

MINUTES - MORRO BAY CITY COUNCIL
SPECIAL MEETING – FEBRUARY 2, 2018
COMMUNITY CENTER – AUDITORIUM EAST
12:00 P.M.

AGENDA NO: A-1
MEETING DATE: March 13, 2018

PRESENT:	Jamie Irons	Mayor
	Robert Davis	Council Member
	John Heading	Council Member
	Matt Makowetski	Council Member
	Marlys McPherson	Council Member
STAFF:	Scott Collins	City Manager
	Lori Kudzma	Deputy City Clerk
	Jennifer Callaway	Finance Director
	Rob Livick	Public Works Director
	Scot Graham	Community Development Director
	Greg Allen	Police Chief
	Steve Knuckles	Fire Chief
	Eric Endersby	Harbor Director
	Jennifer Little	Tourism Manager
	Kirk Carmichael	Recreation Services Manager
FACILITATOR:	Garrett Olson	

ESTABLISH QUORUM AND CALL TO ORDER

<https://youtu.be/UxLhOoz4tVQ?t=26s>

The meeting was called to order at 12:04 p.m., with all members present.

I. INTRODUCTION AND OVERVIEW OF CITY COUNCIL'S STRATEGIC PLANNING PROCESS

City Manager Collins welcomed everyone and went over the process for the meeting.

II. STATUS UPDATE ON EXISTING GOALS & OBJECTIVES

City Manager Collins and staff went over updates on goals & objectives and answered questions from Council.

City Manager Collins introduced Garrett Olson, City of San Luis Obispo Fire Chief, who will be facilitating the meeting.

III. COMMUNITY INPUT ON GOALS & OBJECTIVES FOR UPCOMING YEAR (2018)

Facilitator Olson initiated an exercise inviting the public to comment on existing goals and add other goals they would like considered by the Council.

Public Comment was opened:

<https://youtu.be/UxLhOoz4tVQ?t=28m58s>

Glenn Silloway, speaking on behalf of the Historical Society of Morro Bay, shared they are ready to begin improvements to the Franklin Riley Park. There will be a dedication picnic sometime this summer. Regarding Goal 3.5, Mr. Silloway encouraged the City to partner with community groups to help beautify public spaces. Public space improvements will bring tourists back.

Aaron Ochs, Morro Bay, spoke regarding the need to ensure affordability for the WRF project and would like to see the following: 1) Hire a Project Manager 2) Utility Discount Program 3)

Information about the WRF on website 4) Focus on loan and grant financing options 5) More transparency such as an engagement portal.

Jim Reed, Morro Bay, spoke regarding the vacation rental situation. There are 5 bed & breakfasts/vacation rentals operating in his neighborhood. Would like to see an ordinance as soon as is practical.

At 1:05 p.m. Mayor Irons briefly stepped out of the meeting and returned at 1:06p.m.

Linda Merrill, Morro Bay, spoke regarding the quality of life being the essence of Morro Bay and is thankful for the small-town atmosphere. Ms. Merrill would like to see a day to celebrate the sea otter. Ms. Merrill would like to see the City examine what it means to be a "Tree City" and replant some trees. Ms. Merrill has concerns regarding eelgrass and noted that the back bay is especially valuable for birds. Ms. Merrill appreciates support for seniors and is concerned that the cost of the sewer could run people out of town.

Homer Alexander would like to include in Goal #2, an additional objective to include a public forum to discuss state water. The Forum would have a discussion regarding the potential future costs and sustainability of State water deliveries. Mr. Alexander inquired as to the impact of the 1991 vote on Measure G for the City to sell State water. Mr. Alexander believes getting facts directly from the State regarding the sustainability of future State water supplies is very important.

Joan Solu, Morro Bay resident, spoke regarding the need to continue with the goal of fiscal sustainability and not start another goal until completion of those already adopted. Ms. Solu also spoke regarding the Tourism related Resolution No. 03-16 and stated the City is not keeping their side of the agreement and urged the Council to ask for a report from staff.

Erica Crawford, Chamber of Commerce, spoke regarding the economic development plan worked on with Chabin Concepts and stated they have been actively working on road map since new City Manager's arrival. Our community is uniquely challenged with economic development. Looking at a plan similar to what was implemented in Chico through constant outreach, mentoring and workforce training. Want to make sure this plan is something that can be implemented.

Chuck Stoll, Morro Bay resident, thanked all present for their efforts – hoped there would be more participation. Believes there is a value to what Mr. Silloway spoke about. Suggested looking for more diversity in the revenue stream.

Facilitator Olson went over items added to the board by the public and asked for feedback on the goals listed. Staff addressed items raised during public comment.
<https://youtu.be/UxLhOoz4tVQ?t=58m44s>

The Council gave individual comments regarding the items suggested during public comment.

The Council took a recess at 2:04 p.m. and reconvened at 2:27 p.m.

IV. COUNCIL DISCUSSION AND GENERAL DIRECTION FOR STAFF

<https://youtu.be/UxLhOoz4tVQ?t=1h41m53s>

Facilitator Olson went over the 5 category levels:

Dinner Plate – serve it up and complete this year

Boiling Pot – will not be completed this year but is important

Simmering Pot – Equally important as the boiling pot, but if there is a need to choose, the boiling pot items will be addressed first.

Refrigerator – do not want this goal to spoil, keep it for later

Trash – already completed or will not be completed.

Facilitator Olson walked the Council through the process of categorizing each of the goals. The goals were ultimately categorized as follows:

DINNER PLATE:

3 (f) Closely monitor the maintenance and cleanliness of public facilities and report to Council for reprioritization of resources if maintenance is not keeping up with demand.

4 (e) Bring to Council for adoption a rewrite of the secondary unit ordinance (updated in FY 16) base on changes in State law.

4 (a) Complete the GP/LCP rewrite no later than August 2018.

4 (c) Ensure affordable housing and vacation rental challenges are addressed in the GP/LCP process and all land use planning.

4 (b) Complete the zoning code update approved and started in FY17

Assign a budget for the WRF

Utility discount connected to marijuana tax revenue.

Ensure affordability for the WRF/Utility Discount Program

Evaluate MOU with Chamber to further economic development objects

Implement Marijuana Ordinance

Morro Bay Aquarium Site

Managing Homeless Issue

Place WRF info on front of website

Enhance Communication re: Utility Discount Program

Better Communication with citizens/make a website that works

Community Trust (communication) – constant varied, repetitive

Strategic Planning Process /Framework Policy: Refresh & Communicate

Enhance accountability of goals, objectives, measurements, progress and completion with consistency.

Engage business community in dialogue about water issues

Goal #2 – Objective F: Public Forum to discuss State Water

Enhance multi-media multi-source effective communications plan with community in mind

1 (d) Evaluate opportunities for new or expanded revenue sources, including but not limited to: paid parking, marijuana associated revenues, other tax measures and a review of City fees.

3 (e) Inventory, evaluate and refresh existing programs for volunteer groups to assist in providing routine maintenance in the City, while soliciting and facilitating additional volunteer group support for routine maintenance and small capital projects.

3 (b) Bring to Council for information, consideration and possible implementation a review of circulation and parking management plans and options in the downtown and waterfront districts.

1(e) Considering Council direction to identify no less than \$400k of cost reductions across FY19 and FY20, develop a cost control and reduction plan to achieve these cuts, including a complete review of staffing levels and non-labor costs in all departments.

3 (d) Compete the approved RFQ process for a marine services facility (boatyard) and bring to Council for information and consideration of next steps prior to any decision on feasibility study.

1 (c) Evaluate and implement opportunities to increase TOT revenues.

1 (f) Develop a staff-internal emergency cost reduction plan to inform future fiscal emergencies.

Enact vacation ordinance quickly – before General Plan update

1 (a) Consider the proposed strategies in the Economic Development Strategic Plan and act on those most likely to generate revenues in the near term.

Create greater efficiencies and coordination with partner (community organizations)

2 (c) Complete and submit the State Revolving Fund loan application with the State Water Control Board for the WRF project to secure funding for the project – Use visual calendar with dates.

2 (a) Complete water/sewer rate study and bring to Council for Prop 218 process consideration any rate increase requirements to fund the proposed WRF.

2 (b) Following CEQA guidelines, bring the WRF Environmental Impact Report (EIR) to Council for approval and certification.

2 (d) Complete the acquisition of the preferred site for the WRF project.

2(g) Budget for, select a consultant, complete, and bring to Council for initial consideration a “OneWater” plan for the City that considers all water resources – from storm water to groundwater to wastewater – as a single “water resource”

Return to Council with discussion item re: Vacation Rentals & RV Parks and TOT.

BOILING CAULDRON

2 (f) Take all appropriate actions, and bring to Council for information/approval, as required, information that will allow the City to make a decision to achieve water independence. Include an evaluation of future options regarding our existing State Water allocation.

3 (c) Bring to Council for decision proposals for a public/private partnership redevelopment of the City-owned “Market Plaza” property, and, if appropriate, to be included in redevelopment, the “Front Street” parking lot (below DiStasio’s), and the parking lot at Pacific and Market.

SIMMERING POT

1 (b) Pursue opportunities and relationships that are likely to result in the revitalization and redevelopment of important properties including 1 – the Morro Bay Power Plant, 2- the existing Wastewater Treatment Plant Site 3 – Morro Bay Elementary School.

3 (a) Bring to Council for decision an item to consider adding a street improvement tax measure to the November 2018 ballot.

4 (f) Begin community outreach and Council discussion on future use of the 26-acre Atascadero Road site (location of existing WWTP) to be prepared to begin master planning that site in FY19.

4 (g) Explore opportunities to protect important scenic, recreational, natural and agricultural resources on the Estero Marine Terminal site and surrounding lands.

REFRIGERATOR

4 (d) Bring to Council for consideration the results of Code Enforcement outreach on existing codes related to fences and hedges, and boat, RV and trailer parking/storage on City streets and neighborhoods to determine whether to keep, or modify, related existing ordinances.

Code Enforcement is a priority

Old Objectives: Boat/RV, Signs, Vacation Rental – thoughtfully evaluate/prioritize

TRASH CAN

2 (e) Take appropriate selection action and bring to Council for approval, a contract for the design-build construction delivery of the new WRF. (completed)

Public Comment was opened.

Dave Zevely, Morro Bay resident, spoke regarding Highway 41 as you enter the City and the need for reduced speed.

There was a brief discussion regarding this item.

There was Council consensus to add this item to the dinner plate: Reduce speed on Hwy 41 before City limit, lower speed at City limit to 30 mph

V. SUMMARY & NEXT STEPS

<https://youtu.be/UxLhOoz4tVQ?t=3h22m25s>

City Manager Collins went over the next steps. This information will be summarized and brought back to Council at their February 27th meeting.

Council Members made brief comments.

The Council recessed at 4:16pm and will reconvene at 5:55 p.m.

The Council reconvened at 5:55 p.m.

ADJOURNMENT

The meeting adjourned at 6:00 p.m. The next Regular Meeting will be held on Tuesday, February 13, 2018, at 6:00 p.m. at the Veteran's Memorial Hall located at 209 Surf Street, Morro Bay, California.

Recorded by:

Lori Kudzma
Deputy City Clerk