

OCTOBER 18, 2016

INVOCATION:

Pastor Jesse Pinheiro of Revival Tabernacle Church gave the Invocation.

PLEDGE OF ALLEGIANCE TO THE FLAG:

Councilmember Boysen led the Pledge of Allegiance.

CALL TO ORDER:

Mayor Patino called the meeting to order at 6:30 p.m.

ROLL CALL:

MEMBERS PRESENT

Councilmembers Boysen, Orach, Waterfield, Zuniga, and Mayor Patino.

STAFF MEMBERS PRESENT

City Manager Haydon, Director of Human Resources & Records Anderson, Director of Community Development Appel, Police Chief Martin, Director of Finance Harvey, City Librarian Housel, Interim Fire Chief Kenley, Director of Recreation & Parks Posada, Director of Utilities Springer, Deputy City Manager Stilwell, Interim Fire Marshall Delgado, Assistant City Attorney Mollenkopf, Principal Civil Engineer Olds, and Chief Deputy City Clerk Garietz.

1. PROCLAMATIONS/COMMENDATIONS/PRESENTATIONS:

A. PROCLAMATION – PAY IT FORWARD

Councilmember Waterfield presented a proclamation in honor of the “Pay It Forward” movement. Joelyn Lutz and Leticia Villanueva accepted the proclamation with a song and a brief history of how the proclamation has evolved.

B. PROCLAMATION – FIRE PREVENTION MONTH

Councilmember Boysen presented a proclamation in recognition of “Fire Prevention Month” October 2016. Darrell Delgado, Interim Fire Marshall, accepted the proclamation.

2. PUBLIC COMMENT PERIOD

Vanessa Cantu, representing Just Communities – CanDo, spoke about her concern that the City Manager lives outside of City limits. She also requested that a translator be available at all City Council meetings.

Pati Cantu requested that the City Council Meeting Agendas be available earlier than the Friday before each meeting.

Mary Jacka spoke in favor of the Pay It Forward Movement and the importance of teaching youth to do the same.

Arnulfo Romero expressed his concern that the City Manager does not live within city limits. He also requested that One Community Action be involved in the hiring process for the Outreach Coordinator position.

City Manager Haydon indicated that each meeting agenda indicates the process in which to request an interpreter at Council meetings. He also let the audience know that staff makes an effort to post agendas the Thursday before each meeting, well in advance of the timeframe required by State law.

Mr. Haydon introduced the new Director of Human Resources & Records, Jayne Anderson. He indicated Ms. Anderson's responsibilities will include managing the recruitment process, labor relations, risk management, and the City Clerk's Office.

Director Anderson spoke of her 25-plus years working in municipal government.

City Manager Haydon asked Police Chief Martin to give a short presentation on pedestrian safety. Two public service announcements that had been produced using grant funding were presented, along with a video of a near miss accident between two cars and pedestrians crossing a crosswalk at the 300 block of Stowell Road. Chief Martin reminded everyone of the importance of staying off the phone while driving and being aware of others on the road.

3. CONSENT CALENDAR:

Councilmember Waterfield recused herself from voting on Item No. 3D (Warrants) due to a financial conflict of interest.

Consent Calendar Items 3A through 3F were approved, on motion by Councilmember Orach, seconded by Councilmember Zuniga, and carried on the following vote: 5-0

AYES: Councilmembers Boysen, Orach, Waterfield, Zuniga, and Mayor Patino
NOES: None
ABSENT: None
ABSTAIN: None

Consent Calendar Item 3D only was approved, on motion by Councilmember Orach, seconded by Councilmember Zuniga, and carried on the following vote: 4-0-1

AYES: Councilmembers Boysen, Orach, Zuniga, and Mayor Patino
NOES: None
ABSENT: None
ABSTAIN: Councilmember Waterfield

A. ORDINANCES

The reading in full of all ordinances and resolutions was waived. Ordinances on the Consent Calendar were adopted by the same vote cast at the first reading unless City Council indicated otherwise.

B. MINUTES

The Minutes of the Regular Meeting of the City Council of October 4, 2016, were approved as submitted.

C. CALIFORNIA CONSERVATION CORPS LEASE AGREEMENT

Resolution No. 2016-132 was adopted approving a Lease Agreement with the California Conservation Corps for the use of 705 West Cypress Street.

Resolution No. 2016-132 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROVING A LEASE WITH THE CALIFORNIA CONSERVATION CORPS.

D. WARRANTS

Warrant Nos. 203103 to 203350 totaling \$2,038,057.65 were ordered ratified subject to having been certified as being in conformity with the budget and having been approved for payment by the Director of Finance. Warrant Nos. 198182, 200837, and 202763 were cancelled.

E. PAYROLL

Payment of payroll was ordered ratified subject to having been certified by the proper Department Heads, as shown on records on file in the Department of Finance and having been approved for payment by the Director of Finance.

F. ALCOHOL BEVERAGE CONTROL MINOR DECOY/SHOULDER TAP GRANT

Resolution No. 2016-133 was adopted approving an Alcohol Beverage Control (ABC) Grant of \$25,000 for fiscal year 2016-17 to expand the Santa Maria Police Department's efforts addressing alcohol-related problems.

Resolution No. 2016-133 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA, APPROPRIATING FUNDING UNDER THE CALIFORNIA DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL MINOR DECOY/SHOULDER TAP GRANT #16-OTS-15.

PRESENTATIONS

4. MEASURE H2016 – SANTA MARIA JOINT UNION HIGH SCHOOL DISTRICT BOND MEASURE

The City Council received an informal presentation by Jeff Hearn, Chairman of the Friends of the Santa Maria High Schools' Committee, regarding the Measure H2016 ballot item scheduled on the November 8, 2016, election ballot for voters in the Santa Maria Joint Union High School District boundary area.

Mr. Hearn explained that, through the use of school bonds, school campuses were in the process of being rebuilt and retrofitted. For the last 12 years, the School District has been trying to locate property on which to build a new high school to meet the demands of an increasing population in Santa Maria. Until the property can be located, the school board has had to take existing schools (Pioneer, Santa Maria, and Righetti) and increase their capacity. Measure H2016 would help to raise money that would stay in the community and be utilized to build multi-story buildings at Santa Maria and Righetti High Schools as well as retrofit other buildings on each campus. Should the Measure pass, the State would match up to \$50 million. Pioneer High School was designed to hold about 2,100 students and currently has 2,700. Each high school is expected to enroll up to 3,000 students per year in the next 7 to 10 years.

Councilmember Waterfield asked what would happen if the Measure did not pass.

Mr. Hearn responded that the campuses would have to install more portable buildings which would cost more in upkeep and be a temporary solution instead of a permanent one.

Mayor Patino asked how much land was required for the construction of a high school.

Mr. Hearn responded that at least 55 acres was required to build a school that would house 2,000 students. In addition, there were other restrictions by the State that would add costs to the process of purchasing the property.

Councilmember Zuniga expressed her support for the Measure and stated she felt the school improvements were vital to the success of educational efforts in the community.

Councilmember Waterfield referred to the empty lot next to the police station on Betteravia as an example of how much space was needed for a new high school.

Mayor Patino indicated that Item 6 (the Grant Application for a Soccer/Sports Complex) would be the next item on the agenda in order to accommodate the families and children who had come to the meeting specifically for that item.

REGULAR BUSINESS

6. RECREATION AND PARKS GRANT APPLICATION TO FUND A SOCCER/SPORTS COMPLEX. The City Council considered authorizing the submission of a State of California Parks grant application to receive up to \$1 million for developing a phased soccer/sports complex along Stowell Road, adjacent to the Adam Basin Sport Field.

Director of Recreation & Parks Posada indicated that this item would normally be presented on the Consent Calendar. However, due to the large amount of community interest, staff felt it pertinent to present the item on its own. Staff initially considered another location near West Stowell Road and Black Road, near the Wastewater Treatment Plant, but issues related to land use, infrastructure, utilities, and other factors led staff to consider the site along Stowell Road, adjacent to the Adam Basin instead.

Recreation and Parks Director Posada presented a visual of the proposed soccer/sports complex and surroundings along with a summary of the phases of construction. He explained the project would go forward in phases as finances were secured. He also stated that the property owner and City were currently in discussions and that the property owner would have to supply a required letter to supplement the grant application indicating their willingness to work with the City to make the project happen. The grant would be funded from Proposition 40, a 2002 Bond. The grant application is due November 1, 2016. Mr. Posada thanked other City departments for helping coordinate compiling the application.

Councilmember Waterfield asked for clarification on Phase I and what would be involved in that phase.

Recreation and Parks Director Posada explained that approximately 8 acres of the property to build a parking lot, two soccer fields, restrooms, and a maintenance area would be part of the initial phase, creating features that would benefit everyone using the complex.

Councilmember Boysen asked how many soccer fields would be available once the project was completed.

Recreation and Parks Director Posada responded that there would be up to 13 fields taking into account the fields available at Adam Basin, Adams School, and Minami Park.

Public input

Michael Borges, representing Coastal Valley Soccer Club, spoke in support of the project and encouraged the installation of lights as winter daylight savings time would prohibit the use of the fields later in the day.

Cynthia Gudino encouraged the staff and Council to let the community know what they could do to help the process along. She indicated that they have the ability to fundraise with the assistance of coaches and volunteers.

Pati Cantu, representing the Santa Maria Valley Youth Soccer Association, expressed concern about current fields and safety issues regarding uneven terrain and said she supported the project, but also hoped there would be improvements on already established fields.

Arnulfo Romero, representing One Community Action Coalition, expressed his support for the project and asked that event announcements distributed by the Recreation and Parks Department be in Spanish as well as English.

Brenda Garcia, representing One Community Action Coalition, thanked the Council for continuing to reach for their goals and stick to the strategic plan to better youth development.

Jesus Espinoza commented that he was discouraged by the fact that so many surrounding communities put their efforts into dog parks, but not sports complexes for youth.

Ramon Ramirez, President of Santa Maria Valley Youth Soccer Association, commented that the Santa Maria Valley Youth Soccer had been established 40 years ago and he was looking forward to seeing more fields soon. He also mentioned the Youth Soccer Association would be happy to help and had some savings they would contribute along with some certificates of deposit to contribute.

Director of Recreation & Parks Posada stated that the City would still need approximately \$350,000 on top of the \$1 million grant. He encouraged the community to take every opportunity to fundraise, particularly as future phases of the project would require additional funding.

Councilmember Waterfield asked if lighting was included in the initial phase of the complex.

Recreation and Parks Director Posada responded that lights were not part of the initial phase. He also mentioned that lighting for one field alone could run as high as \$350,000.

Councilmember Waterfield asked Cynthia Gudino if she believed the community could come up with \$350,000. Ms. Gudino responded that there was a lot of financial support available, even from outside City limits, to either donate money or land to this effort.

Councilmember Orach commented that, on a previous soccer field project he participated in, community support was a large part of its success.

Councilmember Zuniga commented that she appreciated the idea of the soccer fields, but said she had envisioned an actual sports complex that would be able to not only serve local youth, but also bring outside sports teams and revenue to the City. She expressed concern about recent complaints from neighbors regarding noise and upkeep in the soccer field out behind Verizon. She said hoped that would not be an issue at other basins once the project was underway. She asked if soccer fields at the schools were regulation size and quality. And she mentioned she knew a Developer in town who had expressed an interest in helping with the construction of the new soccer fields.

Recreation and Parks Director Posada commented that the number of available soccer fields would be sufficient for tournaments and weekends would offer enough light for a tournament to take place, particularly with an increase in the number of fields. He also said the tournaments would bring teams to town who would then use the hotels and restaurants helping stimulate the local economy. In addition, rugby and lacrosse teams would be able to use the fields. Soccer fields at schools tended to have less upkeep than those in parks.

Council discussion

Resolution No. 2016-134 was adopted authorizing the submission of a State of California Parks grant application to receive up to \$1 million for developing a phased soccer/sports complex along Stowell Road, adjacent to the Adam Basin Sport Field, on motion by Councilmember Boysen, seconded by Councilmember Zuniga, and carried on the following vote: 5-0

AYES: Councilmembers Boysen, Orach, Waterfield, Zuniga, and Mayor Patino
NOES: None
ABSENT: None
ABSTAIN: None

Resolution No. 2016-134 adopted. A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SANTA MARIA, CALIFORNIA AUTHORIZING AND APPROVING THE APPLICATION FOR YOUTH SOCCER AND RECREATION DEVELOPMENT PROGRAM GRANT FUNDS.

Mayor Patino called for a short recess at 8:10 p.m., and then reconvened the meeting at 8:17 pm. All Councilmembers were present.

PRESENTATIONS – Continued

5. 2015-16 YEAR-END ANNUAL REPORTS BY THE SANTA MARIA VALLEY CHAMBER OF COMMERCE. The City Council received the year-end reports on the Visitor and Convention Bureau Services and the Economic Development Services by Glenn Morris, President/CEO of the Santa Maria Valley Chamber of Commerce. Mr. Morris also made a presentation on the Santa Maria Tourism Improvement District.

Ed Carcarey, Chamber President, opened the presentation and thanked the City and Council for their partnership. He introduced Glenn Morris, CEO of the Chamber. Mr. Morris commented that many of the issues the community spoke about during the evening were the same issues the Chamber was working on. The Chamber Board endorsed the School Bond Measures and was looking into ways to promote the soccer fields.

Mr. Morris said the Chamber was made up of an Executive Committee, Board of Directors, and Staff. In addition to the Board, the Chamber has an Economic Development Commission (EDC) that helps to identify economic areas the Chamber needs to work on to improve the economic vitality in the community. The purpose of the EDC is to promote Santa Maria, provide business information, and facilitate access to services and resources.

Over the last few months, about 700 jobs were created in the community. The Chamber has been working to support existing businesses with growth and retention needs, marketing, and workforce development issues to ensure qualified employees. The Chamber collaborates with organizations like SCORE and the Small Business Development Center to set up a presence in the community and add to the network of employees. The workforce development programs work with Allan Hancock College, the School Districts, and the Workforce Development Board advocating for policies, procedures, and services to create a favorable local economic environment.

Mr. Morris spoke on the Visitor and Convention Bureau (VCB) and its purpose to promote tourism and hospitality. The bureau disperses information about the Santa Maria Valley and promotes the Valley as a premier recreation and leisure community. Over the past year, there were 200 group requests to use local facilities and streets, the Fairpark, and Elks Club for weddings, car shows, etc.

Councilmember Waterfield asked when the Chamber expected to hire a new EDC Director and how the relationships with other organizations like the Economic Alliance, Econ Vitality Team, and Softec have benefited Santa Maria.

Mr. Morris responded that the Chamber hoped to have a new Director on board by the end of the month and that the Chamber was in the process of building networks with those organizations.

Mr. Morris continued, saying the newest component of the Chamber is the Tourism Improvement District which implemented a hotel tax raising funds to be applied to marketing efforts. A leadership team, comprised mostly of hoteliers, has been created to work on these marketing efforts. A new logo and website have been implemented along with a marketing and media plan. The most emphasis is being put into on-line resources, with television, outdoor, and print resources following in that order. The Chamber is reaching out to North Los Angeles County and the Central Valley to draw in tourists. Santa Maria remains an affordable area to visit compared to some of the surrounding tourist areas.

Mr. Morris presented one of the new commercials which will also be released in Spanish as well. Print ads will appear in various tourism magazines and billboards along the Coast. Radio ads are in place and the website offers users opportunities to learn the history of the City, book lodging, and find restaurants and activities.

Jean-luc Garon, General Manager with the Historic Santa Maria Inn, shared that his clients do not seem to mind paying the hotel tax as cities all over California now charge a similar hotel tax. He thanked the Chamber for their efforts and said he was very pleased with the new website.

Councilmember Boysen asked how much money the Tourism Improvement District would generate.

Mr. Morris responded that about \$650,000 had been budgeted and revenues were currently a little ahead of expectations in the first six months.

Councilmember Zuniga asked how the Chamber will determine that the marketing efforts have been successful.

Mr. Morris responded that one of the tools with the website (santamariavalley.com) is a short survey that is generated when a user comes to the site. The goal is to obtain user emails and follow up with a longer email survey later. Users can also leave comments on the website. The Santa Maria Valley website is a site specific to tourism and separate from the Chamber's *Santamaria.com* site. The two sites target very different audiences.

Councilmember Waterfield expressed concern that the two URL names for the website were very similar and indicated that she thought it may be confusing for the person browsing for the information. She did note that each site had an affiliate link to the other webpage.

Mayor Patino thanked Mr. Morris for the information.

REPORT BY CITY MANAGER:

City Manager Haydon reported the next meeting would be November 1, 2016, and would include a Subdivision Agreement for Celebration II; a proclamation for Fill the Boot and MDA Day; and a couple of appointments to Boards/Committees.

ORAL REPORTS OF COUNCILMEMBERS AND OFFICERS (INCLUDING AB1234 REPORTS):

Councilmember Zuniga reported that she attended the League of California Cities Conference; the opening ceremonies for the Special Olympics; the Chamber mixer at the Discovery Museum; Encuentro Infantil (a community resource fair); and she mentioned an upcoming spelling bee at the Elks Lodge being put on by the Literacy Council. She also thanked Serve Santa Maria for their recent work landscaping at Perlman Park.

Councilmember Waterfield reported she attended the League of California Cities Conference and the open house for the Veterans' Freedom House in Orcutt (a Good Samaritan project).

Councilmember Orach did not make a report.

Councilmember Boysen reported he attended the first Annual Police Retiree Barbecue and various meetings regarding Table A water the City has been working to acquire.

Mayor Patino reported that she attended the League of California Cities Conference; the Mayor's Ball; the Domestic Violence Vigil held at Santa Maria High School; a ribbon cutting at the Santa Maria Olive Company; a get together at the pediatric children's closet at Marian Medical Center; the Chamber mixer at the Discovery Museum; the Santa Maria Police Council Social and Membership Meeting; a Fighting Back Santa Maria Valley Coalition Meeting; a mentoring project at the First Christian Church; the Santa Barbara County Veterans' Stand-down; Encuentro Infantil; a CASA Fundraiser; an interview with the annual production of Community Speaks; a meeting at the Casa Del Rio Mobile Home Estates; and spoke on the Ben Heighes radio show.

RECESS:

Mayor Patino recessed to a Closed Session at 9:12 p.m. regarding conference with legal counsel – existing litigation pursuant to Section 54956.9 Subdivision (d)(1) of the Government Code. Dennis Szczepanski v. City of Santa Maria, Workers' Compensation Appeals Board Case No. ADJ9793220.

CLOSED SESSION REPORT:

Following the Closed Session, Assistant City Attorney Mollenkopf announced that there was no reportable action taken.

ADJOURNMENT:

There being no further business before the City Council, Mayor Patino declared the City Council meeting adjourned at 9:20 p.m.

APPROVED:

November 1, 2016
Date

Rhonda M. Garietz, CMC
Chief Deputy City Clerk and ex officio Clerk of
the City Council

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ATTEST:

Rhonda M. Garietz, CMC
Chief Deputy City Clerk

Alice M. Patino
Mayor of the City of Santa Maria