



# 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**

**Tuesday, August 28, 2018  
Veterans Memorial Hall – 4:30 P.M.  
209 Surf St., Morro Bay, CA**

ESTABLISH QUORUM AND CALL TO ORDER

PUBLIC COMMENT FOR ITEMS ON THE AGENDA

SPECIAL MEETING AGENDA ITEM:

### I. ADVISORY BOARD INTERVIEWS

#### Harbor Advisory Board

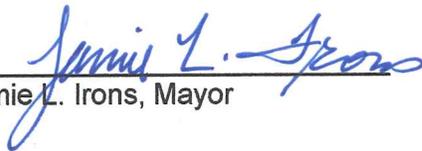
- One (1) vacancy for a Member-at-Large for the remainder of a term ending January 31, 2021
- One (1) vacancy for a Waterfront Leaseholder representative for the remainder of a term ending January 31, 2019

#### Visit SLO County (“VSLOC”) Board of Directors

One (1) vacancy for a representative from a Morro Bay lodging establishment to fill the remainder of a term ending June 20, 2020.

ADJOURNMENT

DATED: August 23, 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.

This Page Intentionally Left Blank

# Staff Report

**TO:** Honorable Mayor and City Council

**DATE:** August 23, 2018

**FROM:** Dana Swanson, City Clerk

**SUBJECT:** Advisory Board Interviews

## **RECOMMENDATION**

Staff recommends the Council conduct interviews to fill current vacancies on the Harbor Advisory Board and representative to the Visit SLO CAL Board of Directors.

## **ALTERNATIVES**

No alternatives are being recommended.

## **FISCAL IMPACT**

There is no fiscal impact associated with this action.

## **BACKGROUND/DISCUSSION**

### Harbor Advisory Board

On July 9, 2018, the City began a recruitment to fill vacancies on the Harbor Advisory Board ("HAB") resulting from the voluntary resignation of Bill Luffee and Neal Maloney. Six applications were received during the recruitment period which ended August 10 and are presented for Council consideration.

### HAB Member-at-Large

- Mark Blackford
- Robert Bliss
- Rory Kremer
- Dennis Wahlberg

### HAB Waterfront Leaseholder

- Robert Fowler
- Cherise Hansson

### VSLOC Board of Directors

In December 2014, the City Council adopted Resolution No. 82-14 consenting to the inclusion of the City within the proposed San Luis Obispo County Tourism Marketing District (SLOCTMD). The SLOCTMD Management District Plan (Plan) provides each community has a representative of an assessed lodging business on the Visit SLO CAL Board of Directors, a nonprofit corporation, which serves as the Owner's Association for the SLOCTMD.

Val Seymour has served as the City's representative to the Visit SLO CAL Board of Directors since May 2015. On May 23, 2017, the Council reappointed Ms. Seymour to fill a 3-year term ending June 20, 2020. Ms. Seymour announced her need to step down from the position in June 2018 and the City began a recruitment to fill that vacancy. Despite outreach to the hotelier community by both Ms. Seymour and staff, no applications were received as of the deadline of August 10, 2018.

On August 16, staff received correspondence indicating Hemant Patel, owner of the Comfort Inn, was interested in serving on the Board. Mr. Patel submitted a formal letter of interest on August 22 for Council consideration (see attached).

The Plan provides the following selection process:

- One lodging business representative from each of the cities shall be appointed by the respective jurisdiction's city council or tourism organization, as each city determines.
- One lodging business representative at-large shall be appointed by the County Board of Supervisors.
- Nominations shall be sought from the assessed lodging businesses for the remaining six seats. Nominations will be verified by the nominating committee, and a slate provided to the Board of Directors for election. The slate will take into consideration the requirement for various business types.

Chuck Davison, President & CEO of Visit SLO CAL submitted a letter of recommendation for Mr. Patel, which is provided as Attachment 2. Given the latitude provided in the Plan, the Council has the authority to appoint Mr. Patel to the Board for the remainder of the 3-year term. Alternatively, the Council may direct staff to republish the recruitment and conduct interviews at a later date. The next Visit SLOCAL Board Meeting is scheduled for September 19.

#### **ATTACHMENTS**

1. Advisory Board Applications
2. Letter of recommendation from Visit SLO CAL



### CITY OF MORRO BAY ADVISORY BOARD APPLICATION

RECEIVED  
City of Morro Bay

JUL 30 2018

Administration

FULL NAME: MARK RICHARD BLACKFORD

ADDRESS: [REDACTED] N IPOMO, CA 93455

MAILING ADDRESS: \_\_\_\_\_

(If different) \_\_\_\_\_  
PHONE NO. (805) [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 and have provided a statement of background and interests, which I believe qualify me for consideration:

**Harbor Advisory Board**

- Member-at-large
- Waterfront Leaseholder

**Representative to Visit San Luis Obispo County (VSLOC) Board of**

- Directors – Lodging Representatives Only

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

[REDACTED]

(Signature)

7/30/18  
(Date)

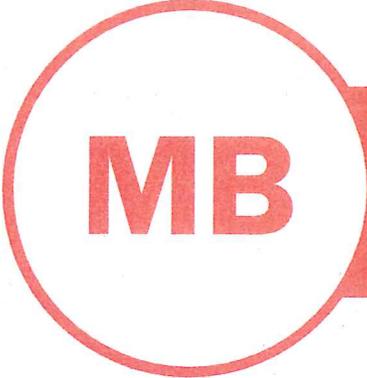
All appointees to a City Commission, Advisory Board, or Committee will be required, in accordance with State law to file a "Statement of Economic Interest Form 700" which remains available for public inspection.

Application Deadline: Friday, August 10, 2018 at 5pm

Applicants should be present in order to be interviewed by the City Council.  
Interviews will be held mid- to late-August

RECEIVED  
City of Morro Bay

AUG 22 2018



**MB**

City Clerk  
**MARK BLACKFORD**

## OBJECTIVE

---

I would like to serve on the Morro Bay Harbor Advisory Board.

## SKILLS

---

I have extensive experience in Architectural Design, Business, and Legal matters. I enjoy aesthetic design, long range planning and finding common ground from which to progress.

## EXPERIENCE

---

### **PRESIDENT / OWNER • SIGNCRAFT • MAY 2010 – PRESENT**

Providing leadership, forward vision and strategic planning to our company from sales to final installation. Our contracting company has grown substantially in the last eight years.

### **DIRECTOR • ACUITY BRANDS HYDREL DIVISION • NOVEMBER 1999 – NOVEMBER 2007**

With a staff of 150 including Design, Engineering, Customer Service, and full manufacturing facilities, produced the industry standard in In Grade and Architectural lighting products for projects worldwide.

### **VICE PRESIDENT • RUBBERMAID OMNI/DÉCOR CONCEPTS • NOVEMBER 1993 – NOVEMBER 1997**

Design, production and installation of play place and seating and décor for major fast food chains.

## EDUCATION

---

### **JURIS DOCTORATE • 1989 WESTERN STATE UNIVERSITY**

Study of all aspects of law, including land use and civil procedure

### **BACHELORS OF SCIENCE- BUSINESS ADMINISTRATION • 1984 • CALIFORNIA STATE UNIVERSITY - FULLERTON**

Comprehensive study of all aspects of business.

## VOLUNTEER EXPERIENCE OR LEADERSHIP

---

Member of the Board of Directors, Santa Maria Police Council  
Organize and develop grant requests, fundraising to support the City of Santa Maria Police Department. During my tenure on the board, we have raised hundreds of thousands of dollars for projects such as evidence inventory systems, Police K-9

References available on request.

RECEIVED  
City of Morro Bay

JUL 19 2018

City Clerk



# CITY OF MORRO BAY ADVISORY BOARD APPLICATION

FULL NAME: ROBERT WASHBURN BLISS

ADDRESS: [REDACTED] MORRO BAY, CA 93442-2347

MAILING ADDRESS: SAME AS ABOVE

(If different)

PHONE NO. (805) [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 and have provided a statement of background and interests, which I believe qualify me for consideration:

**Harbor Advisory Board**

- Member-at-large
- Waterfront Leaseholder

Representative to Visit San Luis Obispo County (VSLOC) Board of Directors – Lodging Representatives Only

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

[REDACTED SIGNATURE]

(Signature)

7-19-18

(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.

**Application Deadline: Friday, August 10, 2018 at 5pm**

Applicants should be present in order to be interviewed by the City Council.  
Interviews will be held mid- to late-August

## **Background and Qualifications – Robert W. Bliss**

I have been a resident of the City of Morro Bay since 2015. Prior to that, I lived in Redding, California for six years and Orange County, California for 30 years. I was a Computer Information Systems Professor at Saddleback College for 27 years. At Saddleback, I established the Computer Information Systems Department, served as its Chairman for 10 years, and secured over a half-million dollars worth of donated computer equipment from private firms for the College. But, I'm most proud of the fact that I had 15,684 students during my years in education – and I hope that I helped them to further their careers.

Prior to teaching, I worked as a Technical Writer and Systems Analyst. I took night classes, earning an AA degree in Physics, and BA and MBA degrees in Management from Cal State Fullerton. While teaching, I earned a Doctorate in the Administration of Higher Education.

## **Current Community Involvement**

- Bulletin Editor & Treasurer, Morro Bay Retired Active Men (RAM)
- Member, San Luis Obispo Retired Active Men (RAM)
- Choir Member, Morro Bay Presbyterian Church
- Member, Morro Bay Active Adults

## **Previous Community Involvement**

### **While resident in Redding, CA, 2009-2015**

- Shasta County Sheriff's Department, Citizen Volunteer Patrol
- Shasta County Library, Instructor, Computer Classes
- Finance Committee, First United Methodist Church
- Member, Writers Forum, Chairman Screenwriters Subgroup
- Member, Sons In Retirement (SIRS)
- On-Camera Fund-Raising Spokesman, KIXE, PBS TV Station

### **While resident in Lake Forest, CA, 1994-2009**

- Treasurer & Vice President, Lake Forest Homeowners Assoc. (1,700 homes)
- CEO, Lakeview Learning Center
- Orange County Sheriff's Team of Active Retired Seniors
- Board of Governors, Saddleback College Foundation
- Orange County Transit Authority, Major Investment Study Committee
- El Toro Water District Community Advisory Committee
- Coordinator, Emeritus Professors/Staff, Saddleback College
- Video Crew, Shepherd of the Hills United Methodist Church

## **Publications**

- "Introduction to Computer Information Systems – A Business Approach", Textbook © 1990, McGraw-Hill, revised annually thru 2004
- "Hybrid Computers", cover story, Machine Design Magazine, , © October 1967
- "A.N.G.E.L.S., Inc." science-fiction novel, © 1998, McGraw-Hill

## **Television**

- "Introduction to Computers", Saddleback College Telecourse (28 videotapes) – 1989
- "Computer Literacy with Dr. Bliss", KOCE-TV, (10 videotapes) © John Wiley – 1990
- "Computer Talk", (Live Phoned-in Questions) KSBR-TV, Saddleback College - 1991



# CITY OF MORRO BAY ADVISORY BOARD APPLICATION

RECEIVED  
City of Morro Bay

JUL 30 2018

Administration

FULL NAME: RORY KREMER

ADDRESS: [REDACTED]

MAILING ADDRESS: LOS OSOS, CA 93402  
(If different)

PHONE NO. 805 [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 and have provided a statement of background and interests, which I believe qualify me for consideration:

**Harbor Advisory Board**

- Member-at-large
- Waterfront Leaseholder

**Representative to Visit San Luis Obispo County (VSLOC) Board of**

- Directors – Lodging Representatives Only

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.

[REDACTED SIGNATURE]

7/30/18  
(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.

Application Deadline: Friday, August 10, 2018 at 5pm

Applicants should be present in order to be interviewed by the City Council.  
Interviews will be held mid- to late-August



RECEIVED  
City of Morro Bay

JAN - 8 2018

City Clerk

# CITY OF MORRO BAY ADVISORY BOARD APPLICATION

FULL NAME: Dennis Wahlberg

ADDRESS: [REDACTED] Los Osos 93402

MAILING ADDRESS: \_\_\_\_\_  
(If different)

PHONE NO. 805-[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 10<sup>th</sup>

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

1. 10 year Commercial fisherman in morro bay
2. Have had a boat in harbor since 1970
3. I have been in morro bay harbor my whole life
4. 100 ton Capt Lic. 87 thousand documented hours
5. Knowledgeable of all marine activity
6. Shipwright/carpenter
7. I have been wanting to be a part of this for a long time.

thank you

Dennis Wahlby

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.

[Redacted Signature]

(Signature)

1-5-18

(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.

**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 10<sup>th</sup>**



# CITY OF MORRO BAY ADVISORY BOARD APPLICATION

RECEIVED  
City of Morro Bay

AUG 10 2018

City Clerk

FULL NAME: Robert Fowler

ADDRESS: ~~P.O.~~ [REDACTED] ATASCADERO, CA 93422

MAILING ADDRESS: P.O. Box 1008 SANTA MARGARITA, CA 93452  
(If different)

PHONE NO. 805 [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 and have provided a statement of background and interests, which I believe qualify me for consideration:

- Harbor Advisory Board
  - Member-at-large
  - Waterfront Leaseholder

- Representative to Visit San Luis Obispo County (VSLOC) Board of
  - Directors – Lodging Representatives Only

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.

[REDACTED SIGNATURE]

8-10-2018  
(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.

**Application Deadline: Friday, August 10, 2018 at 5pm**

Applicants should be present in order to be interviewed by the City Council.  
Interviews will be held mid- to late-August

*Bob & Sandy Fowler*

August 14, 2018

Dana Swanson, City Clerk  
City of Morro Bay  
Via E-mail

Ms. Swanson,

As a part of the application process you have asked me to provide you with a statement about my background and experience and how it may be of value to my participation in the Harbor Advisory Board.

My professional experience since 1994 was as an owner of a homebuilding company. That company built in excess of 3,000 homes in California from 1995 through 2008. We built in communities from Sacramento, San Luis Obispo County, Ventura County and Los Angeles County as well as some of the Central Valley communities. We also built apartments, commercial properties and even built and owned a golf course in Camarillo.

I was also an owner of a leasehold interest in Ventura Harbor that is similar to the Tidelands Trust properties in Morro Bay from 2007 through June of 2011. It consisted of docks, a restaurant, a boat yard and some office space.

I bought the Morro Bay Landing leasehold in August of 2012 and have completed the rebuilding of the docks and am preparing to commence construction on the landside improvements, hopefully, by the end of the year.

I hope that my experience in business as well as what I have learned in managing the Ventura Harbor property will bring some different perspective that might have some value to the HAB. Additionally my recent experience in constructing the docks and processing the plans for the landside improvements give me some Morro Bay specific knowledge that I hope is also valuable to the Board.

Thank you for the opportunity.

Bob Fowler

*P.O. Box 1008, Santa Margarita, CA 93453*

RECEIVED  
City of Morro Bay

JUL 11 2018

City Clerk



# CITY OF MORRO BAY ADVISORY BOARD APPLICATION

FULL NAME: Cherise Hansson

ADDRESS: [Redacted] MB

MAILING ADDRESS: \_\_\_\_\_

(If different) PHONE NO. (805) [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 and have provided a statement of background and interests, which I believe qualify me for consideration:

- Harbor Advisory Board
  - Member-at-large
  - Waterfront Leaseholder

Representative to Visit San Luis Obispo County (VSLOC) Board of  
 Directors – Lodging Representatives Only

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

[Redacted Signature]

7/11/18  
(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.

**Application Deadline: Friday, August 10, 2018 at 5pm**

Applicants should be present in order to be interviewed by the City Council.

Interviews will be held mid- to late-August

## Cherise Hansson Biography

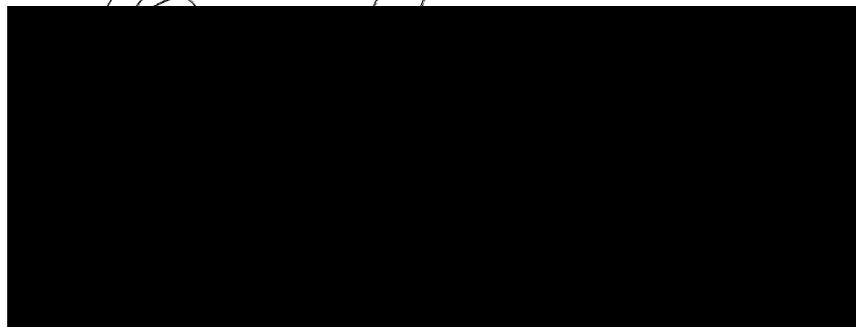
Born July 30th, 1972 in Orange, California. Cherise graduated class of 1991 from Carlmont Highschool in San Carlos California with college prep honors. Cherise graduated with a double major bachelor of Science, with degrees in Marine Biology and Zoology, and a minor in Environmental Ethics from Humboldt State University in 1997. 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 and helped finance the Wildflower Cafe with her close friend Conny Pena.

Cherise moved to the Silicon Valley in 1997 and pursued a career 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 allowed her to pay off, in full, her college loans and save enough to buy their first home in Los Osos California. 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 completing her contract with Roche, Cherise began Under the Sea Gallery June of 1999. She would make hats, paint pots, place orders during her work week evenings and drive down each weekend to work the shop. Every thing she made or purchased sold exceptionally well and the response from the customers was uplifting and positive. 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. During this time Cherise lived on her boat in Morro Bay for two years. In 2001 she was accepted by Cal Poly for a teaching credential in Science. Upon receiving her credential, Under the Sea Gallery was so profitable, she decided to open another shop in Morro Bay, a third in Avila Beach and a fourth in Kauai over the past 20 years, all while raising three young boys. Cherise has three beautiful boys, Trason Alexander, 11, Lance Curren, 7 and Coen James. In preparation for the eventual tear down of 833 Embarcadero she has secured another Embarcadero location at 725 Embarcadero.

Cherise's (as a business owner and a possible harbor advisor) presence on the Embarcadero is to enjoy our amazing environment, be a positive addition to our community, and maintain our natural ecosystem for centuries to come for our children.

*Thank You for your time,*



RECEIVED  
City of Morro Bay

AUG 22 2018

Administration

Hemant Patel  
590 Morro Ave.  
Morro Bay, Ca 93442

08/17/2018

Hemant Patel  
Owner  
Twin Dolphin Hospitality, LLC.  
590 Morro Ave.  
Morro Bay, Ca 93442

To Whom It May Concern,

I am interested in the Visit SLO CAL board member position. I have been a part of the hospitality industry for the majority of my life. I started off learning the business when I first moved to this country in 1994. My parents bought their first mom and pop hotel in Morro Bay which created a solid foundation in learning the ins and outs of how to own and operate a hotel. However, it wasn't until we bought Twin Dolphin Inn, currently Comfort Inn, in 2001 that I really learned how to be a hotelier. At the age of 22 this new venture allowed me to hone in on my skills and take it to the next step. I learned how to confidently make business decisions, create business relationships, and most importantly make marketing decisions that brought revenue through the door. Since then, my brother and I have had joint ventures in multiple hotels ranging from Paso Robles down to Santa Barbara, Each one building on the prior and learning something new each step of the way.

I think I would be an ideal candidate for the position. I have come to a great understanding and respect of the hotel industry from the bottom up and thoroughly enjoy the business. I believe I will be able to come in with a different perspective and valuable insight. Likewise, I am just as excited to hear from all of the board members and bounce off ideas as well. I am passionate about what I do and hopefully can have the opportunity to bring that to the board.

Sincerely,

  
Hemant Patel



August 21, 2018

City of Morro Bay  
Attn: City Council  
595 Harbor Street  
Morro Bay, CA 93442

**Subject: Letter of Recommendation – Hemant Patel**

Dear Councilmembers,

I am writing to recommend Hemant Patel for the Visit SLO CAL (SLOCTMD) Board of Directors seat representing Morro Bay.

As a hotelier, Hemant has been an active contributor to the Morro Bay and countywide tourism industry. He has constantly sought to improve the quality of his properties through renovations and modern updates, and has been an engaged industry leader.

Over the years I have had the opportunity to work with Hemant to grow the impact and contributions of tourism in our local community. Just this past year, Hemant has participated in Visit SLO CAL's Morro Bay partner outreach meeting, focused on engaging local properties in our travel trade and sales programs, as well as the recent Highway 1 Dream Drive event.

Hemant has taken advantage of available opportunities to collaborate with Visit SLO CAL, and both understands and aligns with the vision of our organization.

I wholeheartedly support the recommendation of Hemant Patel to serve on the Visit SLO CAL Board. Thank you for your consideration.

All the Best,

Chuck Davison  
President & CEO  
Visit SLO CAL

1334 Marsh St, San Luis Obispo, CA 93401  
P: 805.541.8000 | SLOCAL.com