

**CITY OF SOLANA BEACH**  
SOLANA BEACH CITY COUNCIL, SUCCESSOR AGENCY TO THE REDEVELOPMENT AGENCY, PUBLIC  
FINANCING AUTHORITY, & HOUSING AUTHORITY

JOINT **SPECIAL** MEETING

**MINUTES**

**5:00 P.M.**  
**Tuesday, April 17, 2012**

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:** Heebner, Kellejian, Roberts, Nichols, and Campbell.
- Absent:** None.
- Also Present:** David Ott, City Manager  
Leticia Fallone, Deputy City Clerk  
Angela Ivey, City Clerk  
Dennis Coleman, Finance Director  
Tina Christiansen, Community Dev. Dir.  
Rich Whipple, Principal Planner  
Mo Sammak, City Engineer/Public Works Dir.

Mayor Kellejian called the meeting to order at 5:00 p.m.  
Councilmember Robets was absent at this time.

**FLAG SALUTE:**

**APPROVAL OF AGENDA:**

**MOTION:** Moved by Heebner and seconded by Campbell. **Motion carried 4/0/1**  
(Abstain: Roberts)

**ORAL COMMUNICATIONS:**

This portion of the agenda provides an opportunity for members of the public to address the City Council on items relating to City business and not appearing on today's agenda by submitting a speaker slip (located on the back table) to the City Clerk. Comments

relating to items on this evening's agenda are taken at the time the items are heard. Pursuant to the Brown Act, no action shall be taken by the City Council on public comment items. Council may refer items to the City Manager for placement on a future agenda. The maximum time allotted for each presentation is THREE MINUTES (SBMC 2.04.190). Please be aware of the timer light on the Council Dais.

**C. STAFF REPORTS: (C.1.)**

*Submit speaker slips to the City Clerk*

**C.1. City of Solana Beach Workplan. (File 0410-80)**

Recommendation: That the City Council

1. Review the City of Solana Beach and Solana Beach Redevelopment Agency Fiscal Year 2011/12 Workplan in preparation for the 2012/13 Workplan.

David Ott, City Manager, introduced the item and presented a power point (on file). He stated that the workplan consisted of four sections, community character, fiscal sustainability, organizational effectiveness, and environmental sustainability, and that each section consisted of a list of prioritized and un-prioritized items.

Marie Berkuti, Finance Manager, reviewed the Fiscal Year 2012 Budget. She stated that there was a projected surplus in the budget due to sales tax and business certificate revenue.

David Ott, City Manager, continued the power point presentation and reviewed community character priorities which included the General Plan and Housing Element Update. He stated that the housing element was planned to be completed by next April.

Council and Staff discussed that portions of the Land Use and Circulation Element and the Climate Action Plan were unfunded and that half-a-million dollars was needed to fund the three elements.

David Ott, City Manager, continued to present on community character issues, which included the Local Coastal Plan/Land Use Plan adoption, the Beach Sand Replenishment and Retention Program, View Assessment Ordinance Update, and the Development Review Permit Ordinance. He stated that the Parking Management Plan and the Affordable Housing Program Fee was completed. He reviewed community character Capital Improvement Projects. He stated that the Fletcher Cove Community Center was completed, that the City had not found sufficient funding to proceed with the Fletcher Cove Lifeguard Station project, and that the City Manager was developing a contingency plan due to the unstable bluffs. He stated that sufficient funding had not been secured to proceed on the La Colonia Park Improvements project, that the Boys & Girls Club wanted to continue to partner with the City in regards to use and improvement of the Community Center, and that they wanted to place a temporary building at the center.

Council and City Manager discussed that the temporary building requested by the Boys & Girls Club would be a portable facility located in between the restrooms and the playground, and that it would be out of view.

David Ott, City Manager continued reviewing the Capital Improvement Projects.

Mo Sammak, City Engineer/Public Works Manager, reviewed the I-5 Widening Project. He stated that it was in the final stage of the selection process, that in July 2012 the Public Work Plan document would come out with the preferred alternative which was the least impactful alternative, that the document included various mitigations including a new bike lane, and that the bike lane would be parallel to the City and portions would be attached to Stevens Ave. He reviewed the Del Mar Shores Stairway Replacement Project. He stated that the City could ask for another year extension on the permit, that beyond 2014 the City would have to reapply for another permit with the Coastal Commission or start with a new project, and that there was no funding for the construction portion of the project.

Council and Staff discussed the sources of funding for the project that the City had been seeking funding over the past 2 years, there had been federal funding opportunities, several Council members were working with a non-profit for funding options and community events to try and raise funds, and that TOT funds could be used for beach nourishment for beach visitors. They discussed that funds in reserve could be a partial source of funding, that the structure was in poor condition, the railing was unsafe, the City had attempted to patchwork it, that the City may have to close the access if there was insufficient funding, and that various Council members had been working with San Diego BIG (Beach Improvement Group), who wanted to do various fundraisers including a booth at Fiesta Del Sol.

David Ott, continued with reviewing community character, Capital Improvement Projects, and stated that the Marine View Street Improvement Project was completed.

Mo Sammak, City Engineer, reviewed the project and stated that the project was completed at a cost below the estimated cost.

Council and Staff discussed whether the remaining funds from the project could be used to improve the landscaping of the area, that City Staff was meeting with the contractor and the landscaper to discuss the landscape since the project was still under warranty, the land was not pruned to be successful for vegetation growth, another opinion was that the hydro seeding did not penetrate the land enough and more was needed. He stated that all plants were native material and would be irrigated for a period of one year, that the landscaping was supposed to be self sustaining and wouldn't be green year round but would be green during certain seasons.

Mo Sammak, City Engineer, reviewed the Highland Drive/Lomas Santa Fe Intersection Improvements. He stated that the estimate for the project was higher than anticipated and would be designed by in-house Staff, and that a construction contract would be presented to the Council after the summer recess. He reviewed the Granados/El Viento

Intersection and Sewer Realignment project, that it was planned to break ground on the project in mid-May, and that the construction would take about two and a half months.

David Ott, City Manager, continued reviewing the community character capital improvement projects which included the South Sierra Mixed Use Affordable Housing Project and reviewed a list of the un-prioritized community character issues.

Council and the City Manager discussed the un-prioritized issues including the property known as the Gateway Project, that the property had been secured but not fully bought, that this issue should stay on the Workplan as a prioritized issue since it was an important property, that it was important for the City to be in contact with the Conservancy to work towards grant funding and dealing with the future stewardship of the property. Council continued to discuss that the Asphalt Pavement Repair project should be in the prioritized issues, that the One Paseo Project off Del Mar Heights should be in Workplan, traffic calming and speed enforcement should be on the priority list, and that although traffic calming and speed enforcement was unfunded it should be placed on the list so that solution discussion could begin. Council discussed that there should be consideration of a draft ordinance for the Highway 101, that when the project was finished there would be an addition of over 50 parking spaces in the area, and that the ordinance would allow existing property owner to bring proposals to the City. Council discussed that there should be a document to help preserve community character and redevelop property so that it would be financially beneficial to businesses, that it might be called a business preservation ordinance, that there should be retail or visitor serving businesses on the bottom floor to capture sales tax revenue and offices on the second floor, that many cities had prepared a similar ordinance, and that it should be placed on the Workplan.

Dan Powell stated that he would like to see accommodations for bicycle traffic, that the City was not complying with code for bicycle traffic, and that parking should be convenient and safe for bikers. He stated that parking requirements should be reduced if the City wanted cafes and bistros, that if restaurant parking was the same as retail parking there would be more bistros. He stated that he strongly thought that an ordinance stating that there could not be non-visitor serving retail businesses on the bottom floor was an economic mistake, that it worked in Carmel and Orange Ave. in Coronado, and that it would not currently work on Cedros because there were hair salons and art galleries who paid rent. He stated that rent had to be paid and that the City had to let the market dictate rather than saying there would never be non-visitor serving retail businesses on the ground floor.

Peter House stated that he supported the idea of the ordinance, that there had been exhaustive studies done on the parking on Highway 101, that the ordinance would be a clever way to keep community character, and that his organizations would support the idea.

David Ott, City Manager, continued to present on organizational effectiveness, which included communications and technology and social media.

Danny King, Management Analyst, stated that the City had currently been using social media, that the City had been approached by a new social media called "Next Door" which the City was looking into it, and that it was another way of connecting residents to residents and residents to businesses.

Angela Ivey, City Clerk, presented on government transparency records. She stated that the City had always been aiming to improve public access to documents and had scanned documents into a document imaging system to assist with document retrieval and research.

David Ott, City Manager, stated that public records requests were at an all time high, that they required significant Staff time, that additional Staff could not be hired so staff was reliant on technology for helping with requests.

Council discussed not removing the donation and decision policy but rather keeping it on the radar for future use, and that they were still interested in it.

David Ott, City Manager, continued on to present on environmental sustainability issues which included the U.S. Mayors Climate Protection Agreement.

Danny King, Management Analyst, presented on the PACE (Property Assessed Clean Energy) program. He stated that the item had been on the Workplan for two years when the Council authorized the City's participation in the California First Program, that the goal of the PACE program was to provide low cost funding for property owners to implement energy conservation upgrades, that there was a snag at the federal level, and that the program was stalled for a few years. He stated that the California First Program and a new program called Why Green was gaining momentum, that they were going to exclude the residential aspect of the program until a legal decision was made, that the focus was on the commercial side, that the Why Green was a new program that had been successful in other cities on the commercial side.

Council and Staff discussed the California First Program was regarding renewable funding, that it was a statewide funding program, and that Why Green was a non-profit organization, the private market place was starting to take over residential renewable funding and solar issues, and that Staff was monitoring the program but not taking a lead in it.

Mo Sammak, City Engineer, presented on the Solana Beach Pump Station. He stated that a preliminary design report was recently completed, that there was a clear understanding of needs for the pump station, and that a majority of the needs could be renovated for approximately 2.5 million dollars. He stated that the current structure was in good shape, that the components including the pumps as well as the electrical system needed to be completely replaced, and that the highest priority was the electrical system. He stated that the City would either focus on electrical for now and deal with pumps at later time or would work on both depending on the direction from Council, and that the electrical issues could be resolved for half million dollars or less.

David Ott, City Manager, stated that timing was an issue with the project, that once the City committed to the project it would be in place for many years, and that if the City decided to pump other cities waste through the conveyance system that now would be the time for upgrades. He stated that the City already treated sewage from the San Diego City area, that they were in need of capacity, that if the City took some more of the City of San Diego area it would free up capacity for them, and that the City had plenty of capacity. He stated that in 2008 Del Mar wanted to City to divert their sewage through the pump station, that it was not feasible at that time but it may be possible now, that further data was needed to analyze exactly what the City's capacity was, and that the data could be obtained in year period of time.

Council discussed exploring opportunities, that they did not want city to pay costs for feasibility studies for Del Mar, that Del Mar did not want to spend money to study the issue in the past, that the City should consider building a state of the art pump station to get the full benefit of it, and that staff should into how much the sanitation fund could absorb.

Councilmember Roberts joined the meeting at 6:10 p.m.

Mo Sammak, City Engineer, presented on the Solana Beach Pump Station. He stated that a preliminary design report was recently completed, that there was a clear understanding of needs for the pump station, and that a majority of the needs could be renovated for approximately 2.5 million dollars. He stated that the current structure was in good shape, that the components including the pumps as well as the electrical system needed to be completely replaced, and that the highest priority was the electrical system. He stated that the City would either focus on electrical now and deal with pumps at later time or would work on both, depending on the direction from Council, and that the electrical issues could be resolved for half million dollars or less.

David Ott, City Manager, stated that timing was an issue with the project, that once the City committed to the project it would be in place for many years, and that if the City decided to pump other cities waste through the conveyance system that now would be the time for upgrades. He stated that the City already treated sewage from the San Diego City area, that they were in need of capacity, that if the City took some more of the City of San Diego area it would free up capacity for them, and that the City had plenty of capacity. He stated that in 2008 Del Mar wanted to City to divert their sewage through the pump station, that it was not feasible at that time but it may be possible now, that further data was needed to analyze exactly what the City's capacity was, and that the data could be obtained in year period of time.

Council discussed exploring opportunities, they did not want the City to pay costs for feasibility studies for Del Mar, that Del Mar did not want to spend money in the past to study the issue, that the City should consider building a state of the art pump station to get the full benefit of it, and that Staff should review how much the sanitation fund could absorb.

Councilmember David W. Roberts joined the meeting at 6:10 p.m.

Dan Powell stated that the City would never meet its environmental sustainability until it had biking and walking as a transportation alternative, that everyone should think of walking and biking instead of driving, and that it reduced parking in the downtown corridor. He stated that there was residential curbside recycling but not commercial recycling, and that this should be a priority. He stated that the Ocean Ave. storm drain was lovely but that it made bicycling unsafe because it closed bike lane and bikers had to go out in to vehicle traffic, that he supported all non-smoking ordinances on the rail trail, beach, and anything dealing with butt cleanups. He stated that we should encourage residents and visitors to clean up dog waste on rail trail and that this would go a long way to protecting the environment.

Council stated that they had received several complaints regarding dog waste on the rail trail and requested for the City Manager to look into it.

Dan Powell, stated that he had also seen dog waste at the San Elijo Lagoon and had seen cigarette butts on the Coastal Rail Trail.

David Ott, City Manager, stated that commercial recycling was available, and he should speak with Danny King, Management Analyst, regarding how to obtain it for commercial areas.

David Ott, City Manager, continued to present on fiscal sustainability issues which included the Highway 101 Street Scape and Traffic Calming, North County Transit District Planning and Related Issues, Distillery Lot Feasibility Study, Business License/Certificate Comparative Study which was completed, reviewed un-prioritized items in this category.

Council discussed that the Car Free Solana Beach Promotion was moving along, that Amtrak had agreed to help promote the program by offering discount Fair tickets to riders who used the train to attend the Fiesta Del Sol, that this should be a prioritized item under environmental sustainability, that Santa Barbara already did this program and had a map of other cities that had the program on their website, and that the City should be placed on the map at the Santa Barbara website.

Council and Staff discussed that there was no budget for this item, that there was little Staff time associated with it, and that the Chamber was the lead on the item, and that information would be on the Chamber's webpage to encourage visitors to use train rather than drive.

Dan Powell stated that he was the Chair of the Community Events Committee for the Chamber, that they were taking the lead on it, that Santa Barbara had enormous funding and staffing for the program, and that the Chamber did not have that type of funding. He stated that the first 5 businesses that the Chamber had asked to participate in the program agreed, that they would offer discounts to people who arrived to the Fiesta by bike or train, and that they would get a goodie bag full of discount coupons and free products by presenting their train ticket or bike parking receipt at the Chamber booth.

Peter House (time donated by Carol House) stated that he was a member of the Chamber of Commerce Board and the Highway 101 Association. He said that they had been talking with the Business Liasion Group about changing the way the business serving community's relationship with the City was handled. He stated that the Chamber had been researching the most efficient way to get information out to visitors and businesses wanting to come to the City, that they put out a book called "Shop Solana", that they put a kiosk in the train station, and that many people came to the visitor's center during the fair and races but not many visitors came at other times during the year, and that they were trying to advertise on the web and put kiosks in hotels and time shares. He stated that the Chamber wanted the City to continue and experiment with them for another year to continue to man the kiosk at train station during the fair and races, then to work to move into electronics such as the use of an App, that they requested that Council repurpose their current grant, that at Council's request they put out a business plan, there was more internet traffic in a day on the Chamber and Solana Beach websites as opposed to a month of the off season, and that all the big cities had Apps that people used when visiting cities.

Council discussed that one job of the Chamber was to promote the City, they requested the Chamber refer to the City in advertisements as "Solana Beach" rather than just "Solana" since there was a county up north called "Solano" and caused confusion, and requested that the Chamber consider adding the word Beach after the word "Solana" in promotions.

Dan Powell read a letter by Carol Cohen, who was the President of the Chamber of Commerce. The letter stated that the membership had grown 42% over the last 8 months, merchants needed help of the Chamber to guide visitors to their businesses, that visitors were no longer using the visitor center outside the train station during the off season, that they were using the web and I-Phone to access the Chamber, and that they asked Council to help the Chamber create a visitor's service plan to help convert visitors into customers.

Council discussed that they had not seen a recent full set of financials from the Chamber, that they wanted to request a complete set of records for last two fiscal years including a balance and profit and loss sheet, that they wanted to see the past v. present financial condition of the Chamber, that the visitor's center was on Norht County Transit District property, and that the Chamber owned the structure of the visitor center.

**ADJOURN:**

Mayor Kellejian adjourned the meeting at 6:50 p.m.

  
Angela Ivey, City Clerk

Approved: August 22, 2012