



**AGENDA NO: I**

**MEETING DATE: March 1, 2019**

**THE FOLLOWING PUBLIC CORRESPONDENCE  
WAS RECEIVED BY THE CITY COUNCIL  
FOLLOWING POSTING OF THE AGENDA**

**Dana Swanson**

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**From:** Lynda Merrill [REDACTED]  
**Sent:** Wednesday, February 27, 2019 1:13 PM  
**To:** Council  
**Subject:** Goals: improve our way of life

*Dear Mayor Heading and Council members,*

*When my husband and I discuss how to make Morro Bay a better place in which to live we think of improving our environment. The boardwalk is a perfect example of creating a special walkway that benefitted the whole community and pleased visitors, as well. So, when we are planning improvements, we think it is better to select those that are good for our citizens, and by so doing, we make life better for everyone.*

*I will attend the workshop Friday to hear your ideas about creating a better Morro Bay. thank you all for your endless hard work for our community, I appreciate all of you.*

*Lynda and Frank Merrill*

[REDACTED]

**Dana Swanson**

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**From:** Joan [REDACTED]  
**Sent:** Thursday, February 28, 2019 2:50 PM  
**To:** Council  
**Cc:** [REDACTED]  
**Subject:** Goals Setting Thoughts

Dear Mayor Headding and Council Members Mc Pherson, Davis, Heller and Addis,

Thank you for taking my comment. I am writing to you on behalf of the Historical Society Morro Bay (HSMB). As you may be aware, the HSMB recently attempted to save the Finicky Fish No. 2 boat shaped building on the Embarcadero that was an example of mid century mimetic or novelty architecture. Although, ultimately the building was deemed to unstable to be saved some good did come from the HSMB efforts. In part, it spurred the community to examine itself further in an effort to understand preservation, history, and how our buildings and people in them have shaped Morro Bay.

We at HSMB are working with community members and City Staff toward providing a preliminary draft for a historic preservation ordinance that will ultimately fit into the General Plan. We are hopeful that the HSMB motto of "Preservation and Progress" will help to guide this very preliminary effort.

To further this process we have convened a diverse group of community citizens from many backgrounds. The goal is to work through the research portion of the ordinance so that when the City is ready to begin their work on a comprehensive Historic Preservation ordinance and gain full community input it will have a draft to work with.

Thoughtfully,

Glenn Silloway, Susan Stewart, William Fagol, Cathy Ryan, and Joan Solu

Historical Society Morro Bay  
Board of Directors

## Dana Swanson

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**From:** Erica Crawford <erica@morrochamber.org>  
**Sent:** Thursday, February 28, 2019 2:07 PM  
**To:** John Heading; Robert Davis; Marlys McPherson; Dawn Addis; Jeffrey Heller; Scott Collins  
**Cc:** Dana Swanson; michael samaniego  
**Subject:** Chamber of Commerce Letter - Goals  
**Attachments:** Chamber's Agenda Correspondence for 3.1.19.docx

Hello Mayor, Council and Mr. Collins,

Please find our Chamber's comments submitted in advance of tomorrow's Goals meeting. Hoping Dana could please include these in agenda correspondence.

We look forward to a dynamic meeting with the community tomorrow!

Thank you,

Erica

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**Erica D. Crawford**  
President/CEO  
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The Morro Bay Chamber of Commerce respectfully submits its comments on the City's Goals and Objectives for the upcoming budget and work program. The Chamber counts 289 business member-investors representing an estimated 1,500 local jobs. Since the start of FY 2014/15, businesses in Morro Bay will have generated 26.3 million dollars of revenue from Sales & Use Tax, Tourism Occupancy Tax, and Business Licenses to the General Fund by the close of FY 2018/19.

First, we want to commend the City for this important exercise in open and informed government. Only through this sort of consultation can the City's work efforts promote the community at large and local economic development in particular.

The City set five important goals in 2018:

1: Achieve Economic and Fiscal Sustainability. This included an urgent need to identify cost controls, cost reductions, a long-term sustainable budget given long-term revenue projections, and identifying opportunities for revenue enhancement. It also included decisions on the Economic Development Strategic Plan (EDSP), options to improve the connection between Downtown and Embarcadero economic centers, promotion of offshore wind energy, implementation of elements from the Local Economic Action Plan (LEAP) and other actions associated with economic development in the community.

2: Implementation of the Water Reclamation Facility (WRF) and OneWater Review and Implementation. This effort included the (difficult) selection of the WRF site, and implementation of a viable plan for reliable sewer service in the community. It also included information and action on the OneWater initiative.

3: Public Infrastructure and Facility Maintenance and Improvement. This general description seeks to find ways of improving needed critical facilities and finding cost effective ways for maintenance.

4: Land Use Plans and Zoning Policies Updates. This Goal included the rewrite and update of the General Plan, Local Coastal Plan and Zoning Ordinance. This matter is soon to be before the City Council for final action.

5: Improved Communication. This included miscellaneous efforts to improve accountability of goals, objectives, measurements, progress and completion with consistency,

transparency in decision making, and regular communication on the City Council's Goals and Objectives.

By all accounts the City has successfully completed many important and critical tasks that are needed by the community. The WRF is being implemented, and the General Plan/LCP and Zoning are soon to be in front of Council for final action. The Morro Bay Chamber of Commerce commends the City for these achievements. Any one of these items would have been challenging for a community the size of Morro Bay (and others much larger), and the City has expended the necessary efforts to move these items along to final decision points.

The Chamber recently conducted a number of outreach efforts to assess the desired direction of the community over the next five years. The first was a program of regular "Business Walks" where the City's businesses were visited, and comments taken on needed improvements. The second was the program of regular 4MB walks, forums and workshops to identify the needs for the Embarcadero, Downtown, Quintana and North Morro Bay economic centers. Third, the Chamber Board conducted its own retreat and developed areas of focus. Finally, and most recently, the Chamber conducted a "Squeaky Wheel" reception with City staff and the business community to assess pressing needs in the community. While we commend the City for a job well-done on major items, there is still future work to do and unfinished business. It is now time to look beyond the heavy lifting that has been done on the GP/LCP/Zoning and the WRF and to focus on the key unfinished items in the 2018 Goals and Objectives, including the following.

1. Immediate forward movement on the Sign Ordinance and general community signing with special emphasis on needed exposure for Morro Bay's business by freeway travelers, for vehicles on local streets, and by pedestrians. Signage and exposure are a key lifeblood of any business. This work effort includes completing and implementing the "wayfinding" signing plans that are currently in process and advocating to Caltrans our businesses' need for improved freeway signage.
2. Refreshing the LEAP and implementing it. This was a community supported effort that is important to ensuring the long-term economic health of the community. Business revenues and taxes, including local sales taxes, property taxes, Transient Occupancy Taxes, and others support our way of life, and should not be taken for granted. Much can change in the short term and long term.
3. Evaluation and implementation of existing circulation and parking management plans, especially for the Embarcadero area, and other options for the Downtown and other economic centers.

4. A formal assessment and implementation of appropriate process changes that will facilitate development of the Opportunity Sites identified in the EDSP, and which will serve to create greater efficiency in reviewing and approving improvements to businesses. Education and training of City requirements is certainly an element of this, especially considering the fundamental changes contained in the new General Plan, LCP and Zoning Ordinance. The City Council will soon adopt the GP/LCP/Zoning update and the City should identify if there are any regulatory, institutional or “resource” barriers to realizing the economic development opportunities contained in the update.
5. Move high speed fiber optic connectivity forward to diversify the Internet options of local businesses and consumers.
6. Continue to advocate for the development of the Morro Bay Wind Energy Area. This effort should also include development of an “industry cluster” around this improvement such as research and development facilities, landside support services, and improvements to the Waterfront.
7. In support of the community’s important commercial fishing industry, complete the process for a marine services facility (boatyard) and bring to Council for information and consideration of next steps prior to any decision on a feasibility study.
8. Improve advance notification to businesses of City-approved event permits to better prepare the private sector for potential increased business volume and traffic impacts, and/or to support and participate in such events if appropriate.
9. Continue to focus on the role of tourism, including Vacation Rentals & RV Park Tourism Business Improvement District (TBID) Assessment options, improvement of local RevPAR, and Average Daily Rate (ADR), overall tourism effort and effectiveness, including the partnership with Visit SLOCAL.
10. Implement the findings from the 4MB process, including critical development needs in each of the economic centers, and setting up organizational structures and dedicated funding sources for needed improvements, marketing and promotions. This effort would need to look beyond occasional one-time efforts to address an issue and would establish organizations and organizational structures that will sustain these efforts over time.

Again, we commend the City for completion of the ambitious Goals and Objectives set forth in 2018. And, we thank you for your extensive outreach through the Advisory Boards, community forums and other efforts.

Respectfully submitted,

A handwritten signature in black ink, appearing to read 'Erica D. Crawford', written in a cursive style.

Erica D. Crawford  
President/CEO of the Morro Bay Chamber of Commerce  
February 28, 2019