

MINUTES - MORRO BAY CITY COUNCIL
SPECIAL MEETING – JANUARY 24, 2017
VETERANS MEMORIAL HALL
209 SURF STREET – 3:30 P.M.

AGENDA NO: A-2
MEETING DATE: February 14, 2017

PRESENT:	Jamie Irons	Mayor
	Robert Davis	Councilmember
	John Heading	Councilmember
	Matt Makowetski	Councilmember
	Marlys McPherson	Councilmember
STAFF:	Dave Buckingham	City Manager
	Joe Pannone	City Attorney
	Dana Swanson	City Clerk
	Ikani Taumoepeau	Deputy City Manager
	Craig Schmollinger	Finance Director
	Rob Livick	Public Works Director
	Scot Graham	Community Development Director
	Eric Endersby	Harbor Director
	Steve Knuckles	Fire Chief

ESTABLISH QUORUM AND CALL TO ORDER

Mayor Irons established a quorum and called the meeting to order at 3:30 p.m. with all members present.

City Manager Buckingham provided a brief overview and turned the meeting back to the Mayor to open public comment.

<https://youtu.be/dnagSumqkAI?t=1m19s>

PUBLIC COMMENT

<https://youtu.be/dnagSumqkAI?t=5m46s>

Homer Alexander, Morro Bay, recommended Goal #2 be the top priority, focused on improving tourism using strategies that will generate the most revenue in the shortest amount of time. He suggested a transient occupancy tax (“TOT”) rebate program to provide incentives to significantly upgrade hotel properties. He submitted a copy of the Palm Springs TOT rebate ordinance for Council and staff review.

Bill Newman, Morro Bay, stated the top priority is to complete the Water Reclamation Facility project and urged the Council to think big and pursue recreational, revenue-generating uses for the power plant property.

The public comment period was closed.

SPECIAL MEETING AGENDA ITEM:

- I. STUDY SESSION #2 TO DISCUSS FISCAL YEAR 17/18 PROGRAM OBJECTIVES ASSOCIATED WITH THE ADOPTED CITY GOALS

<https://youtu.be/dnagSumqkAI?t=13m2s>

City Manager Buckingham reviewed the progress to date and next steps, presented a draft set of four goals along with descriptors for each.

The Council provided input, including:

- Change the title for Goal #2 to “Achieve Economic and Fiscal Sustainability”
- There was consensus Goals #1 and #2 are both essential; the other two are also important but less than top two.
- Suggestion that Goal #2 include reference to the CalPERS situation
- Goal #3 should include capital investment planning for improvements to infrastructure and public spaces

Mr. Buckingham continued with presentation of draft objectives that support each Goal.

Objectives for Goal #1 – Complete WRF Project and “One-Water” Program

Following a short discussion, the objectives were affirmed.

Objectives for Goals #2 – Achieve Economic and Financial Sustainability

- The importance of planning for future use of the current WWTP site was discussed. Staff agreed and has included that item under Goal #4.
- It was noted this cannot be achieved as a staff-only goal and will require Council, staff, business leaders, and the community to work together.
- There was general support for objective #4 – a TOT incentive program, provided the renovation is a qualitative lift.
- Remove objective #6 or make it more general to encompass rising costs.
- Reach out to business groups for input on specific objectives related to short-term revenue improvements.
- Consider 10-year capital replacement plan.
- Consider adding an objective related to implementation of the Economic Development Strategic Plan.
- Consider adding an objective to evaluate current staffing levels and other potential cost cutting measures.
- Discussion on parking should include consideration of parking districts (either in Goal #2 or Goal #4).

Objectives for Goal #3 – Improve Infrastructure and Public Spaces

- Add completion of the approved marine services facility (boatyard) feasibility study for Council consideration and next steps.
- Concerns related to maintenance of public spaces was discussed. Capital projects, such as replacement for Surf Street repairs, will be brought forward in the budget process for prioritization.
- Objective #3 related to parking to be recrafted to encompass the broad issue of parking and clarify the issue of paid parking has not been decided.
- Consideration to add trash can enclosures and restroom improvements.
- Initiate conversation with United States Coast Guard (“USCG”) to move that project forward.

Objectives for Goal #4 – Review and Update Significant City Land Use Plans

- Staff confirmed policy development for the General Plan will include vacation rentals. This item will stay on the list for tracking purposes.

- Consider adding a discrete measurable item to address need for affordable housing, including partnering with other agencies.

The public comment period was reopened.

<https://youtu.be/dnagSumqkAI?t=2h7m57s>

Judy Salamacha, Morro Bay, requested Objective #2 under Goal #2 be revised to include, “cultural and educational amenities.”

Ron Reisner, Morro Bay, suggested the Council consider performance toward implementation of objectives be made part of the performance evaluation process for department heads, Goal #1 should include budget and controls, Goal #2 should include description of public funding measures and revise objective #1 under that goal to include new development as well. Regarding parking, he suggested using the word “facilities” rather than “structure”.

The public comment period was closed.

Mr. Buckingham presented a draft City Mission Statement for Council comment.

<https://youtu.be/dnagSumqkAI?t=2h12m34s>

ADJOURNMENT

The meeting adjourned at 5:48 p.m.

Recorded by:



Dana Swanson
City Clerk

