



CITY OF MORRO BAY CITY COUNCIL AGENDA

The City of Morro Bay provides essential public services and infrastructure to maintain a safe, clean and healthy place for residents and visitors to live, work and play.

NOTICE OF SPECIAL MEETING

**Wednesday, January 10, 2018
Veterans Memorial Hall – 4:30P.M.
209 Surf St., Morro Bay, CA**

I. ESTABLISH QUORUM AND CALL TO ORDER

II. PUBLIC COMMENT FOR ITEMS ON THE AGENDA

III. ADVISORY BOARD INTERVIEWS

a. Tourism Business Improvement District (TBID) Advisory Board

- One (1) current vacancy for a term ending January 31, 2021 (preference given for hotelier with 50 rooms or less)

b. Recreation and Parks Commission

- Two (2) upcoming vacancies for a 4-year term - February 1, 2018 through January 31, 2022

c. Harbor Advisory Board

- One (1) upcoming vacancy for a Member-at-Large for a 4-year term - February 1, 2018 through January 31, 2022
- One (1) upcoming vacancy for a South Bay/Los Osos representative for a 4-year term – February 1, 2018 through January 31, 2022

IV. ADJOURNMENT

DATED: January 5, 2018



Jamie L. Irons, Mayor

THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 24 HOURS PRIOR TO THE DATE AND TIME SET FOR THE MEETING. PLEASE REFER TO THE AGENDA POSTED AT CITY HALL FOR ANY REVISIONS OR CALL THE CLERK'S OFFICE AT 772-6205 FOR FURTHER INFORMATION.

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.



AGENDA NO: I

MEETING DATE: January 10, 2018

Staff Report

TO: Honorable Mayor and City Council **DATE:** January 5, 2018
FROM: Dana Swanson, City Clerk
SUBJECT: Advisory Board Interviews

RECOMMENDATION

Staff recommends the Council conduct interviews to fill current and upcoming vacancies on the Tourism Business Improvement District ("TBID") Advisory Board, Recreation & Parks Commission and Harbor Advisory Board.

ALTERNATIVES

The Council may direct staff to extend the recruitment period in hopes of garnering more interest.

FISCAL IMPACT

There is no fiscal impact associated with this action.

BACKGROUND/DISCUSSION

Staff posted a Notice of current and upcoming Advisory Board on December 13, 2017 and published notices in the Bay News on December 21 and January 4. Perhaps due to the holidays and shortened recruitment period, a small number of applications were received, and in the case of the Recreation and Parks Commission, there is an insufficient number of applicants to fill the upcoming vacancies. Any vacancies that exist at the conclusion of today's meeting will be properly noticed and interviews will be held on a date to be determined.

The following individuals submitted applications:

TBID Advisory Board (one vacancy)

Kenneth Clark – Hotelier (50 rooms or less)

Recreation & Parks Commission (2 vacancies)

Robert Swain

Harbor Advisory Board (2 vacancies)

Gene Doughty – South Bay/Los Osos rep.

Shelagh Considine – Member-at-large

Cherise Hansson – Member-at-large

Judith "Lynn" Meissen – Member-at-large

ATTACHMENTS

Advisory Board Applications

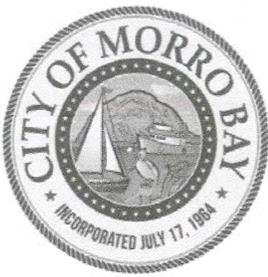
Prepared By: DS

Dept Review: _____

City Manager Review: SC

City Attorney Review:

**TOURISM BUSINESS
IMPROVEMENT DISTRICT (“TBID”)
ADVISORY BOARD**



CITY OF MORRO BAY ADVISORY BOARD APPLICATION

RECEIVED
City of Morro Bay

JAN - 3 2018

City Clerk

FULL NAME: Kenneth F. Clark

ADDRESS: 780 MARKET AVE MORRO BAY

MAILING ADDRESS: PO 1136 MORRO BAY 93443
(If different)

PHONE NO. [REDACTED]

E-MAIL ADDRESS: [REDACTED]

Please note this application is a public record that
may be disclosed to the public upon request.

Are you a registered voting resident of the City of Morro Bay? Yes No

I would like to be considered for appointment to the following Commission/Advisory Board/Committee:

- Tourism Business Improvement District Advisory Board
Preference given for hotelier with 50 rooms or less
- Harbor Advisory Board (please circle choice below):
 - South Bay/Los Osos
 - Member-at-large
- Recreation & Parks Commission

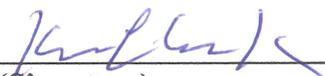
Application Deadline: Thursday, January 4, 2018 at 5pm

Applicants should be present in order to be interviewed by the City Council.
Interviews are tentatively scheduled for January 10th

The following is a short statement of my background and interests, which I believe qualify me for consideration (attach additional page(s) as necessary):

Please see attached

I have read the statement regarding the responsibilities of this Commission, Advisory Board, Committee, and should I be appointed, I will be able and willing to devote the necessary time to perform the required duties.



(Signature)

1/3/18

(Date)

All appointees to a City Commission, Advisory Board, or Committee will be required, in accordance with State law to file a "Statement of Economic Interest Form 700" which remains available for public inspection.

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January 3, 2018

Morro Bay City Council
Morro Bay, CA 93442

To Whom It May Concern,

It is my understanding there is a opening on the Tourism Advisory Board in Morro Bay. I would be very interested in serving on the Board.

I was born and raised in North Carolina, growing up in the tourism industry by working in my father's hotel, as well as other properties in my home town. After college, I returned to Asheboro where I owned and operated two hotels, became involved in the Chamber of Commerce, Rotary, YMCA, and other civic activities.

After relocating to California, to be near my grandchildren, I became General Manager of 'Mission Inn' in Santa Cruz. I spearheaded a major renovation and rebranding of the property. Under my passion for 'people first', Mission Inn grew into a property noted for its commitment to top notch customer service. At the same time, I served on the Board of Directors at 'Seymour Discovery Center', as well as the 'Visit Santa Cruz Tourism Board'.

After 'Mission Inn' sold, I moved to Morro Bay to become General Manager of 'The Landing at Morro Bay' (formerly 'The Breakers'). I am currently working on a remodel, and interaction with businesses in the community to improve the reputation and productivity of the hotel.

I feel I could make a positive contribution to the community of Morro Bay, and would appreciate your consideration.

Kenn Clark

780 Market Street
Morro Bay, CA 93442
kenn@thelandingmb.com
831 431-3035

RECREATION & PARKS COMMISSION



CITY OF MORRO BAY ADVISORY BOARD APPLICATION

RECEIVED
City of Morro Bay

JAN - 4 2018

City Clerk

FULL NAME: Dr. Robert Swain

ADDRESS: [REDACTED] Morro Bay , Ca.

MAILING ADDRESS: _____
(If different)

PHONE NO. [REDACTED]

E-MAIL ADDRESS: [REDACTED]

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 - Member-at-large
- Recreation & Parks Commission

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The following is a short statement of my background and interests, which I believe qualify me for consideration (attach additional page(s) as necessary):

I am very interested in making recreational activities available to all ages. Here in Morro Bay we have already provided many parks and playgrounds. As commissioner I will work to keep these parks a place for families and tourist to use and enjoy. I will strive to help improve and provide more recreational areas within Morro Bay. I believe that open space is essential for a community to grow and become a better place to live.

I have previously served as commissioner on the Park and Rec Advisory Board in Fountain Valley before moving to Morro Bay. I am currently on the Morro Bay Rec and Park Advisory Board serving as chairman. I work well with others.

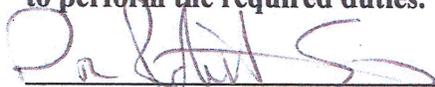
I have participated in sports my whole life and have also coached youth programs. I recognize the benefits of playing sports and getting outside. This helps us develop strong bodies and instill self respect. It also teaches us respect for our parks. Exercise and movement is a key toward living a healthier and fuller life. All of these benefits will make Morro Bay a place where people will want to dome and raise their families.

In closing I am working with Morro Bay Beautiful to install a circuit training course along the boardwalk to honor Jack LaLaine.

Thank you for considering my application to serve on the Rec and Park Advisory Board.

Dr. Robert Swain

I have read the statement regarding the responsibilities of this Commission, Advisory Board, Committee, and should I be appointed, I will be able and willing to devote the necessary time to perform the required duties.



(Signature)



(Date)

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HARBOR ADVISORY BOARD



CITY OF MORRO BAY ADVISORY BOARD APPLICATION

RECEIVED
City of Morro Bay

DEC 28 2017

Administration

FULL NAME: GENE RICHARD DOUGHTY

ADDRESS: [REDACTED] LOS OSOS 93402

MAILING ADDRESS: "
(If different)

PHONE NO. [REDACTED]

E-MAIL ADDRESS [REDACTED]

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Are you a registered voting resident of the City of Morro Bay? Yes No

I would like to be considered for appointment to the following Commission/Advisory Board/Committee:

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 - Member-at-large
- Recreation & Parks Commission

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The following is a short statement of my background and interests, which I believe qualify me for consideration (attach additional page(s) as necessary):

I HAVE BEEN ON THE HAB. FOR THE PAST 30 YEARS.

I RESIDE IN LOS OSOS & TALK TO THE COMMUNITY ABOUT MORRO BAY & HOW IT EFFECTS OUR PART OF THE BAY.

I CHAIR THE ADHOC COMMITTEE ON MORRO BAYS "WORKING WATERFRONT"

I SIT ON THE ADHOC COMMITTEE ON EELGRASS POLICIES.

I WORK ON/OVER/UNDER OUR BAY DAILY

I MAINTAIN THE MOORINGS

AS A ARCHITECT I HAVE SEVERAL PROJECTS THAT ARE ON THE EMBARCADEO & UNDERSTAND THE COMPLEXITIES OF COASTAL DEVELOPMENT

I HAVE BEEN PROUD TO SERVE ON THE HAB. AND HOPE TO DO SO.

Thank you Gerald Doughty

I have read the statement regarding the responsibilities of this Commission, Advisory Board, Committee, and should I be appointed, I will be able and willing to devote the necessary time to perform the required duties.

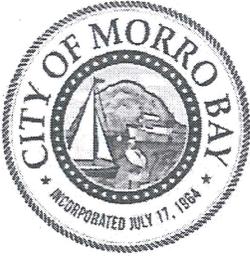
Gerald Doughty
(Signature)

12/28/17
(Date)

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CITY OF MORRO BAY
ADVISORY BOARD APPLICATION

RECEIVED
City of Morro Bay
DEC 29 2017

City Clerk

FULL NAME: SHELAGH COUSIDINE
ADDRESS: [REDACTED] MORRO BAY, CA
MAILING ADDRESS: SAME
(If different)
PHONE NO. [REDACTED]
E-MAIL ADDRESS: [REDACTED]

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Are you a registered voting resident of the City of Morro Bay? Yes No

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 - Member-at-large
- Recreation & Parks Commission

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The following is a short statement of my background and interests, which I believe qualify me for consideration (attach additional page(s) as necessary):

BEEN A RECREATIONAL BOATER ALMOST ALL OF MY LIFE.

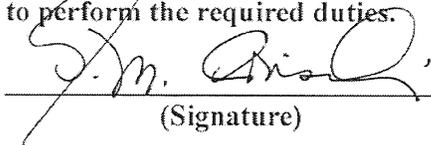
SPENT 10 YEARS IN THE SAN JUAN ISLANDS WHERE I PUBLISHED A RECREATIONAL BOATING MAGAZINE CALLED 'CRUISING'. AM FAMILIAR WITH HARBORS FROM WASHINGTON STATE TO ALASKA.

RETURNED TO CALIFORNIA IN 2010.

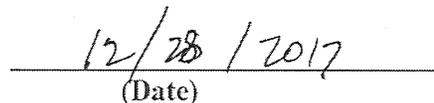
RECENTLY GOT INVOLVED WITH THE MORRO BAY HISTORICAL SOCIETY, WHERE I SIT ON THEIR BOARD OF DIRECTORS.

RETIRED WITH TIME FOR MYSELF. LIVE ALONE WITH 1 SMALL DOG.

I have read the statement regarding the responsibilities of this Commission, Advisory Board, Committee, and should I be appointed, I will be able and willing to devote the necessary time to perform the required duties.



(Signature)

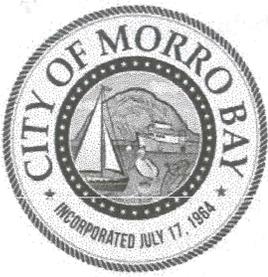


(Date)

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CITY OF MORRO BAY ADVISORY BOARD APPLICATION

RECEIVED
City of Morro Bay

JAN - 4 2018

City Clerk

FULL NAME: Cherise Hansson

ADDRESS: 833 Embarcadero Rd Morro Bay

MAILING ADDRESS: _____
(If different)

PHONE NO. [REDACTED]

E-MAIL ADDRESS: [REDACTED]

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Are you a registered voting resident of the City of Morro Bay? Yes No

I would like to be considered for appointment to the following Commission/Advisory
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The following is a short statement of my background and interests, which I believe qualify me for consideration (attach additional page(s) as necessary):

Cherise Hansson Biography

see attached

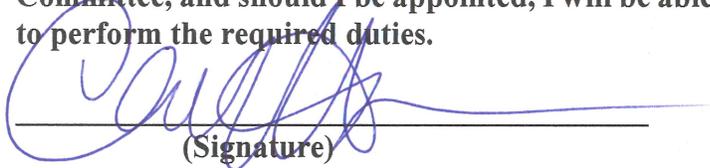
Born July 30th, 1972 in Orange, California. Cherise graduated class of 1991 from Carlmont Highschool in San Carlos California with college prep honors. During high school she entered the workforce early in her sophomore year. By junior year she worked for Lyon's restaurant. She was quickly promoted to their weekend bookkeeper at age 17. She managed the cash register drawers, daily receipts from all staff, paid vendors and recorded Cost of Goods and Expenses.

Cherise graduated with a double major bachelor of Science, with degrees in Marine Biology and Zoology, and a minor in Environmental Ethics from Humboldt State University in 1997. For the minor Cherise dedicated most of her time researching EPA regulations and attending EPA conferences. While at college she developed an intertidal two-day program at the Arcata Natural History Museum for ages 4-10, of which the basis is still in use today. She also worked and managed the Wildflower Cafe with her close friend Conny Pena. Cherise loaned Conny \$20,000 to help purchase the restaurant.

Cherise moved to the Silicon Valley in 1997 and pursued careers in the Pharmaceutical Industry. She worked at Quintiles as a data manager. Cherise received a considerably large offer to join Roche Pharmaceuticals in 1998 as a liaison between doctors and patients regarding trial drug programs. The job paid very well but her true aspiration has always been to pass on her love and knowledge of the ocean to others.

While completed her contract with Roche, Cherise began Under the Sea Gallery June of 1999. Under the Sea was a success from the beginning. When it was the off season Cherise worked as a substitute teacher for San Luis Obispo, Paso Robles, and Templeton school districts. In 2001 she was accepted by Cal Poly for a teaching credential in Science (all while living on her boat in the Morro Bay Harbor). Upon receiving her credential Under the

I have read the statement regarding the responsibilities of this Commission, Advisory Board, Committee, and should I be appointed, I will be able and willing to devote the necessary time to perform the required duties.


(Signature)

1/4/18
(Date)

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Cherise Hansson Biography

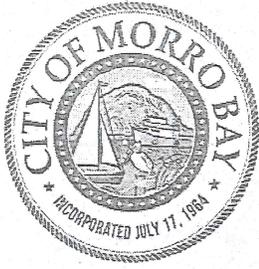
Born July 30th, 1972 in Orange, California. Cherise graduated class of 1991 from Carlmont Highschool in San Carlos California with college prep honors. During high school she entered the workforce early in her sophomore year. By junior year she worked for Lyon's restaurant. She was quickly promoted to their weekend bookkeeper at age 17. She managed the cash register drawers, daily receipts from all staff, paid vendors and recorded Cost of Goods and Expenses.

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Cherise moved to the Silicon Valley in 1997 and pursued careers in the Pharmaceutical Industry. She worked at Quintiles as a data manager. Cherise received a considerably large offer to join Roche Pharmaceuticals in 1998 as a liaison between doctors and patients regarding trial drug programs. The job paid very well but her true aspiration has always been to pass on her love and knowledge of the ocean to others.

While completed her contract with Roche, Cherise began Under the Sea Gallery June of 1999. Under the Sea was a success from the beginning. When it was the off season Cherise worked as a substitute teacher for San Luis Obispo, Paso Robles, and Templeton school districts. In 2001 she was accepted by Cal Poly for a teaching credential in Science(all while living on her boat in the Morro Bay Harbor). Upon receiving her credential, Under the Sea Gallery was so profitable, she decided to open a second store in downtown Morro Bay, As You Wish 407 Morro Bay Blvd. Morro Bay CA. 2005-2010. In 2008 Cherise opened a third location in Avila Beach at 324 Front St. with the same namesake of Under the Sea Gallery. Avila continues to run successfully today. In 2010, As You Wish was moved to 1099 Embarcadero Rd. Morro Bay CA. Cherise has three beautiful boys, Trason Alexander, 11, Lance Curren, 7 and Coen James 5. In 2014 Cherise extended herself all the way to the island of Kauai. Her Avila Beach manager moved there and wished to partner with her in an Under the Sea Gallery which is now operating at 3483 Weliweli Rd. Koloa. The newest edition to the Under the Sea Gallery family. in preparation for the eventual tear down of 833 Embarcadero she has secured another Embarcadero location. On June 10th, 2016 she signed a 5 year lease with Master leasehold Doug Redican at 725 Embarcadero Rd. Currently Cherise has received a Consent Of Landlord to become the master lessee for the 833 Embarcadero Property and has plans to revitalize the property as soon as lease is approved. A common thread in choice of locations has always been their proximity to the ocean, her true love.

In regards to a position on the Harbor Advisory Board Cherise will bring aspects from multiple areas; waterfront business owner, ocean enthusiast, environmentally conscious citizen, concerned for future generation's ability to enjoy our coast and economic well being of Morro Bay. Overall Morro Bay has an amazing resource in our coastline. We should reap it's benefits both through monetary efforts and physical appreciation but in a way that keeps it as pristine as possible for centuries to come.



CITY OF MORRO BAY ADVISORY BOARD APPLICATION

City of Morro Bay
JAN 03 2018
Rec'd City Hall

FULL NAME: Judith Lynn Meissen

ADDRESS: [REDACTED]

MAILING ADDRESS: [REDACTED]
(If different)

PHONE NO. [REDACTED]

E-MAIL ADDRESS: [REDACTED]

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I am a live aboard in Moro Bay since 1994, love the Bay and being informed about activity affecting the Bay. I also would like to finish what has been started. Eel Grass Policy.

I have read the statement regarding the responsibilities of this Commission, Advisory Board, Committee, and should I be appointed, I will be able and willing to devote the necessary time to perform the required duties.

Judith Lynn Meisner
(Signature)

Jan 3, 2018
(Date)

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