

MINUTES - MORRO BAY CITY COUNCIL
SPECIAL MEETING – APRIL 18, 2019
MORRO BAY COMMUNITY CENTER
1001 KENNEDY WAY – 6:00 P.M.

AGENDA NO: A-1
MEETING DATE: May 28, 2019

PRESENT:	John Headding Dawn Addis Robert Davis Jeff Heller Marlys McPherson	Mayor Council Member Council Member Council Member Council Member
STAFF:	Scott Collins Dana Swanson Rob Livick Scot Graham Steve Knuckles Eric Endersby Jody Cox Jennifer Little Kirk Carmichael	City Manager City Clerk Public Works Director Community Development Director Fire Chief Harbor Director Police Chief Tourism Manager Recreation Services Manager
FACILITATOR:	Garret Olson	

ESTABLISH QUORUM AND CALL TO ORDER

Mayor Headding established a quorum and called the meeting to order at 6:00 p.m. with all members present.

SPECIAL MEETING AGENDA ITEMS:

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

<https://youtu.be/H7AyzvxKvDU?t=11>

Mayor Headding provided opening comments and turned to City Manager Collins to provide an overview of the Strategic Planning Process, public engagement and input received thus far.

II. REVIEW OUTCOMES FROM MARCH 1, 2019 COMMUNITY FORUM

<https://youtu.be/H7AyzvxKvDU?t=403>

Garret Olson provided a meeting overview and expectations.

III. REVIEW PROPOSED GOALS FOR 2019/2020

<https://youtu.be/H7AyzvxKvDU?t=719>

Mr. Collins and Mr. Olson reviewed current major City goals and invited public input.

1. Improve Communication and Community Engagement
2. Improve City Infrastructure

3. Financial & Economic Sustainability.
4. Address Affordable Housing and Complete Update of Land Use Plans

Public Comment on Major City Goals:
<https://youtu.be/H7AyzvxKvDU?t=1015>

Rigmor, Morro Bay, suggested the City be open to letting volunteers or Cal Poly assist with building a trail from Surf Street to the waterfront.

Bill Martony, Morro Bay, spoke regarding proposed up-zoning in the back bay, extending the Embarcadero to Atascadero Road, and consideration of future mariculture operation at the existing wastewater treatment plant.

Carolyn Brinkman, Morro Bay, referred to a letter she submitted as agenda correspondence recommending the City add a new goal, "Achieve Environmental Sustainability," and related objectives.

Mike Manchak, Economic Vitality Corporation, encouraged more outreach to the business community as it can be difficult for the public to find solutions for Economic / Financial Sustainability.

Stu Skiff, Morro Bay, suggested paving a portion of the Rock parking lot to improve access and allowing food service and surfboard rentals.

David Baldwin, SLO County resident, spoke in favor of local labor agreements for large infrastructure projects in order to provide career opportunities for local residents.

Shawn Perry, local electrician and member of IBEW, spoke regarding the value and benefits of community workforce agreements.

Berkeley Blake, SLO County resident, spoke in support of local hiring for the water reclamation facility project.

Susan Stewart, Morro Bay, spoke regarding the importance of diversifying the economy, allowing some growth, and intensifying uses in order to provide affordable housing.

Richard Van Humbeck, Morro Bay homeowner, spoke to the importance of apprenticeship programs and use of local labor for infrastructure projects.

A local resident urged the Council to consider a community workforce agreement for the water reclamation facility project.

Pat Holloway, Morro Bay, spoke in favor of Community Workforce Agreements.

Erica Crawford, Morro Bay Chamber of Commerce, appreciated the holistic nature of the list of goals and priorities -- live here, work here and engage here.

Chris Running, Morro Bay, offered to mentor and be involved in creating outreach programs to help high school students explore how to go into business for themselves.

The public comment period was closed.

IV. COUNCIL DISCUSSION AND GENERAL DIRECTION FOR STAFF

<https://youtu.be/H7AyzvxKvDU?t=3314>

Mr. Olson invited the Mayor and Council to provide individual comments on and rank the four major City goals.

Council Member McPherson felt all four goals were important but the survival of the community but ranked Financial and Economic Sustainability slightly above the others. She stressed the importance of setting reasonable priorities and completing them.

Council Member Davis ranked Economic Sustainability #1 and necessary to help our City survive. He ranked all others #2.

Council Member Addis ranked all four major Goals #1 and spoke to the importance of community engagement and affordable housing in order to achieve economic prosperity.

Council Member Heller ranked Communication and Community Engagement as #1, Economic Sustainability #2 and the others #3. He looks forward to a menu of options to get the City out of its structural deficit and set aside funding for infrastructure repairs.

Mayor Headding ranked Financial Viability as #1 and the remainder #2. He commented on the themes he heard during public comment: capitalize on ecotourism; maintain natural environment; cultural transformation needed – embrace change, diversify the economy, embrace change; and support local economy with workforce development.

Mr. Olson noted the exercise was informative and, while there was not a forced ranking of the major City goals, there was a general consensus on the weight and importance of each.

V. REVIEW INITIATIVES THAT SUPPORT GOALS FOR 2019/2020

<https://youtu.be/H7AyzvxKvDU?t=4488>

1. Improve Communication and Community Engagement
 - Coordination with Community Groups
2. Improve City Infrastructure
 - WRF Implementation
 - Parking Management Plan
3. Financial & Economic Sustainability
 - Wind Energy
 - Boatyard/Marine Services Facility
 - Fee Study/Cost Allocation Update
 - Partnership Policy Update
 - Aquarium
 - Vacation Rentals / RV Park Inclusion to TBID
 - Revenue Measures
 - Market Street Plaza Project
 - Lease Management Policy Update
 - Opportunity Sites
 - Revenue Options for Capital Needs
4. Affordable Housing / Update Land Use Plans
 - General Plan / Local Coastal Plan and Zoning Code Update

- Vacation Rental Policy Update
- Warming Center

New “Shopping List” Items brought forward during Public Outreach

- Inventory and Prioritize Capital Needs
- Consideration of TOT Reinvestment Program
- Permit Process Improvements
- Local Labor for Capital Projects
- Implement Tourism Strategic Plan
- High Speed Internet
- Public/Private Partnerships
- Ombudsman to shepherd economic development activities
- Solar Rebate Program
- Housing Element / Affordable Housing
- Revenues Options for Capital Needs

VI. PUBLIC COMMENT FOR ITEMS

<https://youtu.be/H7AyzvxKvDU?t=5773>

Mr. Olson invited public input on projects and priorities that support the major City goals.

Rigmor, Morro Bay, suggested the City contribute \$100,000 toward rebuilding of Surf Street stairs in a manner similar to the Toro Lane accessway.

Mike Manchak, Economic Vitality Corporation, noted the City has a competitive advantage in availability of short-term leases for start-up businesses. He also suggested the City explore maritime-related sailing and racing events to increase tourism.

Bill Martony, Morro Bay, suggested recycled water from the WRF could be sold for agricultural use, that the City take over the State Park Marina lease and boat slips, and the aquarium be located in the Breaker’s building. He urged the Council to keep its options open with regard to partnering with offshore wind energy companies.

Aaron Ochs, Save Morro Bay, shared his vision and goals for the community submitted as agenda correspondence.

Pete Kaus, Cayucos, spoke in favor of hiring local labor for construction of the water reclamation facility.

Erica Crawford, representing the Chamber of Commerce, read proposed action items for fiscal sustainability submitted as agenda correspondence.

Mike Manchak, Economic Vitality Corporation, recommended the boatyard/marine services facility must have a crane to get boats in and out of the storage yard.

Robert Hartsock, part-time Morro Bay resident, requested a status update on replacement of the Surf Street staircase.

Megan Souza, Megan’s Organic Market, stated her support for a warming center and safe parking program, adult use cannabis and wayfinding signs.

Pat Holloway, Morro Bay, spoke in support of local labor agreements and suggested giving hotels a rebate to install new car charging systems in their parking lots.

David Baldwin, SLO County resident, was pleased by Council support for local labor agreements.

The public comment period was closed.

Audience members were provided with one gold and four green to demonstrate support for current or proposed objectives. They were also given four red dots to use, if desired, to de-prioritize existing objectives.

VII. COUNCIL DISCUSSION AND GENERAL DIRECTION FOR STAFF

Mr. Olson invited Council to review public input and individually list no more than eight shopping list items they would like to see move forward.

<https://youtu.be/H7AyzvxKvDU?t=8155>

Council Member Addis: local labor on capital projects, high speed internet, housing, adult cannabis, improving the permit process, small business incubator, solar program, and tourism strategic plan.

Council Member Davis: adult use cannabis, local labor, high speed internet, improved permit process, housing partnership, TOT reinvestment, ombudsman, and revenue for capital needs.

Mayor Heading: ombudsman, revenue for capital needs, partnership regionally for housing, tourism plan implementation, permit process improvement, local labor, adult use cannabis, and TOT reinvestment program.

Council Member McPherson: high speed internet, business incubator, adult use cannabis, regional partnership on housing, local labor on capital projects, permit process improvements, sign ordinance and public/private partnership opportunity fund.

Council Member Heller: local labor, adult cannabis, permit processing improvement, solar rebate, high speed internet, business incubator, and regional partnership on housing.

There was Council consensus for the following new objectives: adult use cannabis, local labor on capital projects, regional partnership on housing, permit process improvement, high speed internet and business incubator.

The Council took a brief recess at 8:34 p.m. to allow staff to review the proposed objectives and discuss any capacity concerns. The meeting reconvened at 8:40 p.m. with all Council Members present.

Staff accepted the Council's recommendations and suggested adding an ombudsman to the approved list of priorities to interface with business community and help drive implementation of certain economic development items. The Council supported staff's recommendation.

VIII. SUMMARY & NEXT STEPS

<https://youtu.be/H7AyzvxKvDU?t=9109>

Mr. Olson and Mr. Collins summarized information gleaned from the evening's activities and noted the goals and objectives would be brought back at a regular meeting for consideration and adoption.

ADJOURNMENT

The meeting adjourned at 8:53 p.m.

Recorded by:

Dana Swanson
City Clerk