

SOLANA BEACH CITY COUNCIL
REDEVELOPMENT AGENCY AND PUBLIC FINANCING AUTHORITY

JOINT **SPECIAL** MEETING

MINUTES

WEDNESDAY, MARCH 26, 2008
5:00 P.M.

CITY COUNCIL CHAMBERS
635 S. HIGHWAY 101,
SOLANA BEACH, CALIFORNIA

The City Council acts as the City of Solana Beach Redevelopment Agency and the Public Financing Authority.

CALL TO ORDER AND ROLL CALL:

Present: Kellejian, Roberts, Nichols, and Heebner.

Absent: Campbell.

Also Present: David Ott, City Manager
Johanna Canlas, City Attorney
Leticia Fallone, Deputy City Clerk
Tina Christiansen, Comm. Development Director
Dan Goldberg, Interim City Engineer
Wende Protzman, Dir. Admin Services/Deputy City Mgr

Dennis Coleman, Finance Director
Steve Didier, Management Analyst
Dismas Abelman, Deputy Fire Chief

FLAG SALUTE:

David Ott, City Manager, led the flag salute.

APPROVAL OF AGENDA:

MOTION: Moved by Heebner and seconded by Roberts to approve the agenda.
Motion carried 4/0/1 (Absent: Campbell.)

CITY COUNCIL STRATEGIC PLANNING

A. Discussion of the Fiscal Year 2008/09 Workplan for the City of Solana Beach, Solana Beach Redevelopment Agency and the Solana Beach Public Financing Authority.

David Ott, City Manager, stated that Council would review and discuss workplan items at this meeting and would prioritize them at a future meeting. He stated that the workplan document assisted the City in determining what projects would be focused on in the next fiscal year.

David Carroll, Chamber of Commerce President, stated that the slogan "Shop Solana" was intended to increase business in the City, and that he wanted to change the slogan from "Shop Solana" to "Shop, Dine, Stay Solana Beach." He stated that this slogan line would help all businesses in the City and that the slogan could be effective if used by everyone. He handed out several slogan ideas to the Council and stated that all entities would have availability to the logo and slogan, "Shop, Dine, Stay Solana" through the Chamber of Commerce.

Council discussion ensued on the slogan presented by Mr. Carroll, that there could be opportunities to advertise with Amtrak, that the slogan should encourage the use of public transportation, and that the City could hire a marketing firm for additional slogan ideas which would incorporate other goals and activities of the City, and the possibility of a city shuttle to allow easier access for people to get around the City.

David Ott, City Manager, stated that the City needed to work on the slogan with the business district, that the slogan could be addressed through a communication plan, that the various ad-hoc and standing committees could be involved, and that a consultant could assist the City in addressing all the various components involved to create a slogan for the City.

David Ott, City Manager, presented a power point presentation on the workplan document. He stated that environmental sustainability would be a fourth objective added to the document and he gave a status report on the current workplan items.

David Ott, City Manager, stated that the Local Coastal Plan had to be completed prior to working on the General Plan, that the sand replenishment retention program was a three phased program, and that the City was working on a regional beach replenishment project with surrounding areas. He stated that the Fletcher Cove Community Center and Lifeguard Station would go to a Council meeting for further direction, that there would be continued public workshops for the La Colonia Park Improvement Plan, and that the I-5 Interchange plan was ahead of schedule.

David Ott, City Manager, stated that the Marsolan undergrounding utility ballots

were mailed to the community and that the item would return to Council at a future meeting to discuss the formation of the district.

Council discussion ensued on the right hand turn lane from Santa Helena onto Lomas Santa Fe and that the traffic lights were still cycling as though Lomas Santa Fe was a four way intersection.

David Ott, City Manager, stated that he met with the Headmaster of St. Leos and that he stated that the school would provide more on-site parking. The City Manager stated that on-site parking would relieve traffic and parking issues in the area.

Council and City Manager discussion ensued on a city shuttle, that there should be a Council sub-committee to work on the project, that a shuttle would help relieve traffic in the City, and that there would have to be further analysis of who would use the shuttle and what stops it would make.

David Ott, City Manager, stated that the City met with the postmaster and that it would be complicated and costly to move the post office from its current location.

Council discussion ensued on moving the post office to a more central location in the City, that the post office was on federally owned land, and that moving the post office would involve significant costs to the City.

Council and City Manager discussion ensued on workplan items including the Citywide WiFi program, that it would not be feasible at this time, that a signage consultant would be a part of the Communication Plan, and that an E-Commerce guide was being worked on by Staff.

David Ott, City Manager, stated that Staff had been working on a volunteer coordination program and that Staff was working on the Cliff St. cross walk and Plaza area improvement which were part of the Highway 101 Redevelopment Master Plan.

David Ott, City Manager, stated that Staff would be researching the business certificate program, that over the last year the City had required businesses outside the City to obtain a business certificate, and that some businesses like FedEx were not subject to local laws of having to obtain a business certificate.

David Ott, City Manager, reviewed non-workplan items that the City was working on. He stated that the Tide Beach Seawall Maintenance project had begun, that there would be work on the City Hall parking lot to accommodate ADA requirements, and that the City was working on a "green" purchasing policy and "green" building process.

Council reviewed their community character requests which included, new leash

laws for the Fletcher Cove area, a park in the east side of the City by the Santa Streets, possibly an off leash dog park, an assessment on whether a shuttle would be used by residents, and that there should be a solar program in the City.

Council discussion ensued on their community character requests. Council requested a template on instructions for the public on how to proceed with an underground utility district, that the City should have more walking trails, that there should be ADA beach access, that the City should have a detailed landscape ordinance, and that there should be a guide on and enforcement of construction rules of conduct.

Council discussion ensued on organizational effectiveness requests, that the City should have their own density bonus law and that there should be more advertising of the new emergency category added to the City's E-Blast system.

Council discussion ensued on new fiscal sustainability requests, that the Highway 101 zoning should be looked at and that the City should partner with other cities for purchasing supplies.

Council discussion ensued on new environmental sustainability requests; that leaf blowers provided a lot of noise pollution, that the City was researching methods for the public to recycle plastic bags, and that there should be charging areas at shopping centers for electric vehicles.

Wayne Brechtel handed out copies of parcel maps to the Council. He stated that he appeared before Council last June representing Nick Nicholas regarding a conflict between the City's General Plan and the Subdivision Design Ordinance, that Council deferred this issue to Staff, and that Staff did not adequately answer his question. He stated that the General Plan and Subdivision Ordinance were in conflict, that this conflict affected Mr. Nicholas's project, that Council should give direction to Staff to address the conflict between the General Plan and the 3:1 ration requirement of the Subdivision Ordinance, and that this issue should be addressed as an agenda item at a Council meeting.

Council discussion ensued on addressing Mr. Brethel's concerns during a Council meeting to allow for discussion of the issue.

ADJOURN:

Mayor Kellejian adjourned the meeting at 7:00 p.m.


Angela Ivey, City Clerk

Approved: October 8, 2008