

MINUTES
JOINT CITY COUNCIL / IMPROVEMENT AGENCY MEETING
MONDAY, AUGUST 3, 2009

CALL TO ORDER Mayor/Chair Shoals called the meeting to order at 7:32 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, Economic Development Specialist Buckingham, and Police Lieutenant/Acting Police Chief Bewick.

Also present were City Engineer Garing and representatives from Digital West, Bob Fasulky and Fred Dyste.

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.

CONSENT AGENDA

CC/IA 1. Minutes of the Joint City Council / Improvement Agency Meeting of Monday, March 16, 2009.

Action: Upon consensus (Council/Board Member Bright absent), the minutes were approved as submitted.

REGULAR IMPROVEMENT AGENCY BUSINESS

CC/IA-2. Update on Local Economic Stimulus Program - Shop & Dine in Grover Beach.

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. Administrative Services Director/Finance Officer Chapman provided an overview of the research conducted regarding programs sponsored by cities and Chambers of Commerce to encourage citizens to shop locally. She then outlined the details of a proposed program called "Shop & Dine in Grover Beach" that included monthly drawings for \$50 gift certificates redeemable at participating Grover Beach merchants. She stated that the proposed program would be easy to administer, require no out-of-pocket expenditures by participating merchants, and would also promote the City's upcoming 50th anniversary of incorporation. One additional drawing for \$100 gift certificates would be held on the actual anniversary date of the City's incorporation, December 21, 2009. Program costs were estimated not to exceed \$10,000. If approved, the program would run from September 1, 2009 through May 29, 2010. Staff then responded to questions from the Council/Board.

Discussion was held regarding program participation being made available to all Grover Beach-based businesses, not just retail establishments or members of the Chamber of Commerce, and the necessity to also provide citizens with an alternative method to participate in the monthly drawings without requiring them to make qualifying purchases. Additional discussion was held regarding program funding and how the program would be publicized and marketed.

Mayor/Chair Shoals invited public comments on this matter.

Bob Fasulky, Digital West representative, suggested an alternative method to qualify for the monthly drawings might be through volunteer or community service work.

Linda Garcia, Executive Director, Grover Beach Chamber of Commerce, spoke in support of the proposed program and stated the program would be marketed with front page articles in the Chamber's newsletters and individual business contacts by Chamber ambassadors.

There were no further public comments received.

Discussion was then held regarding redesigning the program's marketing materials to emphasize shopping by including photographs of the downtown area, and whether it would be practical to administer a program to qualify volunteer service hours as an alternative for participation in the monthly drawings.

City Attorney/General Counsel Koczanowicz stated that staff would make minor changes to revise the program rules and add legal text regarding a final arbitrator in the event of a dispute.

Actions: Upon consensus: 1) the City Attorney/General Counsel was authorized to make minor changes to the program rules as necessary and add text regarding legal arbitration in the event of a dispute and, 2) if it was determined by staff to be easily administered, adding "volunteer hours" as another qualifying method to participate in the program.

City Council: It was m/s by Mayor Pro Tem Nicolls/Council Member Mires to adopt Resolution No. 09-50 authorizing the "Shop & Dine in Grover Beach" Program. The motion carried on the following roll call vote:

AYES: Council Members Mires, Peterson, Mayor Pro Tem Nicolls, and Mayor Shoals.

NOES: Council Members - None.

ABSENT: Council Member Bright.

ABSTAIN: Council Members - None.

Agency: It was m/s by Vice Chair Nicolls/Board Member Mires to adopt Resolution No. IA-09-18 authorizing the "Shop & Dine in Grover Beach" Program. 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.

CC/IA-3. Status Report on the Development of a Technology Master Plan and Authorization to Proceed with a Grant Application.

Mayor/Chair Shoals read the title to the foregoing item and deferred to staff for a report. City Manager/Executive Director Perrault provided an overview of the agreement with Digital West to complete a Technology Master Plan and review opportunities associated with the development of fiber optic and broadband systems. He stated Digital West had completed a draft report that analyzed existing local conditions, available resources, and other constraints that might be encountered in developing a technology system. The report also catalogued the successes and failures of other communities across the country in the development of technology systems.

In addition to completing a Master Plan, Digital West was authorized to prepare a grant application on behalf of the City/Agency. Two grants were being made available under the American Recovery and Reinvestment Act (ARRA) for broadband projects. Digital West would be preparing a grant/loan application for up to \$2.8 million dollars to install fiber in the South Industrial Area and construct a co-location building that would include network operations and facilities with the ability to serve the unincorporated areas to the south. City Manager/Executive Director Perrault then introduced Bob Fasulky and Fred Dyste, representatives from Digital West.

Mr. Fasulky provided an overview of the draft report. He pointed out that there was an opportunity to reduce costs for installing fiber optics if preliminary work was completed at the same time the City was in the process of constructing new sewer lines in the South Industrial Area. He described Grover Beach as one of the few cities located along the Pacific rim with a major submarine cable coming onshore that carried all Internet communications between Japan and the United States. He compared it to being located next to a major transportation corridor, but without on- or off-ramp access.

Mr. Dyste provided an overview of other municipalities that had experienced significant economic benefits as a result of installing fiber or establishing their own municipal cable company, citing an Internet-based company located in a rural area of Wyoming with a three million dollar payroll teaching English language skills to residents in Korea. Police Lieutenant/Acting Police Chief Beckwick cited examples of how the technology could benefit the delivery of public safety. He noted that the Police Department had applied for safety equipment grants through the Department of Homeland Security.

Mayor Shoals invited comments from those in the audience who wished to be heard on this matter.

Dave Pruitt, Thira Solutions, a wireless broadband company, spoke in support of the Master Plan.

There were no further public comments received.

Discussion was held regarding the potential for increased economic benefits and improved access to technology that would result from the installation of fiber optic and broadband systems. Additional discussion was held regarding the time frame for the grant application and, if the City/Agency was awarded the grant, the potential fiscal impacts from the requirement to provide a percentage of matching funds.

Action: Upon consensus (Council Member Bright absent), the Council accepted the draft Status Report and authorized Digital West to proceed with the grant/loan application process.

ADJOURNMENT

There being no further business to come before the City Council / Improvement Agency, Mayor/Chair Shoals adjourned the meeting at 9:00 p.m.

City Council:

/s/JOHN P. SHOALS, MAYOR

Attest:

/s/DONNA L. McMAHON, CITY CLERK
(Approved at Joint CC/IA Mtg 01/04/10)

Improvement Agency:

/s/JOHN P. SHOALS, CHAIR

Attest:

/s/DONNA L. McMAHON, AGENCY SECRETARY
(Approved at Joint CC/IA Mtg 01/04/10)