

**MINUTES**  
**JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING**  
**TUESDAY, FEBRUARY 16, 2010**

**CALL TO ORDER** Mayor/Chair Shoals called the meeting to order at 8:44 p.m. in the City Hall Council Chambers, 154 South Eighth Street, Grover Beach, California.

**ROLL CALL**

Council/Agency: Council/Board Members Mires, Peterson, Mayor Pro Tem/Vice Chair Nicolls, and Mayor/Chair Shoals were present. Council/Board Member Bright was absent.

City/Agency Staff: City Manager/Executive Director Perrault, City Attorney/General Counsel Koczanowicz, City Clerk/Agency Secretary McMahon, Administrative Services Director/Finance Officer Chapman, Interim Community Development Director/Deputy Director Beck, Police Chief Copsey, and Economic Development Specialist Buckingham were also present.

Also present were Bob Fasulkey and Fred Dyste, representatives from Digital West, Inc.

**PUBLIC COMMUNICATIONS** The Mayor/Chair opened the floor to any member of the public for comment on items of interest which were within the jurisdiction of the City Council / Improvement Agency, but were not listed on the agenda. No one responded and the Mayor/Chair closed the Public Communications segment for this portion of the meeting.

**JOINT CITY COUNCIL / IMPROVEMENT AGENCY - CONSENT AGENDA**

**CC/IA-1. Minutes - Joint City Council / Improvement Agency Meeting of September 8, 2009.**  
**Action:** Upon consensus (Council/Board Member Bright absent), the minutes were approved as submitted.

**IMPROVEMENT AGENCY - PUBLIC HEARING**

**IA-1. Redevelopment Agency Education Revenue Augmentation Fund (ERAF) Payments.**

Chair Shoals read the title to the foregoing item and deferred to staff for a report. Finance Officer Chapman described the State's attempt the previous fiscal year to take the Agency's Redevelopment Agency Education Revenue Augmentation Fund (ERAF). That action was prevented by the successful lawsuit filed by the California Redevelopment Agency against the State. In the current fiscal year, the Agency was again in jeopardy of having \$378,764 in redevelopment funds taken by the State. Payment was due to the County of San Luis Obispo no later than May 10, 2010, with an additional payment of \$77,980 due on May 10, 2011. Finance Officer Chapman then described the circumstances under which payments could be made from the Agency's Low- and Moderate-Income Housing Fund, provided that certain findings were made by the Agency Board and sufficient uncommitted funds were available. Staff then responded to questions from the Agency Board.

Chair Shoals invited public comments on this matter. There was no response and he closed the public comment period for this item.

**Action:** It was m/s by Vice Chair Nicolls/Board Member Peterson to: 1) adopt Resolution No. IA-10-02 finding that the Grover Beach Improvement Agency would use Low- and Moderate-Income Housing Funds for the ERAF payments due to the County Auditor-Controller on May 10, 2010 and May 10, 2011; and 2) adopt Resolution No. IA-10-03 amending the Annual Appropriation Resolution in the amount of \$378,764. The motion carried on the following roll call vote:

AYES: Board Members Mires, Peterson, Vice-Chair Nicolls, and Chair Shoals.  
NOES: Board Members - None.  
ABSENT: Board Member Bright.  
ABSTAIN: Board Members - None.

**Resolution No. IA-10-02: Resolution of the Grover Beach Improvement Agency, Listing Findings Made by the Board that Enables the Agency to Use Low-and Moderate-Income Housing Funds for the Education Revenue Augmentation Fund Payment to the County Auditor-Controller.**

**Resolution No. IA-10-03: A Resolution of the Grover Beach Improvement Agency, Adopting the 2<sup>nd</sup> Amendment to the Annual Appropriation Resolution No. IA-09-17 by Providing Funding in the Amount of \$378,764 to Fund the Education Revenue Augmentation Fund (ERAF) payment to the County Auditor-Controller as Mandated by Assembly Bill ABX4-26.**

## **JOINT CITY COUNCIL / IMPROVEMENT AGENCY - BUSINESS**

### **CC/IA-2. Consideration of Approval of the Technology Master Plan.**

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. Economic Development Specialist Buckingham briefly described the City's Technology Master Plan to assess and identify technology opportunities and implement a plan for improving technology access citywide. He outlined the tasks completed to date and meetings held with representatives of Pacific Crossing to pursue a municipal broadband network. He then introduced Bob Fasulkey and Fred Dyste of Digital West, Inc.

Bob Fasulkey, Digital West Networks, Inc., briefly described the grant application process for federal stimulus funds to build broadband infrastructure, and the plan to install fiber infrastructure in phases as funding became available.

Brief discussion was held regarding amending specific areas of text in the Technology Master Plan document, dated February 16, 2010 regarding Tasks 6 and 7:

- changing the wording in the policy paragraph from "~~should~~" to "will", and
- expanding the first paragraph regarding "The Vision" on page 1 of the document.

Upon question, Economic Development Specialist Buckingham confirmed that the Technology Master Plan document would be used as a marketing tool to attract viable users and cluster industries, as well as to investigate further revenue opportunities for the City.

**Action:** It was m/s by Mayor Pro Tem/Vice-Chair Nicolls / Council/Board Member Peterson to approve the Technology Master Plan document, as amended (replacing "~~should~~" with the word "will" in the policy paragraph and expanding the paragraph on page 1 of the document regarding "The Vision"). The motion carried on the following roll call vote:

AYES: Council/Board Members Mires, Peterson, Mayor Pro Tem / Vice-Chair Nicolls, and Mayor/Chair Shoals.  
NOES: Council/Board Members - None.  
ABSENT: Council/Board Member Bright.  
ABSTAIN: Council/Board Members - None.

Upon consensus of the Council, for marketing purposes staff would: 1) provide each member of the Council/Agency Board with a clean, color copy of the final Technology Master Plan document; and 2) develop printed material/information that referenced the Technology Marketing Plan.

**CC/IA-3. Authorization to Enter into an Agreement for Professional Services for City Branding and Signage Program.**

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. Economic Development Specialist Buckingham stated that one of the goals of the City's adopted Economic Development Strategy was to develop a branding and wayfinding signage program for the City. In September 2009, the Council/Agency had reviewed and authorized staff to solicit bids to prepare a City Branding and Signage Program and authorized formation of a stakeholder group to provide feedback on design concepts.

The City received 22 proposals in response to a Request for Proposals (RFP). A panel consisting of the Economic Development Specialist, Parks and Recreation Director, and Executive Director of the Chamber of Commerce interviewed the top three firms. The recommended firm, Graphic Solutions, specialized in working with government agencies and had prepared over 50 branding and signage programs over the past 20 years. Also at the September 2009 meeting, the Council/Agency had appointed Council/Board Member Peterson to serve on the stakeholder group. The remaining stakeholders subsequently selected by each Council/Board Member were: Loraine Donahue (Shoals), John Koepf (Nicolls), Peter Keith (Bright), Richard Roberts (Mires), and Ginny Bayley-Hill (Peterson).

Economic Development Specialist Buckingham then described the proposed work scope that would be divided in two phases: 1) development of the branding and conceptual signage program for a fixed fee of \$23,000, including travel and reimbursables; and 2) preparation of construction drawings for the signage program for approximately \$15,000. The targeted date for a recommended brand/image design concept would be in late April 2010, and the targeted date for a signage program was tentatively scheduled for early June 2010. He then responded to questions regarding the criteria used to assess the qualifications of the top three firms interviewed.

Brief discussion was held regarding whether local firms had responded to the RFP; concerns by members of the Council/Agency that a local firm had not been recommended for selection; prices of the proposals received that ranged from \$23,000 to \$80,000; and further clarification provided by staff regarding the selected firm's work scope, final work products, estimated time frame for completion, and costs.

City Attorney Koczanowicz confirmed that the City would prepare a Professional Services Agreement and the work scope would be attached as an exhibit. In the event of a conflict, the terms of the City's agreement would govern.

Further Council/Agency discussion was held regarding whether to proceed or wait until additional information was provided at a subsequent meeting.

City Manager/Executive Director Perrault suggested allowing staff an opportunity to work further with the recommended firm, Graphic Solutions, to revise the scope of work document accordingly and return with a full agreement for the Council/Agency's consideration at the next meeting.

**Action:** Upon consensus, the Council requested that staff work with the recommended firm to revise the proposed work scope to add further details regarding services to be provided and costs, with the revised information presented at the next Council/Agency meeting.

**ADJOURNMENT**

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 9:31 p.m.

**City Council:**

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK  
(Approved at CC/IA Mtg 09/13/2010)

**Improvement Agency:**

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY  
(Approved at CC/IA Mtg 09/13/2010)