



**AGENDA NO: I**

**MEETING DATE: August 24, 2021**

**AGENDA CORRESPONDENCE AND  
STAFF PRESENTATION  
RECEIVED BY THE CITY COUNCIL FOR  
PUBLIC REVIEW PRIOR TO THE MEETING**

# City Goals Update

Scott Collins  
City Manager

August 24, 2021

# AGENDA

- ▶ Update on City Goals and Action Items
- ▶ Goals process for 2021-2022
- ▶ Community input received to date
  - ▶ Online survey
  - ▶ Advisory Boards and Business Boards

# Council Goals

- ▶ Achieve Economic and Fiscal Sustainability
- ▶ Improve Infrastructure and Public Spaces
- ▶ Complete Update of Significant City Land Use Plans and Address Affordable Housing Issues
- ▶ Improve Communication and Community Engagement
- ▶ Temporary goal for COVID-19 Pandemic response
  
- ▶ 26 corresponding "Action Items" - next several slides

# Completed Action Items

Action Item	Council Action
<b>Revenue Enhancement Option Review</b>	Measure E approved in 2020; Council reviewed Harbor revenue options
<b>Ombudsmen service contract with Chamber</b>	Approved in June 2019, extended in 2021
<b>Consideration of VR in TBID</b>	VRs added into TBID in early 2020
<b>Partnership Policy review</b>	Approved in 2019
<b>Consider Adult Use Cannabis Retailing</b>	Council approved in 2020
<b>Review of CalPERS and other liabilities</b>	Council review analysis in early 2020
<b>Local Labor consideration for WRF</b>	Council added local labor provision to WRF pipeline contract
<b>Short-term vacation rental policy revision</b>	Approved by Council in 2020, under Coastal Comm review
<b>Complete General Plan Update</b>	Approved by Council in 2021, approved by Coastal in 2021

# Action Items with Significant Progress

Action Item	Council/City Action
<b>Fee Study</b>	Council reviewing final pieces in late 2021
<b>Waterfront Lease Mgmt Policy Review</b>	Policy approved, implementation continues
<b>Outreach on opportunity sites in Morro Bay</b>	Staff will provide updates to Council.
<b>Zoning Code Update</b>	Council to review Zoning Code in late 2021/early 2022
<b>WRF Implementation</b>	Construction underway, nearly fully financed
<b>Permit process review and improvements</b>	City Council to receive updates on progress
<b>SLO County Regional effort on affordable housing</b>	Housing Element approved
<b>Parking Mgmt Plan</b>	Council to review Parking study in October 2021
<b>Implement "OneWater" CIP Projects</b>	Design work underway on several projects
<b>Offshore Windfarm Development</b>	Staff will provide updates to Council

# Action Items Requiring More Time

<b>Action Item</b>	<b>Council Action</b>	<b>Status</b>
<b>Market St. Plaza Redevelopment</b>	No Council review planned	Reviewing interested firms.
<b>Morro Bay Aquarium</b>	No Council review planned	Project stopped as CCA no longer interested
<b>Hi-speed internet</b>	No Council review planned	Staff reviewing options with Chamber
<b>Grant opportunities for Winter Shelter</b>	No Council review planned	City did not receive State funding. Coordinating with County on future funding.
<b>Co-working space in Morro Bay</b>	No Council review planned	No work conducted
<b>Grant for Boatyard feasibility study</b>	No Council review planned	No response to RFP in 2018
<b>Coordination with non-profits and comm groups</b>	Staff will provide updates to Council	On-going effort. Next steps include outreach to volunteer groups.

# Goals Process

- ▶ Community input received
- ▶ 8/24 Special Council meeting
- ▶ 9/29 Community Workshop (facilitated)
- ▶ October 2021 - Council adopt Goals and Action items for remainder of 2021 and 2022
- ▶ Quarterly updates on progress to Council

# Community Survey Results

- ▶ Residents generally satisfied with quality of life in Morro Bay and services provided by City
- ▶ Residents love small town environment offered here, and feel this is very important to preserve
- ▶ Residents identified most important issues as follows:
  - ▶ Financial/economic sustainability
  - ▶ Public safety
  - ▶ Maintaining cleanliness
  - ▶ City infrastructure
- ▶ Residents feel City should focus on those issues above, as well as manage tourism impacts, protect the environment and get the WRF done

# City Advisory Boards

Below are areas of focus identified by the City's boards and commissions:

- ▶ Planning Comm - historic preservation ordinance, tree bank program, Climate Action Plan, explore finance districts, Housing Element implementation, and explore business improvement districts
- ▶ Harbor - revenues, Zoning code, parking, infrastructure, Market St. Plaza and Offshore wind
- ▶ Public Works - resiliency, cleanliness, infrastructure (paving, stormwater)
- ▶ Finance - Impact fees, cost allocation plan update, infrastructure funding, evaluate pension and other liabilities
- ▶ Recreation and Parks - keep on current course

# Business Boards

- ▶ TBID - cleanliness and beautification
- ▶ Chamber of Commerce - sanitation/beautification, affordable housing (workforce housing), traffic circulation, and infrastructure improvements

# Next Steps

- ▶ Taking Council input tonight
- ▶ Goals Workshop - Wednesday, September 29<sup>th</sup>, 4:00pm
- ▶ Council formally review and adopt Goals and Action Items - October 2021
- ▶ November/December - workplans shared with advisory boards and commissions

## Heather Goodwin

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**From:** Caroline Duell [REDACTED]  
**Sent:** Tuesday, August 24, 2021 12:50 PM  
**To:** Council  
**Cc:** Ian Maulhardt; Erica Crawford  
**Subject:** Gulls on Business Roofs

Dear Morro Bay City Council,

I hope this finds you all in good health. My name is Caroline, Founder and CEO of All Good, makers of organic, botanical body care products and mineral sunscreens. Our headquarters is located on Market Street in the previous Sun Bulletin building. We've been running our business locally for 15 years and for the last 6 years in this building. This summer, seemingly out of nowhere, many flocks of gulls have decided to make our roof one of their favorite places to perch. We are all animal lovers in this company, so at first we tried to tolerate it. Now it has become unbearable, and we had to spend about \$2k on power washing the roof so that the stench would mellow out a bit. One week later, and the smell, noise and guano are back. We are aware that our neighbors are also enduring the mess and frustration of the birds.

I am writing you as I would like to potentially see it addressed as a City priority and help all of us local businesses find a solution. Perhaps the city could support a falconer to disperse the birds, and perhaps there is a local location that would be more ideal - somehow they could be relocated to a zone that fits for them to thrive within a healthy ecosystem... while not being a burden teams of people working hard to support the Morro Bay economy.

I am grateful for any potential solutions, ideas, support on this matter.

Thank you very much,  
Caroline Duell

Caroline Duell  
All Good  
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[REDACTED] Morro Bay, CA 93442

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[REDACTED] (m)

[allgoodproducts.com](http://allgoodproducts.com)

## Heather Goodwin

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**From:** Martie Travis [REDACTED] >  
**Sent:** Tuesday, August 24, 2021 1:03 PM  
**To:** Dana Swanson; Council; Scott Collins  
**Subject:** Comments for today's meeting  
**Attachments:** dirty street.jpeg

Greetings,

I'm unable to attend today's meeting for comment, but as a business owner on the waterfront, I wanted to send over my thoughts on sanitation and cleanliness on the Embarcadero.

We have noticed over the past several years that the overall appearance of the Embarcadero seems more and more neglected, which is quite unwelcoming to tourists coming here to enjoy their vacations in our beautiful little town. The parking lots, streets, and sidewalks look very dirty and uncared for at all times now. There is excess trash everywhere, especially with the increase of "to go" food, and I have observed many times the massive overflow of city trash cans all over the waterfront.

I have visited many beach towns all over the world, and know that certain sights and smells are to be expected, but again, the Embarcadero just seems to be getting worse and worse, and frankly, is just becoming embarrassing. Please see attached a photo I took last month, right next to street parking, as an example. Can our city maintenance staff please prioritize things like our sidewalks, streets and parking lots so that visitors will not be scared away?

Thanks for your consideration.

Sincerely,

Martie Travis  
Dolphin Shirt Company  
(805) 265-4455 ext. 102

