop telling people that she is. He is lying.

Shame on Councilmembers Kern and Felien for allowing a business that was kicked out of San Diego to come here and exploit our troops. Most of Mr. Salinas' customers are military. He charges anywhere from 21-31%. He is exploiting our troops. People don't realize that their \$2,000 puppy is going to cost them more like \$4,000-\$5,000 when it is paid off.

This business is toxic and is hurting Oceanside.

RAYMOND REAM, 2375 Woodacre Drive, is a self-employed homeowner who has lived in Oceanside for most of his life. He loves our City. One of the issues we need to look at regarding businesses like this is what it reflects on our City, culture and values. He researched this puppy store and found that there were a lot of arguments with customers, name calling and verbal rhetoric that was unprofessional. When he thinks about companies that he wants to represent our City going forward, he wants something that reflects the culture of our City and our forward thinking.

In regards to his personal experience, he stopped by the store to check it out. It didn't look any different than any other pet store, other than the dogs being in what seemed like aquariums. It makes you sad. You feel a twinge of guilt because you want to take them all home. As we go forward, we need to see how companies reflect on our City and what we're doing to think forward.

When we have companies where business owners are causing protests in the streets on our main corridors, this is a reflection of us.

GENERAL ITEMS

General Items are normally heard after any 5:00 p.m. Public Hearing Items. However, if time permits, some General Items may be heard prior to any 5:00 p.m. Public Hearing Items, following the Consent Calendar.

18. **City Council: Adoption of a resolution authorizing the payment of prevailing wages and approval of a two-year Maintenance Services Agreement in the amount of \$1,017,235 with Executive Landscape, Inc., of Fallbrook for the landscape maintenance and upkeep of the City's eleven Landscape Maintenance Assessment Districts; and authorization for the City Manager to execute the agreement**

DOUGLAS EDDOW, Real Estate Manager, stated this item is needed because the current contract for landscape maintenance is expiring June 30, 2014. Staff went out to bid. Executive Landscape was chosen, not because they were the lowest bidder, but because they had provided ample service and good customer relations over the past ten years. Even though they were slightly higher, they were chosen.

This item needs a resolution for prevailing wage. Since the City is a charter city, it requires authorization from Council to pay prevailing wage. This was bidded out in that fashion on a Request for Proposal (RFP) because of the potential for Senate Bill (SB) 7, which says that if city charters do not pay prevailing wage for contracts after 2015, they can be subject to loss of funding from the State.

DEPUTY MAYOR SANCHEZ moved approval of [adoption of **Resolution No. 14-R0299-1**, "...authorizing the payment of prevailing wage schedule for the contract for various Landscape Maintenance Assessment Districts" and approval of a two-year Maintenance Services Agreement [**Document No. 14-D0300-1**] in the amount of \$1,017,235 with Executive Landscape, Inc., of Fallbrook for the landscape maintenance and upkeep of the City's eleven Landscape Maintenance Assessment Districts; and

authorization for the City Manager to execute the agreement].

MAYOR WOOD seconded the motion.

COUNCILMEMBER FELIEN wants to follow up on a question regarding prevailing wage. As he understood it, all of the bids came in above the prevailing wage for this classification of work. If we're paying above the prevailing wage anyway, why do we have to adopt a resolution regarding prevailing wage?

CITY ATTORNEY MULLEN responded this relates back to SB 7, which deprives charter cities of State funding for construction projects if we have a charter provision or an ordinance that prohibits the payment of prevailing wage or if we have awarded contracts beginning January 1, 2015, without specifically requiring the payment of prevailing wages. We're challenging that senate bill in court. Though we are working as quickly as possible, we're not certain that we're going to be able to get a judgment in our favor prior to January 1, 2015. This action was seen as a precaution.

The charter allows us to pay prevailing wages on a case-by-case basis. We think there's a good argument that we will not be subject to the loss of State funding just by virtue of the language in the charter, but we could be subject to a loss of State funding if we award a contract that is subject to SB 7 without specifically requiring the payment of prevailing wages. In this case, it doesn't make a difference because everyone who responded is paying above prevailing wage. It's really a technicality to make sure that the State could not use this contract as the basis for withholding State funding in the event that the lawsuit is not successful.

COUNCILMEMBER KERN thinks we will prevail on SB 7. On this contract, next time around it will be basically the same because they're paying above prevailing wage anyway. It's just the semantics of this particular item. It makes no difference in the actual cost of the contract. This was the lowest responsible bidder. There were lower bidders, but staff deems this as the lowest responsible bidder, which is what we were after when we passed the charter. That's something the public needs to know.

MAYOR WOOD stated this City was a general law city for 125 years with no problem, but we switched to a charter city basically over prevailing wage. Since that charter has been implemented, a lot of things have taken place that are not very positive. The Governor says if you have a charter city, you must have prevailing wage or you lose State money. We're doing this today because if we don't, there's a chance of losing any/all State funding.

All of the reasons for our original city charter are in limbo at best. Some of us didn't want to switch to a charter city, but the public voted for it with the understanding that it would be less involved with the State by representing ourselves. What we now have is a catch-22, with the potential of losing all State funding because of a prevailing wage issue. The Council majority wishes to fight it in court. They may win, but if they lose we'll have a real problem.

Motion was approved 5-0.

19. **City Council: Approval of a Professional Services Agreement with Tetra Tech of Oceanside in the amount of \$372,792 for design services for the La Salina Wastewater Treatment Plant Minor Upgrades Project; and authorization for the City Manager to execute the agreement**

JASON DAFFORN, Water Utilities Division Manager, stated staff is recommending approval of a professional service agreement with Tetra Tech for the design service of minor improvements at the La Salina Wastewater Treatment Plant. On March 26th, we brought Council two options for the replacement of the La Salina plant. Council directed staff to perform further evaluations. We will be presenting those

evaluations later this year. They include the replacement of the existing plant with a new pump station, the possibility for a new Membrane Biological Reactor (MBR) plant or the rehabilitation of the entire existing facility. Any of these proposed options will take a minimum of 3-5 years to design and construct. Therefore, the plant requires some minor improvements in order to maintain the current operations.

The near-term needs consist of primary clarifier repairs, south secondary repairs, blower repairs, miscellaneous pump repairs and mechanical repairs. These repairs are intended to extend the useful life of the facility until such time as a new facility can be constructed. These repairs are required regardless of the future option that Council may choose. Tetra Tech will work closely with staff to determine the minimum repairs necessary. Only those repairs will move forward.

The contract consists of design services to prepare plans and specifications for bidding. Tetra Tech will also provide oversight during the construction of those improvements.

DEPUTY MAYOR SANCHEZ moved approval of [a Professional Services Agreement [**Document No. 14-D0301-1**] with Tetra Tech of Oceanside in the amount of \$372,792 for design services for the La Salina Wastewater Treatment Plant Minor Upgrades Project; and authorization for the City Manager to execute the agreement].

COUNCILMEMBER KERN seconded the motion.

Motion was approved 5-0.

5:00 P.M. – PUBLIC HEARING ITEMS

Public hearing items are "time-certain" and are heard beginning at 5:00 p.m. Due to the time-certain requirement, other items may be taken out of order on the agenda to accommodate the 5:00 p.m. public hearing schedule.

27. **City Council: Approval of franchise provider's annual request for Consumer Price Index adjustment to the contractor compensation under the City's solid waste service contract with Waste Management of California; adoption of a resolution establishing maximum rates for the collection of waste matter within the City of Oceanside, by adjusting the current Solid Waste rates by an amount not to exceed 1.46 percent which will result in an increase of \$.26 for the Basic Residential Solid Waste and Recycling Rate, or a maximum of 1.46 percent to all other rates for services provided under the solid waste contract, and changing commercial cart service from trash only to trash and recycling in an amount not to exceed \$36.88 for minimum service levels; and direction to staff to implement the user rates and franchise provider**
- A) Mayor opens public hearing – hearing was opened.
 - B) Mayor requests disclosure of Councilmember and constituent contacts and correspondence – Mayor Wood and Councilmembers Feller and Kern reported contact with staff; Deputy Mayor Sanchez reported contact with staff and the Water Utilities Commission; Councilmember Felien reported no contact.
 - C) City Clerk presents correspondence and/or petitions – none.
 - D) Testimony, beginning with:

COLLEEN FOSTER, Senior Management Analyst, stated before Council is the annual rate adjustment through Waste Management for the Consumer Price Index (CPI). Our current solid waste franchise agreement with Waste Management of California was signed on October 20, 2010. The previous agreement provided a benchmarking process that was conducted in 2005 and 2008. This benchmarking process compared our rates to other cities in San Diego County and guaranteed us the third lowest rates within the County.

The rate savings resulting from this benchmarking process provided a revenue source that established the Rate Stabilization Fund. The Rate Stabilization Fund has historically offset annual rate increases, even though revenue for this fund has decreased dramatically since the establishment of the new contract in 2010. The new contract eliminated the benchmarking process, but provided an annual adjustment process for Waste Management that allowed for an adjustment for the CPI. In 2013, the Rate Stabilization Fund supported the annual rate increase for the CPI of 1.74% by supplementing the rate increase to the public by .87%. Previous policy decisions by Council regarding the annual CPI rate adjustments for Waste Management have allowed the Rate Stabilization Fund to support the rate adjustments by 50% at minimum.

Our current contract provides for an automatic fee increase based on the annual CPI, which is effective on July 1st of each year. In accordance with our contract, Waste Management is entitled to a 1.46% CPI adjustment for the Fiscal Year 2014-2015 rates. These rates apply to both residential and commercial customers. This rate presentation was presented at the Water Utilities Commission. Several options for rate adjustments were discussed regarding how to apply this rate adjustment to the public and whether the Rate Stabilization Fund would continue to be used.

Option A describes our standard residential rate. The standard residential service for solid waste and recycling provides a 96- or 64-gallon trash cart, up to two 96-gallon recycle carts and up to two 96-gallon green waste carts. A computer graphic was used to show how that rate is broken down. If we were to apply the 1.46% rate increase and have 50% of that rate increase covered by the Rate Stabilization Fund, the price increase to the customer would equal a \$.13 increase if this rate were to be approved by Council and effective on July 1st.

Option B was another option discussed at the Utilities Commission. It was a discussion in regards to whether we would pass on the full cost of the increase to the customer since the Rate Stabilization Fund is no longer taking an increase in revenue due to the elimination of the benchmarking process. This is an example of what the impact would be to the customer, which would be \$.26.

A computer graphic was used to show a side-by-side table listing the different options that have been discussed regarding this annual rate adjustment. The previous standard residential rate was \$19.87. This rate adjustment applies to all commercial and residential rates. The rate with the 50% cost recovery would be \$20 to the resident. That is a \$.13 increase. Option B talks about whether it would be a 100% increase, which would then entail a \$.26 increase for the standard residential rate.

In addition to the annual rate adjustment that Waste Management has requested, there is a new service being proposed that is included in our new rate sheet. This service would provide for an enhanced commercial can service. Essentially, smaller businesses today have the option for commercial can service. That would be the minimal level of service they need to obtain. That minimum level of service would include two 96-gallon trash carts. They would have to pay additional fees to subscribe to recycling carts. Instead of making it more difficult by having too many carts onsite, the service was enhanced so that the commercial can service would now include one 96-gallon trash cart and one 96-gallon recycling cart. This new service meets our State mandates, as well as our Zero Waste Plan standards. It would also be efficient for businesses to ensure that they have the opportunity to recycle.

As discussed at the Water Utilities Commission and in this presentation, there are two options. The first option is taking the 1.46% rate adjustment and applying 50% of that to the customer. The remaining 50% would be subsidized by the Rate Stabilization Fund. That would be in line with previous policy. For the second option, a 100% fee increase to the customer has been discussed.

Staff is recommending that Council proceed with Option A. Staff's

recommendation is to continue with the previous policy decision to increase the rate by 50% and allow 50% of the rate increase to be covered by the Rate Stabilization Fund.

Public input

JIMMY KNOTT, 127 Sherri Lane, is the Vice-Chair of the Utilities Commission. He's not speaking for the Commission, but wants to bring up a couple of issues. During a tour of the facility, we were exposed to some issues with the cart service and the mixing of waste. Some foreign recyclers have the option of refusing an entire shipload of recycled cardboard if there is minor food waste in the cardboard. That was one issue brought to our attention. Another issue is Styrofoam not being able to be totally recycled. Another issue is the difficulty of collapsing cardboard, especially large cardboard boxes, by our seniors, disabled and youth. The question is whether we should return the cardboard to the vendors or have Waste Management do it, which the Commission will have to discuss.

Another issue is the acceptance of medications and medical waste. Waste Management said that they will provide information on that to the Commission. They also explored how to improve communications with Waste Management because low-hanging wires are causing problems with their trucks. There were also some traffic concerns. Waste Management will provide that information to staff in the future.

With no one else wishing to speak, the Mayor closed the public hearing.

DEPUTY MAYOR SANCHEZ was at the presentation. They asked a lot of questions. She got the sense that the members supported staff's recommendation, which was Option A. She **moved** approval of [franchise provider's annual request for Consumer Price Index adjustment to the contractor compensation under the City's solid waste service contract with Waste Management of California; adoption of **Resolution No. 14-R0302-1**, "...fixing maximum rates for the collection of waste matter within the City of Oceanside," by adjusting the current Solid Waste rates by an amount not to exceed 1.46 percent which will result in an increase of \$.26 for the Basic Residential Solid Waste and Recycling Rate, or a maximum of 1.46 percent to all other rates for services provided under the solid waste contract, and changing commercial cart service from trash only to trash and recycling in an amount not to exceed \$36.88 for minimum service levels; and direction to staff to implement the user rates and franchise provider].

She had asked whether they could cover the entire cost, which is \$.26. The response was yes, but then it would deplete our Rate Stabilization Fund more quickly. It's still a great service we're providing to our residents. The \$.13 cost is a great deal. We're doing a good job.

MAYOR WOOD asked if she needed to name it Option A or B.

DEPUTY MAYOR SANCHEZ clarified it was Option A.

COUNCILMEMBER FELLER stated there was a computer graphic that showed that the rate decreased. He asked why it decreased.

MS. FOSTER responded there wasn't a decrease in the rate. We were talking about the Rate Stabilization Fund decreasing because the last benchmarking process was conducted in 2008. We no longer have that process. The process provided for some extra revenue to go into the Rate Stabilization Fund. With the new contract, we set up the CPI adjustment. The new contract guarantees a competitive rate in the County.

There isn't a decrease in the rate. We were talking about \$.13 coming out of the Rate Stabilization Fund and a \$.13 increase to the public. That would be the Option A, a 50% rate share.

COUNCILMEMBER FELLER asked what's left in the Rate Stabilization Fund and how much this amounts to yearly.

MS. DALE responded the amount in the Rate Stabilization Fund as of today is approximately \$5,900,000. We have a policy to keep that fund at approximately \$6,000,000, although we haven't set a lower and upper limit for that fund. There is approximately \$900,000 that will be deposited into that fund in the upcoming fiscal year, which is a decrease of about \$200,000 over the previous fiscal year. It is decreasing, and we are dipping into it. We'll be going into a more formal analysis in the next few months as we analyze other rates as well.

COUNCILMEMBER FELLER seconded the motion.

COUNCILMEMBER KERN asked for the projected Rate Stabilization Fund going out. Is there a point that the fund will no longer have any money in it?

MS. DALE responded there will be a time if the direction from Council is to continue subsidizing CPI increases. We won't know when that is because we can't predict what the CPI increase will be in the future, but at some point it would be depleted.

COUNCILMEMBER KERN asked if it sits in an interest-bearing account in Finance. Since the difference is so small, he's wondering if Option B may be the better option since it's just \$.26. We could hold the money and collect interest so that when we get a big jump in CPI, we can actually stabilize the rate increase. His fear is that if we keep doing this every year and then suddenly get a big CPI increase, we won't be able to stabilize it at all because there's no money left. We're probably okay for the next couple of years, but eventually that's going to run out. He doesn't know if it's worth stabilizing it during the years we have the minimal rate increases, if we can keep the money in the account and collect interest for later on.

He asked why staff recommended Option A. Was it just because it's past policy?

MS. DALE responded yes it's been past policy. That can certainly be changed moving forward. We have an established policy on how the Rate Stabilization Fund will be spent, but that's something we could work on in the future. It has been the past practice to subsidize 50% under this new contract.

COUNCILMEMBER KERN will support the motion this time around. It's a very small amount, but he wants to start thinking about how we hold onto this to truly stabilize the rates in fear of getting a big CPI increase later on. With the recovery happening, in the next 3-5 years we're going to have a CPI increase that's going to be above 2-3%.

COUNCILMEMBER FELLER stated it's only costing \$900,000. We have \$1,700,000 that could always take over if we needed to. The way staff presented it, they're going to work on the solutions.

COUNCILMEMBER KERN stated as we go forward, we really want to keep that rate as stable and low as possible for our ratepayers. Later on, if we start thinking of using the franchise fee as rate stabilization, we can. He asked if we're charging businesses for a second recycling cart. Wouldn't we encourage them to get a second recycling cart if it's warranted because we want them to recycle?

MS. FOSTER responded essentially we do want them to recycle. It matches our State mandate for mandatory commercial recycling and our Zero Waste Plan. One of the issues with the current system is that in the minimum commercial plan, businesses are required to get two 96-gallon trash carts and a third recycling cart. Most small

businesses do not want that much waste capacity. It's actually inefficient. Rather than paying for three carts to be delivered and serviced at a business, you now have the option to get one 96-gallon trash cart and one 96-gallon recycling cart. Now they have the ability to recycle and dispose of materials at an easier level.

COUNCILMEMBER KERN is thinking of some businesses that have a lot of cardboard packaging waste. He asked how that would be approached.

MS. FOSTER responded in that situation, the minimum cart service would not be appropriate. The minimum service would most likely be a three-yard waste dumpster and a three-yard recycle dumpster. This service is only applicable to small businesses that aren't generating a lot of materials but are required to have some level of service.

COUNCILMEMBER FELIEN asked what the total dollar amount of the 50% subsidy is out of the Rate Stabilization Fund. We have \$5,900,000 in it and expect \$600,000 in income. The outgo of 50% is going to total what?

JOHN McKELVEY, Management Analyst, responded the difference between 100% consumer absorption versus 50% is about \$300,000 a year.

COUNCILMEMBER FELIEN assumes that 50% on the first end is the same as 50% on the other side. He asked if for at least this year for the staff recommendation of a 50% subsidy, should we have an increase in the Rate Stabilization Fund of roughly \$300,000?

MR. McKELVEY responded not exactly. Using the computer graphic showing \$.13, he stated that reflects we're not changing the contract management portion; it goes to pay for the programs that Ms. Foster administers. We're not changing the storm water portion, but we're taking money out of the Rate Stabilization Fund to subsidize. If Council were to select Option B with the 100% subsidy, there would be a net-zero impact to the Rate Stabilization Fund. We would hold the line. This way, it's actually drawing it down.

COUNCILMEMBER FELIEN asked by \$300,000?

MR. McKELVEY responded in this case by \$.13, but depending on the rate level, it's going to be a different amount.

COUNCILMEMBER FELIEN stated we're drawing down \$300,000 out of roughly \$6,000,000. We'd have a few years to work out a long-term plan on how to use this fund and what other sources of income we might want to put into it. It seems that Option A would work. That's what the Utilities Commission recommended.

CITY MANAGER JEPSEN was at the Utilities Commission hearing on this issue as well. There was a lot of discussion and some confusion. He supports staff's recommendation because it's not much money. Staff is using one-time money to buy down an ongoing cost, so there is a day of reckoning if you keep doing that. It's going to be problematic. He suggested that during the next year we spend time talking about how we want to deal with this on an ongoing basis.

We're fine for the time being and the foreseeable future, but when the Rate Stabilization Fund was set up, it was set up for large increases. It was set up to offset that cost for a year so that you could divide a 6% increase into 2-3 years. The impact wouldn't be as great. What we're offsetting now will eventually become a cost as the Rate Stabilization Fund is depleted. .7% is not a huge amount, but we'll have to deal with it on top of some other rate increases that will occur at that time. We're fine for now, but we do need to resolve this during the next year.

He suggested that when we come back next time, to have not only the \$.13

amount, but also the total dollar amount we're talking about so that we're clear about what we're reducing our Rate Stabilization Fund by. It's either ongoing or it's one-time.

MAYOR WOOD asked staff to give their recommendation of Option A or Option B and to tell him why.

MS. DALE responded their recommendation is Option A, which is the 50% subsidy with the Rate Stabilization Fund. That would allow staff time to look at the rates in the upcoming year, given that the budget is being adopted soon, and to come up with a recommended strategy for long-term.

MAYOR WOOD stated in the past we had Rate Stabilization Funds for water. We ran out after a few years.

MS. DALE responded during her time here, we have not dipped into Rate Stabilization Funds for any of the increases. However, it is fully funded like this one is.

Motion was approved 5-0.

28. **City Council/CDC: Introduction of an ordinance amending Articles 33A and 33B of the Zoning Ordinance (ZA11-00004 and ZA12-00006), Article 33C of the Downtown Zoning Ordinance (RZA12-00001 Revision) pertaining to signage; and adoption of a resolution approving the Local Coastal Program amendments (LCPA11-00002, LCPA 12-00005, and RLCPA 12-00002 Revision) incorporating modifications suggested by the California Coastal Commission regulating the use, placement and design of signs on land both outside and inside of the Downtown Area**

- A) Mayor opens public hearing – hearing was opened.
- B) Mayor requests disclosure of Councilmember/Commissioner and constituent contacts and correspondence – Mayor Wood reported contact with staff; Deputy Mayor Sanchez reported contact with Coastal Commission staff; Councilmember Feller reported no contact; Councilmembers Felien and Kern reported contact with public and staff.
- C) City Clerk presents correspondence and/or petitions – none.
- D) Testimony, beginning with:

JOHN HELMER, Contract Planner, is the consultant serving as the City's downtown area manager. The City's sign ordinance is contained in Article 33 of the City's Zoning Ordinance. It's divided into three parts. Article 33A covers privately held property within the entire City, both within and outside the Coastal Zone, except for the downtown area. Article 33B covers publically held land within that same area. Article 33C covers the downtown area, which is the former Redevelopment Project Area.

The Coastal Zone runs the entire width of the City. It generally runs parallel and east of Coast Highway, although it does extend inland, encompassing the watersheds of the San Luis Rey River, Loma Alta Creek and Buena Vista Lagoon. The downtown area is located almost entirely within the Coastal Zone. Council and the Community Development Commission approved various sections of Articles 33A, 33B and 33C, and related Local Coastal Program amendments of public hearings in April and October of 2012. These were sent to the Coastal Commission for certification as part of our Local Coastal Program.

In November of 2013, the Coastal Commission conditionally certified the Local Coastal Program amendments with changes to the ordinances, with three suggested modifications: to prohibit new billboards from being relocated into the Coastal Zone; require coastal permits within the City's Coastal Zone for any signs that are not otherwise exempt from a coastal permit; and to prohibit new digital display/electronic message signs within the Downtown Area Coastal Zone. There were no other modifications made to the Local Coastal Program (LCP) by the Commission.

Staff agrees with these suggested modifications. We don't believe they materially change the intent or substance of those ordinances. The LCP amendment is already approved by Council. After the public hearing today, Council and the Community Development Commission (CDC) can either accept, reject or modify these suggested modifications. We will report Council's actions back to the Coastal Commission. The Coastal Commission will take that under consideration in their deliberations to finally certify the LCP amendments.

Staff recommends that Council accept these suggested modifications and introduce an ordinance amending Article 33A, 33B and 33C, and adopt a resolution amending the LCP as recommended in the staff report.

Public input

KIM HEIM, 701 Mission Avenue, is with MainStreet Oceanside. In his tenure with MainStreet, he's had the opportunity to work closely on developing the sign ordinance. Speaking on behalf of the organization, he recommended that Council adopt the amendments as stated. As Mr. Helmer had mentioned, they do not change the context that we were hoping to accomplish with the sign ordinance. We believe that it's important to keep moving forward with the sign ordinance. It will allow downtown to take advantage of some of the new technologies in signage that will be available for storefronts to use.

One of the things we would like to recommend to Council is a direction to staff. Item 3 on the corrections that the Coastal Commission had submitted deals with the issue of the digital aspects of signs. One of the things we attempted to do in working with the City on a new sign ordinance was to interface with the industry that produces signs. They have advised us that at some point in the future, we'll be transitioning from paper to a digital technology. If we don't address a way to embrace digital technology, whether it's in small, modest or adaptive forms, we're going to limit our ability to work with the sign industry and some of the newer innovations that will occur in the next five years.

Beyond adopting and approving these amendments, we recommend that Council direct staff to go back and look at item 3 for clarification, so that we can go back to the Coastal Commission over time and thoughtfully put in front of them content that would address the digital medium.

JIMMY KNOTT, 127 Sherri Lane, sat on the former Telecommunications Committee. We did some exploration of digital signage. One thing that came up was information display message boards. We found that in a lot of cities around the world there are information display message boards. They are used commonly in tourist areas. He asked what they mean by not allowing digital displays or electronic message boards. What are the size and dimensions? Is it going to prohibit our businesses from putting a sign in front of their place with direction or advertisement?

The other side of the coin is that it will take away the communication from the City to visitors seeking directions to tourist locations and events.

With no one else wishing to speak, the Mayor closed the public hearing.

DEPUTY MAYOR SANCHEZ moved approval of [introduction of an ordinance amending Articles 33A and 33B of the Zoning Ordinance (ZA11-00004 and ZA12-00006), Article 33C of the Downtown Zoning Ordinance (RZA12-00001 Revision) pertaining to signage; and adoption of a resolution approving the Local Coastal Program amendments (LCPA11-00002, LCPA 12-00005, and RLCPA 12-00002 Revision) incorporating modifications suggested by the California Coastal Commission regulating the use, placement and design of signs on land both outside and inside of the Downtown Area].

COUNCILMEMBER KERN can't support it at this time. He is stuck on item 3. It's almost to the point that if somebody has a flat screen TV and they put it in their window, that's somehow prohibited because it's electronic. Now they have sandwich board signs with lunch specials written in chalk. With advancements in technology with point-of-sale information, they'll be able to put in flat screens or electronic devices that they can program with their phone to change the board.

We need to investigate what item 3 means, whether it's a limitation of size, type or how it progresses. He has problems with saying no electronic signs and then somebody gets cited for putting a flat screen TV in their window. He asked Mr. Helmer to comment on this.

MR. HELMER responded the Coastal Commission staff informed him that the reason to strike the digital and electronic signs, in the downtown ordinance only, was that the digital sign provision did not have any dimensional development or locational standards articulated in the Zoning Ordinance itself. It was wide open. It just said digital signs. Article 33A does have development and locational standards for digital signs. Those were not rejected. The only rejection is the digital signs in the downtown area.

COUNCILMEMBER KERN stated our downtown area is coastal, but it's our urban core. That's where we have a lot of restaurants, shops, etc. He can understand if it's a boardwalk or some other coastal venue, but this encompasses our urban core where we want restaurants, etc. He's trying to figure out how we can actually accommodate this. Is it about size, dimension or type? He asked if the Coastal Commission is asking for us to more clearly define what we mean.

MR. HELMER responded that is what the Coastal Commission staff indicated to him. He doesn't know exactly why those development and locational standards were not included in the ordinance. There was a lot of discussion at a sign committee. If Council wants staff to further investigate it, we could look at those same development and locational standards that are in Article 33A. We could perhaps consider those at a public hearing as part of the process.

COUNCILMEMBER KERN thinks that would be best. He doesn't want to approve something and then have to come back and go through this whole process again. We need to fully develop what we're going to do here. He doesn't want to do a blanket ban on all of these signs and then still be trying to figure this out two years from now. Electronics is moving so quickly. You can have electronic screens that look like paper. He doesn't see how that's any different than having a paper sign or a chalkboard on an A-frame with words on it. He doesn't want to go down that road just yet.

COUNCILMEMBER FELIEN stated his concern about this deals with the same issue that Councilmember Kern is alluding to. He asked if we're conceding additional authority to the Coastal Commission by agreeing to these requests. It sounds like they're asking for more than what their jurisdiction is. He would like to have that explained to him a little better.

CITY ATTORNEY MULLEN responded the Coastal Commission's recommendations only relate to signs that would be within the Coastal Zone. One of the conditions outlined that a coastal permit would be required for the installation of a sign within the Coastal Zone. As Mr. Helmer indicated, that's already what would have been required. It's just making that explicit. Council isn't conceding any additional authority. We would already issue a coastal development permit for a sign within the Coastal Zone. That type of change isn't really a modification to the status quo.

COUNCILMEMBER FELIEN stated for the sake of simplicity, item 1 prohibits new billboards from being relocated in the Coastal Zone. He asked if under the existing

law they would have to do that on an individual item-by-item basis. If the Coastal Commission doesn't like that, are we saving ourselves a lot of trouble by telling people not to bother with this? Are we just putting that in writing? How is this being tied in with the existing law?

CITY ATTORNEY MULLEN responded that, before we did the sign code update, billboards were already prohibited. We amended the City codes so that Council could pursue a limited number of potential digital billboards, but on City property. The effect of Council accepting this would be that you wouldn't be able to place a digital billboard on City property within the Coastal Zone, but there's no proposal to place any digital billboards. The RFP did not include any property within the Coastal Zone. It wasn't anticipated that any digital billboards would go within the Coastal Zone.

COUNCILMEMBER FELIEN asked if we're simply articulating what the Coastal Commission already has the power to do, or are we giving them some additional authority? Item 3 prevents us from authorizing digital menu's, etc. Is this something they've already established that they don't like in other cities, and we're simply acknowledging it?

MR. HELMER responded regarding billboards, Council and the CDC already approved a zoning ordinance that prohibited new billboards. The Coastal Commission staff clarification added the word "relocate." They didn't want existing billboards to be relocated within the Coastal Zone. That is the only substantive effect of that change.

COUNCILMEMBER FELIEN stated with item 3, the issue of most concern is the electronic signs in our downtown area. He asked if we don't pass this ordinance, are they going to review every person who wants to put up a sign? Is this within their existing jurisdiction? He's trying to get a comfort level on whether or not this is something where if they've prohibited it, we can't do it anyway. What flexibility do we have, in terms of going back and forth with the Coastal Commission, to make our own decisions regarding digital signs within the Coastal Zone?

MR. HELMER responded as Mr. Heim suggested, maybe Council could revisit this digital sign issue. We've already developed digital sign standards that are outside the downtown area. Perhaps we could consider those standards in the downtown as well.

COUNCILMEMBER FELIEN asked with Mr. Helmer's discussion with the Commission, are they not satisfied with the work we've done in articulating our sign ordinance? Are they suggesting to ban it or are they open to us going back and working on the language?

MR. HELMER responded they were only dissatisfied with the fact that there were no development or locational standards of digital signs within the downtown. That is the extent of what they communicated to him.

COUNCILMEMBER FELIEN asked if we have a shot of going back to address their concern and put more detail in.

MR. HELMER responded in light of the fact that they did not prohibit digital signs outside of the downtown area in Article 33A, which has locational standards as far as the size of the sign, how much copy, how big the copy is and whether they flash or not, this is probably a good indication that they would accept those same standards in the downtown area as well. That is his perception of it.

COUNCILMEMBER FELIEN stated we should take a stab at that then. He asked if that is going to be easier to do by approving this or by turning it down.

MR. HELMER suggested they can approve this and look at digital signs as

another item, or if Council wanted to consider some digital sign standards to include, it could modify their suggested modifications. Those would have to be discussed at a public hearing. We do not have that in front of Council today.

COUNCILMEMBER FELIEN would like to see if we can come to some agreement with the Coastal Commission that would allow the same flexibility we have in the other ordinance.

CITY MANAGER JEPSEN stated what they're talking about is applying the coastal regulations both inside and outside of the downtown area. We have the coastal regulations within the Coastal Zone anyway, right?

MR. HELMER responded correct.

CITY MANAGER JEPSEN stated to have the ordinance consistent with the Coastal Zone regulations makes a lot of sense because they have to do it anyway. Part of downtown is in the Coastal Zone, and part of it is outside the Coastal Zone. We're talking about modifying our downtown regulations in and out of the downtown area. He asked what that means.

MR. HELMER responded the ordinance covers the entire area indicated on the computer graphic. The modification, as suggested by the Coastal Commission, is only the part of the area that is also inside of the Coastal Zone line.

CITY MANAGER JEPSEN stated all of the locations that have been discussed for digital signs are not incorporated in these maps. This coastal regulation is in every community in the State, is it not?

MR. HELMER responded yes.

CITY MANAGER JEPSEN stated there isn't anything unique or different that we're going to come up with that isn't in Manhattan Beach, Huntington Beach, etc. He doesn't know where there is a danger for us by adopting consistently with the coastal regulations. We need to have some clarification as to what sign standards the Coastal Commission would consider acceptable and which ones they don't.

CITY ATTORNEY MULLEN stated the standards for outside of the Coastal Zone for digital signs probably wouldn't apply within the Coastal Zone. Those standards relate to a minimum lot size of three acres. They require a certain proximity to the freeway, which a lot of Coastal Zone properties are not going to have. That doesn't mean there couldn't be alternative criteria that Council could come up with for Coastal Zone properties, but just taking what we have for those areas outside the Coastal Zone and importing them probably isn't going to be the fix.

MR. HELMER clarified this is talking about digital signs, not digital billboards. These are signs like a menu board, where information is displayed digitally and changed on a daily or weekly basis. Because the digital billboards are already prohibited in the Coastal Zone and Council has already defined those areas on public property, they are not affected by this action by the Coastal Commission, only to the extent that billboards could not be relocated within the Coastal Zone. The specific provision the Coastal Commission staff was addressing was digital signs such as digital menu boards and digital informational signs where information is shown digitally rather than in hard copy.

COUNCILMEMBER FELLER stated the Regal Theater has digital boards in their window to show the listing of their movies, and it fluctuates. It seems like they're allowed to keep theirs, but nobody else can have that. We probably need to figure out what would be acceptable in the Coastal Zone. We need something to accentuate what these businesses have downtown. There are two or three new ones coming, and they're outside of the Coastal Zone. They'll be able to have something that nobody can

have inside the Coastal Zone. He's not trying to discourage anyone, but thinks any business person would love to be able to have a fancier way of advertising in their window. To be discouraged by the Coastal Commission, which frankly is stepping way over bounds on some of this, is wrong.

He would like to see how we can make it work. He heard the City Manager say we could approve this or work on it.

CITY MANAGER JEPSEN thought this was a good idea when it first came up. It seems that if what we're talking about is clarity with regard to what those signs look like, perhaps we could continue this item and bring that clarity back to Council.

CITY ATTORNEY MULLEN agreed Council could continue the item. We may have to re-notice it, but Council could direct staff to work on design standards for onsite electronic signs, excluding billboards, and then incorporate that into the LCP and send it back to the Coastal Commission. That's an option available to Council.

MR. HELMER stated we could work with City Attorney Mullen's office on how to do the type of noticing that is needed prior to bringing it back to Council. This would be a modification of the Coastal Commission's suggested modification. It's not a new ordinance, per se.

COUNCILMEMBER FELLER would like to see that, as opposed to approving it.

MAYOR WOOD stated this is a complicated issue to some extent. He thought it was fairly simple, but when people brought up issues like movie theater digital boards and that almost all new hotels have digital boards in the lobby, he doesn't know if they're in violation or not. Before he makes a decision, he'd like to get a little more clarification. This can come back to Council. It would be helpful for all of us in making our decision.

CITY ATTORNEY MULLEN clarified Council can certainly give that direction, but all of the modifications to the sign regulations Council previously approved will not be effective until this is sent back to the Coastal Commission and certified. It's not just some parts of it. None of it would be effective until it's certified by the Coastal Commission.

COUNCILMEMBER KERN has the same concern that Councilmember Feller and Mayor Wood addressed. If there's a service station along Coast Highway that has an electronic price board, is that in or out? We need to contact the Coastal Commission for clarification as to what's in and what's out. He understands that the Coastal Commission is trying to avoid blight in the coastal area, with glaring digital signs, etc. He applauds them for that. He wouldn't want to see that either, but we have a unique situation where we have our urban business core in the Coastal Zone. He wants to bring this back to get some clarification from the Coastal Commission.

The Coastal Commission really wants the cities to handle as much as possible. They don't want a lot of stuff coming to them. If we can get this settled and approve these at the local level without people appealing it or not being in compliance, it would help businesses later on. It would certainly help staff when people want to put in a certain type of digital sign. Otherwise staff wonders whether to approve it, then it goes to Council and gets appealed and the applicant spends months trying to get it through the Coastal Commission. We need to do the work now so that in the future all of these things are settled.

He would like to see this brought back with real clarification of what is in and what is out.

MAYOR WOOD stated the City Manager can take the lead on this with staff and

get it back to Council. Mayor Wood wants more information too. He doesn't have a problem with voting on this to be consistent with the rest of the State, but he's starting to get information about signs in the downtown area and doesn't know if they should be removed or not. He would probably abstain on this vote until he got more information. He asked if Deputy Mayor Sanchez has a problem with a continuance.

DEPUTY MAYOR SANCHEZ stated lighting is a significant coastal issue. She did talk to Coastal staff about this. She thought their modifications were pretty clear, but she understands that her colleagues are having a difficult time with it. She is fine with continuing it.

The reputation of a business can get out there without any fancy signs. We're getting overly concerned about signs. This is an ongoing discussion.

CITY MANAGER JEPSEN asked the City Attorney if we need a vote if we're going to continue this.

CITY ATTORNEY MULLEN responded we're going to need to come up with amendments to what's in front of Council right now. We're probably going to have to re-notice it.

MAYOR AND/OR COUNCILMEMBER ITEMS – Continued

30. **Request by Deputy Mayor Sanchez for a report from Tracey Bohlen, Economic Development Manager, on new business start-ups and new commercial activity in Oceanside**

DEPUTY MAYOR SANCHEZ stated we had a workshop on some of our commercially-zoned land. We have some interest by developers to flip them to residential. She was concerned about one of the consultants who believes that Oceanside doesn't need to have jobs and that we should think regionally. Other cities can have jobs, and we can be a bedroom community. She was very concerned because she hears from people that we need more jobs.

She asked Ms. Bohlen what the status of our commercial and retail was.

TRACEY BOHLEN, Economic Development Manager, stated it's an exciting time in Oceanside. We're seeing quite a ramp-up in commercial/industrial activity and building. Some of our recently completed projects starting from January of 2014 include Kaiser Permanente, which opened a 20,000 square foot facility just south of Old Grove Road. Marriott Springhill Suites opened in February of 2014 in downtown Oceanside. That's a 149-room hotel with beautiful ocean views. The Hello Betty Fish House is on the corner in that hotel and is open to the public.

Sparsha Pharma is a very exciting company out of India. They chose Oceanside as their US headquarters. She is extremely excited about this company. They're putting a huge investment into Oceanside and into the building. It's going to take them two years to get Food and Drug Administration (FDA) approval. They make a pharmaceutical transdermal patch. It's a fentanyl patch for pain. They have five other patches that they manufacture in India that they're going to bring to America. Their ramp-up is huge, with good, high-paying jobs. She is expecting to see a Sparsha Pharma campus on Ocean Ranch within the next five years.

Dibella Baking is a bakery that makes biscotti's. Their corporate headquarters were housed in Temecula, but they moved it to Oceanside. They used to bake in New York, but they moved the baking to Oceanside because we have perfect weather for baking. Olli Salumeria is building an 83,000-square-foot facility on Rocky Point Drive across the street from Kaiser Permanente. They're going to manufacture salami in Oceanside. They were one of Oprah Winfrey's favorites in 2013. We're excited to have

them in town.

There is construction going on in front of the Target Center in the Camino Town and Country Shopping Center. That's an 1,800-square-foot drive-through Starbucks. There's also a 10,000-square-foot commercial building that will have an Elements Day Spa, Habit Burger, a Sport Clips or Fantastic Sams, and another restaurant. Buffalo Wild Wings is going in right across the street at Vista Way and El Camino Real in El Camino North. They are supposed to open at the end of June or early July.

The Coastal Academy will open in September. They've nearly completed construction and are finishing their internal build-out. That gives our businesses and residents another option for their kids. It's a K-8 school. The Mission Avenue improvements look fantastic. The Rim Talay Thai restaurant's new patio area was just constructed. At El Corazon, we are looking forward to delivering 22 multi-purpose sports fields to Sudberry Development sometime in June. They will be placing the grass, and we're going to have tournaments in August of 2014.

Some of the new eating and drinking establishments include the Succulent Café, Privateer Pizza, Tapioca Express at El Camino North, Zig Zag Pizza in the downtown, and Papaya Bay near the police station. New breweries and tap rooms include Legacy Brewing, which opened earlier this year in the airport area; Murphy's Law Brew Pub, which opened in the downtown; Surfside Tap Room; Local Tap House, which just opened last week; Bagby Beer Company, which has done a major overhaul on an old car dealership to make it a brewery/restaurant and will open by the end of 2014; and Chuck's Ale House, which is moving into the old Adventure 16 building at Vista Way and South Coast Highway.

Businesses that have opened in the last year include our second Ross Store, a Pet Smart at Oceanside and the 76 Highway, South Coast Hobby and Toys, and LIVE in Artists Alley. The Walmart Neighborhood Market has been a great addition to the downtown. The center looks great now with the painting and renovations they've done. DD's Discount opened just west of the I-5 Highway on Mission. That is a Ross Corporation store. Earthgrown Market got relocated in Oceanside. She's happy that staff was able to help them locate close to where they used to be. Oceanside Broiler opened about two weeks ago. Baja Body Athletic Club was featured in the *Union Tribune* with the Economic Development Commissioner Ward O'Doherty. The Shred International Skate Center opened on Coast Highway. They specialize in surf, snow and ski.

The Oceanside Boulevard Transit Access and Beautification was a project that the Economic Development Commission (EDC) took on seven years ago. We were looking at beautifying the entrances into Oceanside, especially in the business parks and the downtown. Beautiful landscaping was installed with meandering sidewalks around the rail system. The package for the beach restrooms is ready to go out to get bids from contractors. The goal is to start construction on the beach restrooms in September after Labor Day. Frazier Farms is working on their tenant improvements at Oceanside Boulevard and the I-5 Highway in the shopping center. Menchie's Frozen Yogurt just signed a lease agreement in El Camino North.

There are other projects that she didn't include because they may take a while to get in place, but she is very optimistic. We're leasing up on commercial and industrial. A lot of restaurants and corporate-type businesses are moving in. She was just in Las Vegas at the International Council of Shopping Centers (ICSC), which is the retail show you need to be at if you want to talk to any hotel, retail establishment, broker, developer, etc. She met with a lot of people, and it was very productive.

COUNCILMEMBER KERN stated we worked on this presentation for quite a long time. It was a response to the realtors asking what's going on. He and Councilmember Felien gave a presentation to 50 realtors. They were really excited

about what was happening. They liked it so much that he and Ms. Bohlen gave this presentation to the commercial real estate people at their headquarters in Vista. There's a lot of interest in Oceanside.

He was at the Sparsha Pharma opening. This is a company run by people from India, but all of their major investors are from Japan.

The topsoil at El Corazon is going in this week. That is really coming together. The pond and wet well are also going in. Things are happening. We've been on the road giving this presentation, and it has been well-received.

COUNCILMEMBER FELLER stated some of the buildings shown were already pre-constructed and filling some of those spaces. He asked how many of those types of places are left at this point.

MS. BOHLEN responded especially at Seagate and Oceanic, there were a lot of spec buildings constructed. Then the economic downturn hit. They sat empty for the last four years. They are filling up rapidly now. Seagate is 60% full, and Oceanic is nearly 100% full.

COUNCILMEMBER FELLER has been to a lot of these places. They're outstanding. The Coastal Academy is completed. Kids are attending school there, and they love it. He didn't hear Ms. Bohlen mention FedEx. He asked her to talk about that.

MS. BOHLEN responded FedEx has an application to the City. They're looking at putting in a 303,000-square-foot facility that's going to employ 500-600 people, with a distribution facility on 39 acres in Pacific Coast Business Park. It's very preliminary. They still have to go through their entitlements. She wanted to bring forward more of the current projects that you can see. This project will take 6-7 months or more to get entitled.

COUNCILMEMBER FELLER stated some of the other businesses like Sparsha Pharma are going to take 3-5 years to really take off. That's the kind of excitement that people are interested in, especially the commercial brokers. He's happy to see the presentation.

DEPUTY MAYOR SANCHEZ thanked Ms. Bohlen for the presentation. This started as a conversation about what we could do with this commercially zoned land. Ms. Bohlen had wonderful ideas and recommendations. She will be coming forward soon with an economic sustainability plan update for Oceanside. We have a tremendous interest in ensuring that we have jobs for our residents, kids, grandkids etc., and that we are economically and environmentally sustainable in Oceanside. Sustainability means that you're able to project into the future and be successful in providing residents with a certain quality of life.

When she graduated from high school there were about 30,000 people in Oceanside. There was definitely a sense about ensuring the future and how we were going to make sure that our kids came back. She's having her 40th high school reunion this year. She is surprised by the number of her classmates who either stayed in Oceanside or have come back. That's a sign that we have been successful in the past. Hopefully, we will be successful in the present and future.

CITY COUNCIL REPORTS

20. **Mayor Jim Wood**

MAYOR WOOD announced the San Diego Fire Aid free concert on May 31st at the Oceanside Amphitheater. This is for all of the wonderful firemen, police officers and City staff who helped with the fires last week, not just in Oceanside, but in several

different locations within the County. He praised the fire agencies throughout the County that were involved. He made contact with a lady who is prominent in the musical world. She wanted to put this on to thank everybody in the fire services. It's also to raise money for fire relief efforts for the fire victims.

He clarified some comments that he made on the news that were taken out of context. He had said that he didn't think the fixed-wing airplane or helicopter air services were heavily involved in the early stages of the fire. He thought it was important to speak out because it's about the safety of the firemen and policemen on the ground. He noticed only one helicopter flying out to Carlsbad where there were houses burning. He made some phone calls to ask where the air support was because he was concerned for the safety of the firemen on the ground and also the burning buildings. He thought there should be more air services.

He contacted Camp Pendleton to ask if they had helicopters to drop water. They had several, but they couldn't leave the Base without Cal Air authority. He thought it was important in case the regular aircraft were tied up with the fires around the community. Helicopters from Camp Pendleton could have flown to Carlsbad in two minutes and saved some of those houses. He doesn't want people to take that out of context, but that was his opinion. We could have had more air services in the first eight hours when we had the most problems.

Later that night there were a lot of air services, including federal. In the future, we need to work together with the State fire service and the military. If our air services can't get out right away, the military could respond to help people on the ground and save houses. That was his point. It was nothing more than that.

Our City did quite well in containing the fire in the riverbed. However, one air drop would have put that fire out, which would have allowed our firemen to go help other cities. After a big fire like that, we're going to talk about what was good and what was bad. Hopefully, in the future we'll have more communication with all of the surrounding assets.

21. **Deputy Mayor Esther Sanchez**

DEPUTY MAYOR SANCHEZ thanked the firefighters for doing a great job. She also thanked the Mayor for pointing out what we hadn't anticipated, which was having multiple wildfires. When we think of wildfires, we usually think in terms of the more eastern parts of the County. These were very near or in our urban core. She congratulated staff for implementing a plan. It went very well.

The Mayor made a great point about coordinating with all of the individual agencies. There were some fantastic responses that we had in Oceanside. Our fire was in the riverbed, but it threatened a lot of residential structures. In the end, we had a massive response to make sure the fire was completely out and that there were no flair-ups. Our firefighters did a fantastic job.

One firefighter from the Fresno area ended up dying. We know that our firefighters and police officers are involved in insuring that if it's that close, people understood that they had to evacuate. They put their lives on the line every day for us. She kept hearing from people that we have great firefighters.

This week she attended a celebration of life for Ruth Ganz, who was very involved with her community in Ocean Hills. She requested to adjourn the Council meeting in Ruth's memory. She attended the Let's Talk Coastal regional meeting that was called by Supervisor Cox, our Coastal Commissioner for San Diego County. The major part of the meeting had to do with marine spatial planning and the potential for doing this in San Diego County. The "blue" economy, which is the maritime economy, is the biggest of all economic sectors in San Diego. We have 14 economic sectors. We

are the most "blue tech" cluster in the United States. Perhaps we should start looking at what other areas have done. Places like Ireland and Boston Harbor are doing some kind of maritime spatial planning.

She was invited by the South Oceanside Merchant's Association to do a presentation on water and Oceanside's plans for making sure that we have a local water supply. Their main concern was about what was going to happen with the La Salina Treatment Plant. She explained to them that our most important interest is ensuring the best interests of Oceanside residents; that we have the most affordable water. They liked the idea that if we adopted the plan proposed by staff, it would require a smaller footprint. The La Salina Treatment Plant would become a pumping station. We would realize economies of scale and be able to pump that sewage to our main sewage treatment plant at San Luis Rey. We could then go forward with introducing recycling projects, one at El Corazon and one closer to our agricultural lands.

They loved the idea of expanding our park. They asked if Council took into consideration our limited water supply when approving residential projects. They also asked if we're requiring purple pipe hookups for all new construction. She spoke with Ms. Dale about these questions. Ms. Dale indicated that she will be bringing forward an ordinance soon to require purple pipe hookups for all new construction.

They also mentioned the Coast Highway Vision Plan meeting. Since the meeting at City Hall happened while the fires were happening, was it going to be held again? We were having air quality problems and asking people to stay in their homes, especially in North County. Apparently, they felt there would have been more people in attendance if this had not happened during an emergency situation in Oceanside. She asked the City Manager if we will be scheduling another meeting in the near term.

CITY MANAGER JEPSEN responded we can. He was waiting to hear what the turnout was like. He saw that there were a number of people here for that meeting, but knows that we probably would have had a better turnout if it weren't for people staying home due to the air quality. He is receptive to having additional meetings.

DEPUTY MAYOR SANCHEZ announced the North County Lesbian, Gay, Bisexual, Transgender and Questioning (LGBTQ) Gala this Saturday at the Oceanside Museum of Art; the Crown Heights Community Festival in Crown Heights this Saturday; the high school graduations for Oceanside High School and El Camino High School next Wednesday; the Race Across America US Open Elite Taekwondo Championship event at the Junior Seau Amphitheater/Recreation Center on June 7th; the Surfrider Beach cleanup on June 7th; the 13th annual Filipino-American Cultural Celebration on June 7th; the Founder's Day event at Mission San Luis Rey on June 7th; the five year celebration of the El Corazon Senior Center on June 10th; and the budget hearing on June 2nd.

22. **Councilmember Gary Felien**

COUNCILMEMBER FELIEN stated the Pet of the Month presentations actually pay off. A family friend adopted one of the pets presented by the Mayor. He attended the Boy Scout dinner for the Santa Margarita District; the annual Tourism Summit; the Heritage Park Day event; the Coast Highway Vision Workshop; the California Women's Lead lunch at Balboa Park; the opening ceremonies for Baja Body, Port of Subs and Osider Magazine; the Chamber of Commerce Annual Armed Forces Appreciation Day; the Spring Fest event for the Oceanside Arts Council; and the Origami Owl ribbon cutting ceremony sponsored by the Chamber of Commerce.

He attended the fire zone tour in the San Luis Rey River. He gave accolades to our first responders. While the fire in the river wasn't one of the larger ones in our area, it presented a challenge for staff. Much of our personnel were out helping our neighbors with their extremely large fires. We had to respond to this emergency on short notice and keep it contained. When you see where the fire had crossed North

River Road from the river and was threatening Morro Hills, our fire department and the Orange County units did a fabulous job of keeping the fire contained. Fortunately, only one house suffered serious damage. Things could have been far worse had that fire gotten out of control.

He attended the annual Martin Luther King, Jr. Scholarship garden reception; the VANC Memorial Day ceremony; and the business tour of Magnaflow. Magnaflow manufactures mufflers and catalytic converters. They have a 300,000-square-foot facility. They send their products all over the Country. They have plans to expand in Oceanside, based on increasing demand. It's great to see that activity take place in Oceanside.

23. **Councilmember Jack Feller**

COUNCILMEMBER FELLER stated Memorial Day is a time to honor the people who gave it all. He requested to adjourn the Council meeting in the name of all of those people.

24. **Councilmember Jerome Kern**

COUNCILMEMBER KERN attended the Let's Talk Coastal regional meeting. When Supervisor Cox reached out to him because he wanted to talk to the North County coastal cities, Councilmember Kern arranged a meeting with him and other cities. One of the requests that came out of that was to meet with the executive director and coastal staff about how we can streamline processes. He didn't think it would be as big as it was. There were no empty seats. It worked out really well.

He attended the Library Book Sale last week (the next one is August 16th); the Operation Appreciation event; the annual Martin Luther King, Jr. Scholarship garden reception; and the Oceanside Cultural Arts Foundation event.

During the fires, the Carlsbad Police Department lost power to their center, so Oceanside took over the police calls for service. When they were evacuating Aviara Oaks Elementary School, there was an Oceanside Police Department car there managing that evacuation. The regional cooperation we have with all of our police and fire services worked very well.

Next week he will be on the Journalists Roundtable show on KOCT explaining the decommissioning of San Onofre.

INTRODUCTION AND ADOPTION OF ORDINANCES – None

ADJOURNMENT

After a moment of silence for Ruth Ganz, who passed away, and veterans, **MAYOR WOOD** adjourned this joint meeting of the Oceanside City Council, Community Development Commission, Small Craft Harbor District Board of Directors and Oceanside Public Finance Authority at 7:48 PM on May 28, 2014 to a workshop at 5:00 PM on Monday, June 2, 2014. [The next regular meeting is scheduled for 2:00 PM on Wednesday, June 11, 2014].

ACCEPTED BY COUNCIL/HDB/CDC/OPFA:

Zack Beck
City Clerk, City of Oceanside