

# City of Morro Bay

## City Council Agenda

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### *Mission Statement*

*The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.*

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**REGULAR MEETING – JANUARY 10, 2012**

**CLOSED SESSION – JANUARY 10, 2012  
CITY HALL CONFERENCE ROOM - 5:00 P.M.  
595 HARBOR ST., MORRO BAY, CA**

**CS-1 GOVERNMENT CODE SECTION 54957.6; CONFERENCE WITH LABOR NEGOTIATOR.** Conference with City Manager, the City's Designated Representative, for the purpose of reviewing the City's position regarding the terms and compensation paid to the City Employees and giving instructions to the Designated Representative.

**CS-2 GOVERNMENT CODE SECTION 54956.8; REAL PROPERTY TRANSACTIONS.** Instructing City's real property negotiator regarding the price and terms of payment for the purchase, sale, exchange, or lease of real property as to two (2) parcels.

- **Property: Chorro Valley Property**  
Negotiating Parties: Chorro Valley Property Owners and City of Morro Bay  
Negotiations: Water Rights
- **Property: Cerritos Peak**  
Negotiating Parties: Dan Reddell and the City of Morro Bay  
Negotiations: Voluntary Purchase and Sale
- **Property: Lease Site 110/110W-112/112W; 1185 Embarcadero**  
Negotiating Parties: GAFCO and City of Morro Bay  
Negotiations: Lease Terms and Conditions

**IT IS NOTED THAT THE CONTENTS OF CLOSED SESSION MEETINGS  
ARE CONFIDENTIAL AND EXEMPT FROM DISCLOSURE.**

**PUBLIC SESSION – JANUARY 10, 2012  
VETERANS MEMORIAL HALL - 6:00 P.M.  
209 SURF ST., MORRO BAY, CA**

ESTABLISH QUORUM AND CALL TO ORDER  
MOMENT OF SILENCE  
PLEDGE OF ALLEGIANCE  
MAYOR AND COUNCILMEMBERS ANNOUNCEMENTS & PRESENTATIONS  
CLOSED SESSION REPORT

PUBLIC COMMENT PERIOD - Members of the audience wishing to address the Council on City business matters (other than Public Hearing items under Section B) may do so at this time.

To increase the effectiveness of the Public Comment Period, the following rules shall be followed:

- When recognized by the Mayor, please come forward to the podium and state your name and address for the record. Comments are to be limited to three minutes.
- All remarks shall be addressed to Council, as a whole, and not to any individual member thereof.
- The Council respectfully requests that you refrain from making slanderous, profane or personal remarks against any elected official, commission and/or staff.
- Please refrain from public displays or outbursts such as unsolicited applause, comments or cheering.
- Any disruptive activities that substantially interfere with the ability of the City Council to carry out its meeting will not be permitted and offenders will be requested to leave the meeting.
- Your participation in City Council meetings is welcome and your courtesy will be appreciated.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk, (805) 772-6205. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

A. CONSENT CALENDAR

Unless an item is pulled for separate action by the City Council, the following actions are approved without discussion.

A-1 APPROVAL OF CITY COUNCIL MINUTES FOR THE REGULAR MEETING OF DECEMBER 13, 2011; (ADMINISTRATION)

**RECOMMENDATION: Approve as submitted.**

A-2 RESOLUTION NO. 01-12 ADOPTING THE CITY OF MORRO BAY INVESTMENT POLICY AND DELEGATING AUTHORITY TO THE CITY TREASURER TO INVEST IDLE FUNDS; (ADMINISTRATIVE SERVICES)

**RECOMMENDATION: Adopt Resolution No. 01-12.**

A-3 RESOLUTION NO. 02-12 ADOPTING THE HARTFORD DEFERRED COMPENSATION PLAN; (ADMINISTRATIVE SERVICES)

**RECOMMENDATION: Adopt Resolution No. 02-12.**

A-4 RESOLUTION NO. 03-12 APPOINTING JAMIE BOUCHER AS CITY CLERK FOR THE CITY OF MORRO BAY; (ADMINISTRATION)

**RECOMMENDATION: Adopt Resolution No. 03-12.**

A-5 FINANCIAL RECONCILIATION OF THE HARBORWALK PROJECT AND REALLOCATION OF EXCESS REVENUES; (PUBLIC SERVICES)

**RECOMMENDATION: Direct staff to reallocate excess revenues from the Harborwalk project as outlined below.**

A-6 CITY COUNCIL ANNUAL MEETING SCHEDULE – 2012; (ADMINISTRATION)

**RECOMMENDATION: Adopt the proposed meeting schedule for calendar year 2012.**

A-7 APPROVAL OF A SUBLEASE AGREEMENT FOR A PORTION OF LEASE SITE 87-88/87W-88W, LOCATED AT 833 EMARCADERO BETWEEN VIOLET LEAGE AND BARRY LAMBERT, DOING BUSINESS AS THE CANNERY RESTAURANT; (HARBOR)

**RECOMMENDATION: Adopt Resolution No. 04-12, approving the sublease agreement for a portion of Lease Site 87-88/87W-88W between Violet Leage and Barry Lambert, doing business as The Cannery Restaurant.**

**B. PUBLIC HEARINGS, REPORTS & APPEARANCES**

B-1 REVIEW AND PROVIDE RECOMMENDATIONS FOR THE CITY OF MORRO BAY SIGN CODE BASED ON WORKSHOP AND SURVEY RESULTS; CONTINUED FROM DECEMBER 13, 2011; (PUBLIC SERVICES)

**RECOMMENDATION: Review workshop and survey results and provide direction to staff regarding any modifications to the “Sign Ordinance” to be incorporated into a revised ordinance that will be forwarded to the Planning Commission for review and recommendations back to City Council.**

C. UNFINISHED BUSINESS – NONE.

D. NEW BUSINESS

D-1 APPROVAL OF THE MARKETING PLAN FROM BARNETT COX AND ASSOCIATES; (ADMINISTRATION)

**RECOMMENDATION: Review and approve the Marketing Plan as attached.**

D-2 REQUEST FROM THE MORRO BAY HARBOR FESTIVAL TO WAIVE THE CITY SERVICES COSTS FOR THE 2011 MORRO BAY HARBOR FESTIVAL EVENT; (ADMINISTRATION)

**RECOMMENDATION: Deny the waiver of City Services Cost for the 2011 Morro Bay Harbor Festival Event.**

D-3 REVIEW OF THE PUBLIC ART PROPOSAL FROM THE MORRO BAY ART FOUNDATION FOR THE BUS SHELTER AT CITY PARK; (ADMINISTRATION)

**RECOMMENDATION: Review the proposal from the Morro Bay Public Art Foundation to paint a mural on the City Park bus shelter, approve the project and accept the art donation.**

D-4 REVIEW OF THE PUBLIC ART PROPOSAL FROM THE CENTRAL COAST WOMEN FOR FISHERIES FOR A SCULPTURE PROJECT TO BE LOCATED AT THE MORRO ROCK TARGET ROCK AREA; (ADMINISTRATION)

**RECOMMENDATION: Review the proposal from the Central Coast Women for Fisheries (CCWF) for a sculpture project to be located in the Target Rock area, approve the project and accept the art donation.**

D-5 APPOINTMENT OF VICE-MAYOR AND APPOINTMENT OF REPRESENTATIVES ON DISCRETIONARY BOARDS, COUNCIL LIAISON ASSIGNMENTS AND COUNCIL SUB-COMMITTEES; (MAYOR)

**RECOMMENDATION: Approve City Council member appointments for calendar year 2012.**

E. DECLARATION OF FUTURE AGENDA ITEMS

F. ADJOURNMENT

**THIS AGENDA IS SUBJECT TO AMENDMENT UP TO 72 HOURS PRIOR TO THE DATE AND TIME SET FOR THE MEETING. PLEASE REFER TO THE**

**AGENDA POSTED AT CITY HALL FOR ANY REVISIONS OR CALL THE CLERK'S OFFICE AT 772-6205 FOR FURTHER INFORMATION.**

**MATERIALS RELATED TO AN ITEM ON THIS AGENDA SUBMITTED TO THE CITY COUNCIL AFTER DISTRIBUTION OF THE AGENDA PACKET ARE AVAILABLE FOR PUBLIC INSPECTION AT CITY HALL LOCATED AT 595 HARBOR STREET; MORRO BAY LIBRARY LOCATED AT 625 HARBOR STREET; AND MILL'S COPY CENTER LOCATED AT 495 MORRO BAY BOULEVARD DURING NORMAL BUSINESS HOURS.**

**IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN A CITY MEETING, PLEASE CONTACT THE CITY CLERK'S OFFICE AT LEAST 24 HOURS PRIOR TO THE MEETING TO INSURE THAT REASONABLE ARRANGEMENTS CAN BE MADE TO PROVIDE ACCESSIBILITY TO THE MEETING.**

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011  
VETERANS MEMORIAL HALL - 6:00 P.M.

Mayor Yates called the meeting to order at 6:00 p.m.

PRESENT:	William Yates	Mayor
	Carla Borchard	Councilmember
	Nancy Johnson	Councilmember
	George Leage	Councilmember
	Noah Smukler	Councilmember
STAFF:	Andrea Lueker	City Manager
	Robert Schultz	City Attorney
	Bridgett Kessling	City Clerk
	Eric Endersby	Harbor Operations Manager
	Susan Lichtenbaum	Harbor Business Manager
	Rob Livick	Public Services Director
	Tim Olivas	Police Chief
	Mike Pond	Fire Chief
	Susan Slayton	Administrative Services Director
	Dylan Wade	Utilities/Capital Projects Manager
	Kathleen Wold	Planning Manager
	Joe Woods	Recreation & Parks Director

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

MAYOR AND COUNCIL MEMBERS REPORTS, ANNOUNCEMENTS &  
PRESENTATIONS

CLOSED SESSION REPORT – there was no Closed Session meeting.

PUBLIC COMMENT

Caroline Wichman announced her business Karma Sunshine Store on Morro Bay Boulevard which she carries 20<sup>th</sup> century collectibles.

Father Stephen Mills announced he is filling in as the Rector at St. Peters by the Sea Episcopal Church due to Rector Harriett Linville's retirement.

Matt Hudgins of Central Coast Stand Up Paddling and Sue Strebbin, both of the Jesse King Memorial Paddle Race Committee donated \$1,500 to the Morro Bay Parks and Recreation Department and \$500 for the County Junior Lifeguards for their efforts in the 2011 Jesse King Memorial Paddle Race.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

Jerry Rioux of the County Housing Trust Fund discussed affordable housing projects throughout the County. He thanked the City for its support in its participation of the Commission in its affordable housing efforts.

David Nelson expressed displeasure with the Taco Bell remodel project. He also noted a lot in North Morro Bay was split into 23 parcels for a proposed housing development which is unacceptable. Mr. Nelson stated it has been heard that \$5 million has been spent on the City sewer and asked why it's being built on a flood plain. He said the City should make it clear that the power plant in the City should be moved.

Susan Stewart acknowledged the efforts of those who placed the luminarias on Morro Bay Boulevard during the holidays.

Scott Doyle, Vice President of Cal Poly Surf Rider Club, addressed cigarette pollution on the beach, and advised Council of a project he and others are working on which are collectors that could be placed on the beach, and they are called Cigarette Butt Biters.

Ken Vesterfelt stated the Caroling Cop Car event is organized by Neighborhood Watch which takes many people and funding to become a successful event. He also wished the City a Merry Christmas.

Garry Johnson thanked the Police Department for their efforts in the Caroling Cop Car event.

Betty Winholtz addressed the following items on the agenda: Item A-2 (Resolution No. 72-11 Adopting the Memorandum of Understanding with the Morro Bay Firefighters Association) stating technically it is accurate but could have been worded differently; although it appears to be a benefit to the City, it is only a 3% benefit. She referred to Item A-4 (Quarterly Financial Status Report for the Fiscal Year Ended September 30, 2011) and asked questions regarding the water and sewer funds. Ms. Winholtz addressed Item A-5 (Approval of Amendment #1 to the Lease Agreement for Lease Site 110-112/110W-112W, and 20' of the Easterly Portion of 111.5W, between the City of Morro Bay and GAFCO Inc., Located at 1185 Embarcadero, and Amendment #1 to the Lease Agreement for Lease Site 124-128/124W-128W and 113W, between the City of Morro Bay and Sea One Solutions LLC, Located at 1215 Embarcadero) and asked why Council has agreed to a two year extension for GAFCO when the City ordinance states it should consider a one year extension when the lease hasn't fulfilled its first two years. She referred to Item A-7 (Adoption of Ordinance No. 575 Amending Morro Bay Municipal Code Section 5.04.330 Regarding the Procedure for Submitting Certain Business License Applications to the Chief of Police and City Council) and asked if the Police Chief will notify the public regarding the submittal of certain business licenses. Ms. Winholtz referred to Item A-12 (Proclamation Declaring December 4, 2011 as Arbor Day) noting this celebration usually takes place in April, why this year is it in December.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

She referred to Item A-13 (Approval of a New Lease Agreement for Lease Site 144/144W, between the City of Morro Bay and Charles and Sandra Marciel, doing Business as M&M Refrigeration, Located at 1287 Embarcadero) noting the proposed fee seems low to her.

Roger Ewing stated there are many people in need over the holidays, and reminded the public of the Salvation Army bell ringers and to help when we can.

Mayor Yates closed the hearing for public comment.

A. CONSENT CALENDAR

Unless an item is pulled for separate action by the City Council, the following actions are approved without discussion.

A-1 APPROVAL OF MINUTES FOR THE REGULAR CITY COUNCIL MEETING OF NOVEMBER 8, 2011; (ADMINISTRATION)

**RECOMMENDATION: Approve as submitted.**

A-2 RESOLUTION NO. 72-11 ADOPTING THE MEMORANDUM OF UNDERSTANDING WITH THE MORRO BAY FIREFIGHTERS ASSOCIATION; (ADMINISTRATIVE SERVICES)

**RECOMMENDATION: Adopt Resolution No. 72-11.**

A-3 RESOLUTION NO. 73-11 AUTHORIZING PAYING AND REPORTING THE VALUE OF EMPLOYER PAID MEMBER CONTRIBUTIONS (EPMC) FOR THE MORRO BAY FIREFIGHTERS ASSOCIATION; (ADMINISTRATIVE SERVICES)

**RECOMMENDATION: Adopt Resolution No. 73-11.**

A-4 QUARTERLY FINANCIAL STATUS REPORT FOR THE FISCAL YEAR ENDED SEPTEMBER 30, 2011; (ADMINISTRATIVE SERVICES)

**RECOMMENDATION: Accept the report as presented.**

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

A-5 APPROVAL OF AMENDMENT #1 TO THE LEASE AGREEMENT FOR LEASE SITE 110-112/110W-112W, AND 20' OF THE EASTERLY PORTION OF 111.5W, BETWEEN THE CITY OF MORRO BAY AND GAFCO INC., LOCATED AT 1185 EMBARCADERO, AND AMENDMENT #1 TO THE LEASE AGREEMENT FOR LEASE SITE 124-128/124W-128W AND 113W, BETWEEN THE CITY OF MORRO BAY AND SEA ONE SOLUTIONS LLC, LOCATED AT 1215 EMBARCADERO; (HARBOR)

**RECOMMENDATION: Adopt Resolution No. 75-11 approving Amendment #1 to the Lease Agreement for Lease Site 110-112/110W-112W and 20' of the easterly portion of 111.5W between the City of Morro Bay and GAFCO, Inc.; and, adopt Resolution No. 76-11 approving Amendment #1 to the Lease Agreement for Lease Site 124-128/124W-128W and 113W between the City of Morro Bay and Sea One Solutions LLC.**

A-6 APPROVAL OF RESOLUTION AUTHORIZING THE CITY OF MORRO BAY TO ENTER INTO BOATING SAFETY AND ENFORCEMENT GRANT CONTRACT WITH THE DEPARTMENT OF BOATING AND WATERWAYS; (HARBOR)

**RECOMMENDATION: Adopt Resolution No. 74-11 authorizing the Harbor Operations Manager to execute the Boating Safety and Enforcement Grant Contract Agreement #11-204-758 with the California Department of Boating and Waterways for purchase of miscellaneous equipment consisting of two rescue personal watercraft and trailer in the amount of \$24,000.**

A-7 ADOPTION OF ORDINANCE NO. 575 AMENDING MORRO BAY MUNICIPAL CODE SECTION 5.04.330 REGARDING THE PROCEDURE FOR SUBMITTING CERTAIN BUSINESS LICENSE APPLICATIONS TO THE CHIEF OF POLICE AND CITY COUNCIL; (CITY ATTORNEY)

**RECOMMENDATION: Adopt Ordinance No. 575.**

A-8 AWARD OF CONTRACT TO WHITAKER CONSTRUCTION GROUP, INC. OF SAN LUIS OBISPO, CA FOR THE PROJECT NO. MB-2011-S-02: LIFT STATION 2 UPGRADE; (PUBLIC SERVICES)

**RECOMMENDATION: Award the Project contract to Whitaker Construction Group, Inc., in the amount of \$958,740.**

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

A-9 AWARD OF CONTRACT TO D-KAL ENGINEERING INC. OF SAN LUIS OBISPO, CA FOR THE PROJECT NO. MB-WC-1: SECTION 6 SEWER REHABILITATION; (PUBLIC SERVICES)

**RECOMMENDATION: Award the Project contract to D-Kal Engineering Inc., in the amount of \$64,570.**

A-10 AWARD OF CONTRACT FOR DEL MAR PARK TENNIS COURT IMPROVEMENTS: MB-2011-RP1; (PUBLIC SERVICES)

**RECOMMENDATION: Award the Project contract to Malibu Pacific Tennis Courts Inc. in the amount of \$297,650.00.**

A-11 APPROVAL OF THE AGREEMENT WITH THE CLARICE RIGHETTI TRUST TO LEASE A PORTION OF TRUST PROPERTY FOR THE CONSTRUCTION AND OPERATION OF THE NUTMEG WATER TANK; (PUBLIC SERVICES)

**RECOMMENDATION: Approve the Lease Agreement with the Clarice Righetti Trust for a portion of Trust property to be used for the construction of the Nutmeg Water Tank.**

A-12 PROCLAMATION DECLARING DECEMBER 4, 2011 AS ARBOR DAY; (RECREATION & PARKS)

**RECOMMENDATION: Adopt Proclamation.**

A-13 APPROVAL OF A NEW LEASE AGREEMENT FOR LEASE SITE 144/144W, BETWEEN THE CITY OF MORRO BAY AND CHARLES AND SANDRA MARCIEL, DOING BUSINESS AS M&M REFRIGERATION, LOCATED AT 1287 EMBARCADERO; (HARBOR)

**RECOMMENDATION: Adopt Resolution No. 77-11 approving a new lease agreement for Lease Site 144/144W between the City of Morro Bay and Charles and Sandra Marciel, doing business as M&M Refrigeration, located at 1287 Embarcadero.**

Councilmember Smukler pulled Item A-4 from the Consent Calendar; Mayor Yates pulled Item A-5.

**MOTION:** Councilmember Johnson moved the City Council approve the Consent Calendar with the exception of Items A-4 and A-5. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

A-4 QUARTERLY FINANCIAL STATUS REPORT FOR THE FISCAL YEAR  
ENDED SEPTEMBER 30, 2011; (ADMINISTRATIVE SERVICES)

Councilmember Smukler asked a question relating to the water fund and its expenditures.

Utilities/Capital Projects Manager Dylan Wade responded by giving an update on the water fund and the projected water rates.

Administrative Services Director Susan Slayton responded the water fund in July of each year pays for the State Water contract.

MOTION: Councilmember Smukler moved the City Council approve Item A-4 of the Consent Calendar. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

A-5 APPROVAL OF AMENDMENT #1 TO THE LEASE AGREEMENT FOR LEASE  
SITE 110-112/110W-112W, AND 20' OF THE EASTERLY PORTION OF 111.5W,  
BETWEEN THE CITY OF MORRO BAY AND GAFCO INC., LOCATED AT  
1185 EMBARCADERO, AND AMENDMENT #1 TO THE LEASE AGREEMENT  
FOR LEASE SITE 124-128/124W-128W AND 113W, BETWEEN THE CITY OF  
MORRO BAY AND SEA ONE SOLUTIONS LLC, LOCATED AT 1215  
EMBARCADERO; (HARBOR)

Mayor Yates pulled this item in order for Councilmember Leage to step down due to a conflict of interest with this item.

Councilmember Leage stepped down from the dais.

MOTION: Councilmember Borchard moved the City Council approve Item A-5 of the Consent Calendar. The motion was seconded by Councilmember Johnson and carried with Councilmember Leage abstaining. (4-0-1)

Mayor Yates called for a break at 6:57 p.m.; the meeting resumed at 7:15 p.m.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

B. PUBLIC HEARINGS, REPORTS & APPEARANCES

B-1 APPEAL OF THE PLANNING COMMISSION'S DECISION TO CONDITIONALLY APPROVE CONDITIONAL USE PERMIT UP0-233 AND COASTAL DEVELOPMENT PERMIT CP0-285 WHICH ALLOWED THE CONSTRUCTION OF A NEW 2-STORY, SPLIT LEVEL, 3,256-SQUARE FOOT RESIDENTIAL STRUCTURE INCLUDING AN ATTACHED 2-CAR 920-SQUARE FOOT GARAGE, 745-SQUARE FEET OF DECKING DECKS, AND A 711-SQUARE FOOT SECONDARY LIVING UNIT; (PUBLIC SERVICES)

Planning Manager Kathleen Wold stated the project as described above was heard at a duly noticed public hearing on October 5, 2011 before the Planning Commission. During this meeting staff presented a report which provided project details including the environmental assessment, the proposed improvements including the house, the second unit, garage and access way and vegetation removal. The Planning Commission also took public testimony which included six individuals speaking in opposition of the project and five individuals speaking in favor of the project. Subsequent to the Planning Commission action and within the designated time frame, four appeals were filed requesting the City Council overturn the approval of the project. Staff has reviewed the information contained within the appeal documents and found that there is no new material contained within these documents which would alter staff's recommendation for this project to be approved as conditioned. Ms. Wold stated due to the insufficient information provided by the appellants to demonstrate that the Planning Commission's findings or their approval were in error, staff therefore finds that the appeals are without merit and recommend the City Council deny the appeals and uphold the Planning Commission's approval of Conditional Use Permit UP0-233 and Coastal Development Permit CP0-285 subject to the Findings and the Conditions of Approval.

Julian Smalley, appellant addressed his reasons for appealing this project. He said the project is fraught with potential future conflicts and in direct conflict with values espoused within the City's Local Coastal Plan. He noted the project plans do not provide for sufficient indemnification should neighbor properties suffer damage during blasting, grading, or rock removal. Mr. Smalley stated this project is divisive for the community, and approval would constitute poor stewardship of the City's ecological and cultural assets. Mr. Smalley encouraged the City Council to recognize Cerrito Peak as the singular asset it is, replete with wildlife and history, and requested Council to uphold the appeals before them and deny the development plans submitted for Cerrito Peak.

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Nicole Dorfman, appellant, requested the City Council disregard the Mitigated Negative Declaration and require that an Environmental Impact Report be provided on this development. She stated there are two flaws in the study: 1) that this development is not visible from Scenic Highway 1; and 2) adverse affects on geology and soils; a detailed rock fall investigation must be performed on this development, risk reduction measures on adjacent properties, and long-term maintenance. Ms. Dorfman stated she supports private property owners' rights to develop their property within the rules and regulations of the land; however, she strongly objects to public domain being appropriated to serve for the infrastructure of the home.

Kevin Elder, representing appellant Nancy Mellen, requested the Mitigated Negative Declaration and project be denied and not allowed to move forward. He discussed the surrounding project site as open space which is much like a public park and should not be destroyed with a development such as this. Mr. Elder noted the plans and elevations of this development are not detailed enough. He requested the City Council decline to approve the Mitigated Negative Declaration and decline to approve the project without preparation of an Environment Impact Report.

John Thompson, appellant, stated the site map does not clearly show where the development will be located and where the grading will take place. He also noted the public does not know what the permanent significant impact would be on the wildlife and wider environment. Mr. Thompson stated the documents provided by the City revealed that the development would be located on soil that is unstable or would become unstable as a result of the project and could result in a potential landslide. He said there is evidence for potential significant impacts and an Environmental Impact Report should be provided on this development.

Cathy Novak, representing the applicant, stated the appellants raise several legal concerns including the appropriateness of a Mitigated Negative Declaration versus an Environmental Impact Report. I will defer to the letter submitted by William Walter dated December 11, 2011 to discuss these items for the record and forego any other comments. She said the project plans as presented provide detailed information with topographic information, elevations, contour points, finished floor and height information that defines the location of the house, driveway, fencing, retaining walls and other pertinent information. The City has consistently required that projects provide sufficient details in order to evaluate projects for potential impacts and zoning compliance. The final designs will be prepared, reviewed and approved by licensed professionals and ultimately this project will be required to meet all the regulations. The appellants allege that the biological resource evaluations are invalid, misleading to the public and lack complete information regarding sensitive or special status species, in particular the Monarch Butterfly, migratory birds and rare plants.

MINUTES - MORRO BAY CITY COUNCIL  
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The Fish and Game stated that “no rare plants were detected on the Project site without the actual rare plant surveys being conducted.” Furthermore, the Department states that appropriate avoidance measures for tree removal during migratory bird nesting season were not included within the document. The Department continued with recommendations that include tree removal outside the nesting season of February to September, or if this cannot be avoided then a qualified biologist would need to survey the project site, provide findings and protection measures if necessary. In reference to the Monarch Butterfly, during a biological assessment prepared by Mr. David Wolff, he notes that this would be considered a small winter roost aggregation as compared to 21,000 currently at the Pismo Beach winter roost site. He concludes his report by stating that while the site is used by the monarch butterfly, it does not support a substantial autumnal or winter roosting site. In his professional opinion, given the results of the autumn and winter roost surveys conducted on the project site and required tree replacement mitigation, potential impacts on the monarch butterfly would be considered to be at a less-than-significant level. There are three basic phases of concern to the developer, landowner, and the City. Phase One is an inventory of cultural resources and generally consists of a records search, a pedestrian field survey, and a written report. Phase Two is an evaluation of cultural resources and the purpose of this phase is to determine whether a cultural resource is “significant” as outlined in CEQA. Usually this will include test excavation pits and the goal is to determine the site boundaries, an assessment of the site's integrity, and an evaluation of the site's importance or significance through a study of its features and artifacts. A Phase Three is data recovery. These reports and evaluations are used by the City to assess the environmental impacts of a project. With this project, the archeologist concluded in his Phase I report that based upon his investigation the preliminary evidence suggests that this is a significant resource. A follow up letter by the applicant was provided to the City in December 2010 that acknowledged the site contains a unique archeological resource and for the City to proceed with identifying the appropriate measures to mitigate the impacts. Since this option to acknowledge the site as being significant was proposed prior to the circulation of the Mitigated Negative Declaration and Initial Study, the project impact discussion was treated as such and the mitigation measures were established based upon the assumed significance. Therefore, the mitigation measures contained in the Mitigated Negative Declaration are not relying on future studies that would provide any additional information to determine if this site is a significant cultural resource. Furthermore, appropriate mitigation measures allowed under State law include construction monitoring, data recovery and avoidance. Ms. Novak stated the applicant provided all the necessary plans and studies for evaluation in the Mitigated Negative Declaration and Initial Study. This project has undergone a rigorous analysis over several years by the City and appropriate mitigation measures and project conditions have been included to meet CEQA requirements and were ultimately approved by the Planning Commission. She requested the City Council deny the four appeals and uphold the Planning Commission's approval of the Coastal Development Permit, Conditional Use Permit and Mitigated Negative Declaration along with the inclusion of the language to Environmental Condition #7 for clarity purposes only.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

Mayor Yates opened the hearing for public comment.

The following people spoke in support of the appeals filed in opposition to the Planning Commission's approval of Conditional Use Permit UP0-233 and Coastal Development Permit CP0-285 subject to the Findings and the Conditions of Approval for the Jordan Terrace/Cerrito Peak Residential Project: Gloria Velasquez, David Nelson, Krista Kendall, Dorothy Cutter, Chris Bellano, Jessica Griffiths, Michael Lucas, Fred Collins, Bill Quigley, Berta Parrish (read a letter from a long-time resident), Don Boatman (read a letter from Dawn Borst), Eric Meyer, Sequoia (no last name), Barbara Jo Osborne, Mary Ann - no last name (read a letter from Roger Case), Abe Perlstine, Dave Shoemaker, Carina Cardin, Kate Martin, Andrew Christie, Betty Winholtz, Manzar Foroohar, Monique Black, Joe Morris, and Roger Ewing.

The following people expressed respect for the wildlife that surrounds Morro Bay and the Native American sacred lands; however, they also expressed support for property rights and requested the City Council uphold the Planning Commission's approval of this residential project: Garry Johnson, Jessica Napier, John Finesse, William Dolmovic, John Barta, and Ken Vesterfelt.

Mayor Yates closed the hearing for public comment.

Mayor Yates called for a break at 9:06 p.m.; the meeting resumed at 9:25 p.m.

Councilmember Smukler referred to Exhibit B (Standard Conditions) #5 – Hold Harmless; and suggested adding the following sentence based on the City Attorney's advice, inserted before the last paragraph: "Applicant understands and acknowledges the City is under no obligation to defend any legal actions challenging the City's actions with respect to the project." Councilmember Smukler also referred to Exhibit B (Standard Conditions) #3 – Changes; and suggested the following amendments: "~~Minor~~ **All** changes to the project shall be subject to review and approval by the Public Services Director. Any changes to the approved project ~~determined not to be minor by the Director~~ shall require the filing of an amendment subject to Planning Commission review." Councilmember Smukler referred to the replanting of trees and said he disagrees that the City has mitigated that issue stating that the replanting of 5-gallon trees is not going to establish a healthy habitat on the landscape based on the loss of trees removed. He said the replanting ratio should be increased within the public right-of-way. Councilmember Smukler referred to the public access and asked about the prescriptive rights.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

Mayor Yates stated he supports the two-to-one tree replacement ratio. He said he does not support bringing minor changes to the Planning Commission noting he has faith in the Public Services Director to manage these changes. Mayor Yates stated he does support the additional language to Standard Condition #5 - Hold Harmless. He said there will be no blasting; and referred to the concern about drainage noting there is an engineer on staff that only handles drainage work. Mayor Yates stated there will be 270 trees left on the peak which will house butterflies. He said Cerrito Peak is private property, and this is a private property rights issue. Mayor Yates stated if the public does not want this built on then they should agree that this be purchased by the City as open space. He said he will be voting to deny all four appeals and uphold the Planning Commission's approval of Conditional Use Permit UP0-233 and Coastal Development Permit CP0-285.

Councilmember Borchard stated she supports the additional language to Standard Condition #5 - Hold Harmless. She said she does not agree to the amendment to bring minor changes to the Planning Commission stating the Public Services Director is able to make a determination on what constitutes a minor change. Councilmember Borchard stated she also supports the two-to-one tree replacement ratio stating any more than that will block view sheds.

Councilmember Johnson stated she also supports the additional language to Standard Condition #5 - Hold Harmless. She does not support the change to Standard Condition #3 – Changes. Councilmember Johnson stated this is about property rights, and this property owner has been paying taxes on this property. She said she will be voting to deny the appeals and support the Planning Commission's approval of Conditional Use Permit UP0-233 and Coastal Development Permit CP0-285.

Councilmember Leage stated this is about property rights. He said he would prefer this property be sold to someone other than the City who would dedicate it as open space.

Councilmember Smukler referred to the Coastal Commission's letter received by Council, second paragraph confirming the legality of this lot, and asked staff for the record if the City followed the process and reviewed the historic records.

Public Services Director Rob Livick responded a couple of years ago the City issued a Certificate of Compliance on this lot confirming that it is a legal lot which was recorded in 2004/2005.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

MOTION: Councilmember Borchard moved the City Council deny the appeal and uphold the Planning Commission's approval of Conditional Use Permit UP0-233 and Coastal Development Permit CP0-285 subject to the Findings in Exhibit "A" and the Conditions of Approval in Exhibit "B"; and, to include the addition submitted by the applicant's agent of the two (2) Environmental Conditions (#7 – Supplemental Text); and, to add the additional language to Standard Condition #5 - Hold Harmless as submitted by Councilmember Smukler. The motion was seconded by Mayor Yates and carried with Councilmember Smukler voting no. (4-1)

MOTION: Councilmember Borchard moved the City Council approve the Mitigated Negative Declaration for Conditional Use Permit UP0-233 and Coastal Development Permit CP0-285 (Jordan Terrace/Cerrito Peak Residential Project.) The motion was seconded by Councilmember Johnson and carried with Councilmember Smukler voting no. (4-1)

B-2 REVIEW AND PROVIDE RECOMMENDATIONS FOR THE CITY OF MORRO BAY SIGN CODE BASED ON WORKSHOP AND SURVEY RESULTS; (PUBLIC SERVICES)

Mayor Yates continued this item to the January 10, 2012 City Council meeting.

B-3 REVIEW AND ADOPT DRAFT FUNDING RECOMMENDATIONS FOR THE 2012 COMMUNITY DEVELOPMENT BLOCK GRANT (CDBG) FUNDS; (PUBLIC SERVICES)

Public Services Director Rob Livick stated the CDBG fund is a flexible program providing communities with resources to address a wide range of unique community development needs. The program works to ensure decent, affordable housing; to provide services for members of our community; and to create jobs through expansion and retention of businesses. On May 24, 2011, the City of Morro Bay agreed to join with the Urban County of San Luis Obispo, which is a consortium of participating jurisdictions that includes San Luis Obispo County and the Cities of Paso Robles, Atascadero, San Luis Obispo and Arroyo Grande for the purpose of receiving and allocating CDBG funds. The 2012 CDBG award process began in the fall of 2011. The first of two workshops were held throughout the County to solicit public comment on community needs. A needs workshop was held in Morro Bay on September 20, 2011 at the Community Center. The County published a request for CDBG proposals and the City received ten (10) applications. Total funding is anticipated to be approximately \$93,405. Final funding amounts will be released by the Department of Housing and Community Development (HCD) in early 2012.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

Mr. Livick recommended the City Council review and adopts draft funding recommendations for the 2012 Community Development Block Grant funds; specifically the funding of the two requests from the City of Morro Bay.

Mayor Yates opened the hearing for public comment.

John Barta stated there are a lot of items on the menu, not just the sidewalks to repair that the City Council might want to consider.

Mayor Yates closed the hearing for public comment.

**MOTION:** Councilmember Borchard moved the City Council: 1) adopt the draft funding recommendations for the 2012 Community Development Block Grant funds and forward recommendations to the San Luis Obispo County Board of Supervisors for inclusion with the other requests from the Urban County Consortium; 2) forward the two items from the City of Morro Bay: a) the barrier removal (ADA) project estimated at \$74,724; and, b) program administration at \$18,681, for a total of \$93,405; and 3) authorize the City Manager to make pro rata adjustments to the allocation based on final funding amount from San Luis Obispo County. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

C. UNFINISHED BUSINESS – None.

D. NEW BUSINESS

D-1 REQUEST TO UTILIZE \$600,000 OF THE AFFORDABLE HOUSING IN LIEU FUNDS FOR THE PROJECT LOCATED AT 555 MAIN STREET; (ADMINISTRATION)

City Manager Andrea Lueker stated the City's Affordable Housing In Lieu account balance is approximately \$650,000. Approximately \$200,000 was allocated to a workforce housing project on Teresa Drive, and \$400,000 allocated to the project at 555 Main Street. Several months ago, the City was notified that the Teresa Drive project was not moving forward, and the applicant had released those previously dedicated funds. Subsequently, staff has been contacted by the applicant for the 555 Main Street project about the possibility of allocating the disencumbered \$200,000 to the project at 555 Main Street. Staff has been informed that the applicant is interested in purchasing the property at 555 Main Street, and is hoping to close escrow by the December 31, 2011. Should the City Council authorize the use of the \$600,000, staff will enter into negotiation on the terms and conditions of the loan.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – DECEMBER 13, 2011

Ms. Lueker recommended the City Council authorize utilization of \$600,000 of the Affordable Housing In-Lieu Funds for the project located at 555 Main Street.

MOTION: Councilmember Smukler moved the City Council authorize utilization of \$600,000 of the Affordable Housing In-Lieu Funds for the project located at 555 Main Street. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

E. DECLARATION OF FUTURE AGENDA ITEMS

Mayor Yates requested to agendize a discussion on a fee waiver on impact fees for residential building for five years; Councilmember Borchard, Councilmember Johnson, and Councilmember Leage concurred.

Mayor Yates requested to agendize a discussion on the concept of a roundabout at the intersection of Highway 41 and Main Street; Councilmember Johnson and Councilmember Leage concurred.

Mayor Yates requested to agendize a discussion on rescinding the resolution on larger lease site policies for waterfront development – there was no Council support.

Councilmember Smukler requested to agendize a discussion on the closure of North Atascadero Beach; Mayor Yates, Councilmember Borchard, and Councilmember Johnson concurred.

Councilmember Smukler requested to agendize a discussion on PG&E and their process with City street trees – Mayor Yates, Councilmember Borchard and Councilmember Johnson concurred.

Councilmember Borchard requested to agendize a discussion on Jessica's Law – Mayor Yates and Councilmember Johnson concurred.

ADJOURNMENT

The meeting adjourned at 10:54 p.m.

Recorded by:

Bridgett Kessling  
City Clerk



AGENDA NO: A-2

MEETING DATE: 01/10/2012

# Staff Report

**TO:** Honorable Mayor and City Council      **DATE:** December 15, 2011  
**FROM:** Susan Slayton, Administrative Services Director/City Treasurer  
**SUBJECT:** Resolution No. 01-12 Adopting the City of Morro Bay Investment Policy and Delegating Authority to the City Treasurer to Invest Idle Funds

**RECOMMENDATION:**

Staff recommends that Council adopt Resolution No. 01-12.

**FISCAL IMPACT:**

None.

**SUMMARY:**

Presented for Council's review is the City of Morro Bay's Investment Policy. There have been no changes made to this policy. Staff recommends that Council review the policy, and adopt Resolution No. 01-12, with any amendments made at this meeting.

**BACKGROUND:**

Since 1985, the City Council of Morro Bay has been annually presented with the City's Investment Policy to review and adopt. Each year, the Treasurer (Administrative Services Director) reviews the existing policy for recommended changes from the State of California and other governmental agencies, and implements them.

<b>Prepared By:</b> _____	<b>Dept Review:</b> _____
<b>City Manager Review:</b> _____	
<b>City Attorney Review:</b> _____	

**RESOLUTION NO. 01-12**

**RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF MORRO BAY, CALIFORNIA,  
ADOPTING THE CITY OF MORRO BAY INVESTMENT POLICY AND  
DELEGATING AUTHORITY TO THE CITY TREASURER  
TO INVEST IDLE FUNDS**

**THE CITY COUNCIL  
City of Morro Bay, California**

**WHEREAS**, the City Council of the City of Morro Bay desires to prudently invest the idle funds of the City to maximize the use of taxpayer funds; and

**WHEREAS**, the California Government Code Section 53600.3 states that “all governing bodies of local agencies, or persons authorized to make investment decisions on behalf of those local agencies, investing public funds, pursuant to this chapter, are trustees, and therefore, fiduciaries subject to the prudent investor standard;” and

**WHEREAS**, per California Government Code Section 53646(a)(2), all local agency governing boards may render, to the legislative body of that local agency, a statement of investment policy, which the legislative body of the local agency shall consider at a public meeting, and shall also consider any change in the policy; and

**WHEREAS**, per California Government Code Section 53607, the legislative body may delegate investment authority and responsibility to the Treasurer, and/or designated staff, for a period of one year subject to annual review and monthly review of transactions initiated by the designee.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Morro Bay that the Statement Policy, attached hereto, is adopted, and that the City Treasurer is hereby authorized to carry out this policy on behalf of the City Council.

**PASSED AND ADOPTED** by the City Council of the City of Morro Bay, on the 10<sup>th</sup> day of January, 2012, by the following vote:

AYES:

NOES:

ABSENT:

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WILLIAM YATES, Mayor

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JAMIE BOUCHER, City Clerk



AGENDA NO: A-3

MEETING DATE: 01/10/2012

## Staff Report

**TO:** Honorable Mayor and City Council      **DATE:** December 15, 2011  
**FROM:** Susan Slayton, Administrative Services Director/City Treasurer  
**SUBJECT:** Resolution No. 02-12 Adopting The Hartford Deferred Compensation Plan

**RECOMMENDATION:**

Staff recommends that Council adopt Resolution No. 02-12.

**FISCAL IMPACT:**

None.

**SUMMARY:**

Presented for Council's review is the City's deferred compensation plan from The Hartford. Staff recommends that Council review the plan, and adopt Resolution No. 02-12.

**BACKGROUND:**

On September 14, 1981, the City Council authorized the City Administrator to enter into an agreement with The Hartford for a deferred compensation plan. In October 1981, the City agreed to be the administrator of The Hartford's Deferred Compensation Plan, which allows City employees to defer payment of a portion of their current compensation, on a pre-tax basis, until retirement, death, severance from employment, or other event, that separates the employee permanently from City service, occurs. This plan conforms to the regulations of the Internal Revenue Service Code Section 457(b), and the City is an eligible plan sponsor under the IRS Code Section 457(e)(1)(A), as a political subdivision of the State. As of this date, the City continues to administer that plan.

The attached plan incorporates all of the legislative and plan option changes that have occurred in the past year. Since The Hartford's document preparation service prepared this plan for us, a Resolution adopting the plan is required.

Enc: Resolution No. 87-81  
The Hartford *City of Morro Bay Deferred Compensation Plan*

**Prepared By:** \_\_\_\_\_      **Dept Review:** \_\_\_\_\_  
**City Manager Review:** \_\_\_\_\_  
**City Attorney Review:** \_\_\_\_\_

**RESOLUTION NO. 02-12**

**RESOLUTION OF THE CITY COUNCIL OF THE  
CITY OF MORRO BAY, CALIFORNIA,  
ADOPTING THE HARTFORD DEFERRED COMPENSATION PLAN FOR THE  
CITY OF MORRO BAY**

**THE CITY COUNCIL  
City of Morro Bay, California**

**WHEREAS**, on September 14, 1981, the City Council adopted Resolution No. 87-81, which authorized participation in the City of Morro Bay Deferred Compensation Plan with The Hartford to provide the employees of the City with the opportunity to defer a portion of their compensation in an investment account until retirement, death, severance from employment or other event, that permanently separates the employee from active service with the City, occurs; and

**WHEREAS**, the City Council does hereby declare the intention of the City to continue the Plan, but reserves the right to terminate or amend the Plan at any time; and

**WHEREAS**, the members of the City Council authorize the City Manager, or designee, to execute such documents as are necessary or desirable as required under the Plan to make the Plan fully effective in accordance with its terms and intent.

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Morro Bay that the City of Morro Bay Deferred Compensation Plan with The Hartford, attached hereto, is adopted, and that the City Manager, or designee, is hereby authorized to execute any and all necessary documents related to the Plan on behalf of the City Council.

**PASSED AND ADOPTED** by the City Council of the City of Morro Bay, on the 10<sup>th</sup> day of January, 2012, by the following vote:

AYES:

NOES:

ABSENT:

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WILLIAM YATES, Mayor

---

JAMIE BOUCHER, City Clerk

AGENDA NO: A-4

MEETING DATE: 01/10/12

**RESOLUTION NO. 03-12**

**RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF MORRO BAY, CALIFORNIA  
APPOINTING JAMIE BOUCHER AS CITY CLERK  
FOR THE CITY OF MORRO BAY**

**THE CITY COUNCIL  
City of Morro Bay, California**

**WHEREAS**, by the California Government Code and Articles of Municipal Incorporation, the Morro Bay City Council is empowered with the duty to appoint a City Clerk; and

**WHEREAS**, on May 10, 1993 by Resolution No. 32-93, the Morro Bay City Council appointed Bridgett M. Davis (Kessling) to be City Clerk; and

**WHEREAS**, Jamie Boucher was appointed Deputy City Clerk on July 16, 2009, and has been performing some duties of the City Clerk since that time; and

**WHEREAS**, it has been determined that Jamie L. Boucher possesses the necessary training and skills to be an effective City Clerk.

**NOW, THEREFORE, BE IT RESOLVED** that the City Council of the City of Morro Bay, California, does hereby appoint Jamie Boucher as City Clerk for the City of Morro Bay, California, effective January 1, 2012.

**BE IT FURTHER RESOLVED** that Bridgett M. Kessling is released of her responsibilities as City Clerk of the City of Morro Bay, California, with a vote of appreciation, effective December 30, 2011.

**PASSED AND ADOPTED** by the City Council of the City of Morro Bay at a regular meeting thereof held on the 10<sup>th</sup> day of January, 2012 on the following vote:

AYES:

NOES:

ABSENT:

ATTEST:

\_\_\_\_\_  
WILLIAM YATES, Mayor

\_\_\_\_\_  
JAMIE BOUCHER, City Clerk



deficit of approximately \$300,000. During 2007 and 2008, the project team aggressively pursued additional revenues, which resulted in the City acquiring grant funds from both the CCC as well as SLOCOG. In addition, the City needed to allocate certain Gas Tax revenues to eligible expenditures that were received during the life of the Harborwalk project, effectively increasing project revenues through a Gas Tax audit process. On January 28, 2008, the Council authorized accepting additional grant funds, designated the project as a Parking in Lieu project, and authorized extending construction from the Power Plant Intake to Beach Street. This extension enabled staff to make full use of all available grant funds on new construction, while allowing previous deficit expenditures to be recuperated through grant revenues, reallocations, and City funds. Once the project was complete, and all outstanding invoices accounted for, there was a surplus of revenues. Staff recommends reallocating the funds as outlined above, which will keep grant funds intact and will enable the City to minimize its cash contributions to the project.

The Project was accepted as complete by the City Council on April 12, 2010, at which time staff committed to bringing back the final project accounting for Council review. This report serves that purpose.

**CONCLUSION:**

The Harborwalk Project has been substantially complete since the summer of 2008. Staff requests that the City Council accept the financial reconciliation and reallocate excess revenues as outlined.



AGENDA NO: A-6  
MEETING DATE: 1/10/12

# Staff Report

**TO:** Honorable Mayor and City Council      **DATE:** January 4, 2012  
**FROM:** Andrea K. Lueker, City Manager  
**SUBJECT:** City Council Annual Meeting Schedule - 2012

## RECOMMENDATION:

Staff recommends the City Council adopt the proposed meeting schedule for calendar year 2012:

1. The regular meeting dates are the second and fourth Tuesdays of each month with the exception of July 24<sup>th</sup>, November 27<sup>th</sup> and December 25<sup>th</sup>, which are traditionally cancelled.
2. The City Council and the Planning Commission normally meet twice each year for a joint meeting. These meetings have been scheduled on a variety of dates, including 5<sup>th</sup> Monday's as well as on regular City Council meeting days an hour prior to the normal starting time. For 2012, it is recommended the joint City Council/Planning Commission meetings are held one hour prior to a regular City Council meeting. Suggested dates are February 28<sup>th</sup> at 5:00 p.m. and September 11<sup>th</sup> at 5:00 p.m.

## BACKGROUND:

For the past eight years, staff has proposed a schedule of meeting dates for the City Council for the new calendar year. The proposed schedule for the 2012 calendar year is similar to the 2011 calendar.

A 2012 calendar is attached for your reference.

u.w.council.annual meeting schedule 12

Prepared By: <u>AKL</u>	Dept Review: _____
City Manager Review: <u>AKL</u>	
City Attorney Review: _____	

# 2012

# 2012

## JANUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
1 <small>New Year's Day</small>	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## FEBRUARY

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3	4	
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29			

## MARCH

SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

## APRIL

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30					

## MAY

SUN	MON	TUES	WED	THUR	FRI	SAT
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

## JUNE

SUN	MON	TUES	WED	THUR	FRI	SAT
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

## JULY

SUN	MON	TUES	WED	THUR	FRI	SAT
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

## AUGUST

SUN	MON	TUES	WED	THUR	FRI	SAT
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30	31	

## SEPTEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30						

## OCTOBER

SUN	MON	TUES	WED	THUR	FRI	SAT
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

## NOVEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	

## DECEMBER

SUN	MON	TUES	WED	THUR	FRI	SAT
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					



AGENDA NO:     A-7      
MEETING DATE:     1/10/12    

## Staff Report

**TO:** Honorable Mayor and City Council                      **DATE:** January 10, 2012

**FROM:** Susan Lichtenbaum, Harbor Business Manager

**SUBJECT:** Approval of a sublease agreement for a portion of Lease Site 87-88/87W-88W, located at 833 Embarcadero between Violet Leage and Barry Lambert, doing business as The Cannery Restaurant

**RECOMMENDATION:**

Staff recommends that the City Council adopt Resolution No. 04-12 approving the sublease agreement for a portion of Lease Site 87-88/87W-88W between Violet Leage and Barry Lambert, doing business as The Cannery Restaurant.

**FISCAL IMPACT:**

No substantial fiscal impact is anticipated. Percentage of gross rent may vary from past years.

**SUMMARY:**

Violet Leage holds the master lease for Lease Site 87-88/87W-88W. Ms. Leage has requested approval of a sublease with Barry Lambert, doing business as The Cannery Restaurant for the restaurant portion of the Lease Site. All necessary sublease documents (copies attached) have been provided and the sublease application fee has been paid. Mr. Lambert managed the former Outrigger Restaurant on the site prior to the last subtenants and has considerable background in restaurant operations.

**BACKGROUND:**

The lease agreement for Lease Site 87-88/87W-88W is an earlier version of the City Master Lease that requires City Council approval of any sublease on the site. The lease states that the City shall not unreasonably or arbitrarily withhold sublease, assignment or transfer approval.

**CONCLUSION:**

Staff recommends that the City Council adopt Resolution No. 04-12 approving the sublease agreement for a portion of Lease Site 87-88/87W-88W between Violet Leage and Barry Lambert, doing business as The Cannery Restaurant.

Prepared By: <u>    <i>S</i>    </u>	Dept Review: <u>    </u>
City Manager Review: <u>    <i>AS</i>    </u>	
City Attorney Review: <u>    </u>	

**RESOLUTION NO. 04-12**

**RESOLUTION OF THE CITY COUNCIL  
OF THE CITY OF MORRO BAY, CALIFORNIA**

---

**APPROVAL OF A SUBLEASE AGREEMENT FOR A PORTION OF  
LEASE SITE 87-88/87W-88W, LOCATED AT 833 EMBARCADERO,  
BETWEEN VIOLET LEAGE AND BARRY LAMBERT, DOING BUSINESS AS  
THE CANNERY RESTAURANT**

**THE CITY COUNCIL  
City of Morro Bay, California**

**WHEREAS**, the City of Morro Bay is the lessor of certain property on the Morro Bay waterfront described as Lease Site 87-88/87W-88W located at 833 Embarcadero; and,

**WHEREAS**, Violet Leage is the lessee of said property; and,

**WHEREAS**, Violet Leage has requested approval of a sublease agreement for the restaurant portion of Lease Site 87-88/87W-88W with Barry Lambert, doing business as The Cannery Restaurant; and,

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Morro Bay that the sublease agreement for the restaurant portion of Lease Site 87-88/87W-88W between Violet Leage and Barry Lambert, doing business as The Cannery Restaurant, is hereby approved.

**BE IT FURTHER RESOLVED** that the Mayor is hereby authorized to execute the Consent to Sublease agreement.

**PASSED AND ADOPTED** by the City Council of the City of Morro Bay at a regular meeting thereof held on the 10<sup>th</sup> day of January 2012 on the following vote:

AYES:

NOES:

ABSENT:

\_\_\_\_\_  
William Yates, Mayor

ATTEST:

\_\_\_\_\_  
Jamie Boucher, City Clerk



# City of Morro Bay

HARBOR DEPARTMENT  
1275 Embarcadero

Morro Bay, CA 93442

Ph. 805-772-6254

Fax: 805-772-6258



## APPLICATION

### APPLICATION FOR AMENDMENT OR ASSIGNMENT OF CITY LEASE AGREEMENTS OR APPROVAL OF SUBLEASES TO CITY LEASE AGREEMENT

To be completed and returned to the Harbor Office for processing.

LEASE SITE #: 87-88/87W-88W

APPLICATION FEE: \$390.00

*paid 12/8/11 check # 1222*

Violet Leage  
Lessee (please print)  Business

Violet Leage  
Name

P.O. Box 1739 805-772-4178  
Mailing Address Telephone

Morro Bay Ca 93443  
City, State Zip

REQUEST: Briefly describe the specific nature of the approval requested.

The past sublease Double C Inc closed its doors on  
December 1, 2011 and a new sublease to Barry  
Lambert is requested for the Restaurant Building

Violet Leage  
Applicant's Signature  
(Must be signed by current Master Tenant)

Dec 7, 2011  
Date

SEE REVERSE

## CHECKLIST FOR SUBMITTAL REQUIREMENTS

### 1. AMENDMENT TO LEASE

- 
- \$390.00 Application Fee
  - Proposed Lease Amendment Document
  - Statement of purpose for request of amendment
  - Review by community Development and Public Works Departments
  - Other Departmental Review as Follows: \_\_\_\_\_
- 

### 2. ASSIGNMENT OF LEASE

- \$390.00 Application Fee
- Statement of qualifications, experience and proposed operation from potential assignee
- Financial report approved by City Finance Director
- Lessee currently in compliance with all terms of existing lease agreement
- Assignment documents acceptable to the City Attorney's office

### 3. SUBLEASE APPROVAL

- \$390.00 Application Fee (When City Council approval is required by the current lease)
- \$81.00 Application Fee (Administrative Approval if permitted by the current lease)
- Lessee currently in compliance with all terms of existing lease agreement
- Statement of qualifications, experience and proposed operation from potential sublessees (verbal)
- Signed copies of Sublease Agreement, Consent to Sublease and Application Forms.

## CONSENT TO SUBLEASE AGREEMENT

THIS CONSENT TO SUBLEASE AGREEMENT is entered into this 1st day of December 2011, by and between Violet Leage, hereinafter referred to as TENANT, and Barry Lambert, dba, The Cannery, hereinafter referred to as SUBTENANT and approved by the City of Morro Bay, California, hereinafter referred to as CITY.

### RECITALS

WHEREAS, a Master Lease was executed on \_\_\_\_\_, and;

WHEREAS, TENANT desires to sublease a portion of the premises to SUBTENANT, and:

WHEREAS, the Master Lease requires CITY consent of any sublease in the following form of agreement.

NOW, THEREFORE, IT IS AGREED AS FOLLOWS:

1. TENANT and SUBTENANT jointly and severally guaranty that TENANT will pay to City all of the sums required of TENANT and any sums due by reason of SUBTENANT'S activities under the terms of the Master Lease dated \_\_\_\_\_ hereinafter known as "Master Lease". In the event TENANT fails to make such payment, SUBTENANT agrees to promptly make such payment to CITY for TENANT. Failure to pay the rent shall constitute a violation of the Master Lease and CITY shall, after three (3) days written notice to TENANT, have the following options:

(a) CITY may elect to pursue all legal remedies against TENANT alone or against both TENANT and SUBTENANT or against SUBTENANT alone. CITY'S election to pursue one instead of both of the parties shall not preclude a later action against the other party to recover any amounts not paid and both TENANT and SUBTENANT agree that they are to be jointly and severally liable for any breach by the SUBTENANT.

(b) CITY shall have all other legal remedies provided for in the lease and allowed by law, including the right to bring an action for unlawful detainer against SUBTENANT, TENANT or both for non-payment of rent by TENANT or SUBTENANT'S portion of rent due to CITY.

2. SUBTENANT acknowledges receipt of a complete copy of the Master Lease and all amendments thereto and specifically agrees to comply with each and all of the terms and conditions of the Master Lease. TENANT guarantees SUBTENANT'S compliance with each and all of the terms and conditions of the Master Lease, as it pertains to the portion of the site they are leasing, and all of the parties agree that a violation by SUBTENANT of the terms of the Master Lease, as it pertains to the portion of the site they are leasing, shall constitute a violation of the Master Lease by TENANT. TENANT agrees to take whatever action is required to secure SUBTENANT'S compliance with each and all of the terms of the Master Lease, and agrees to indemnify CITY, as Landlord, from any and all claims, loss, cost or expense resulting from SUBTENANT'S failure to comply with the terms of the Master Lease.

3. The term of the sublease attached as Exhibit A shall be \_\_\_\_\_ years commencing upon execution of said lease provided, however, that the term of the sublease shall not in any event exceed the terms of the Master Lease and said Sublease shall, in all events, terminate upon termination of the Master Lease for any reason, including, but not limited to, a termination which occurs as a result of court judgment.

4. Pursuant to the provision in the Master Lease requiring TENANT to pay rental based on percentage of gross sales, SUBTENANT agrees to and shall keep full, complete, and accurate records, and books of account in accordance with accepted accounting practices as showing the total amount of gross sales, as defined in the Master Lease, made each calendar month in, on or from the subleased premises. SUBTENANT shall keep said records and books of account within San Luis Obispo County and shall notify CITY in advance of their location at all times. Said records, books of account and all cash register tapes, including any sales tax reports that SUBTENANT may be required to furnish any government or governmental agency, including but not limited to those items listed in Exhibit B attached hereto and incorporated herein, shall at all reasonable times be open to the inspection of TENANT, CITY, CITY'S auditor, or other authorized representative or agent of TENANT or CITY.

5. The proposed use by SUBTENANT is as follows:  
The subleased premises shall be used only for the operation of a restaurant and for no other purpose

Percentage of Gross Rental Applicable to Permitted Use: \_\_\_\_\_.

Said designated use shall not be changed without the prior written consent of CITY. SUBTENANT acknowledges that the percentage of gross payment required for the proposed use under the terms of the Master Lease is as set forth hereinabove. SUBTENANT agrees that any use by SUBTENANT of the subleased premises for a purpose other than that specified in this paragraph, whether or not permitted under the terms of the Master Lease, shall constitute an unauthorized use subject to those penalties set forth in the Master Lease. The location and size of the proposed use shall not be altered without the prior written consent of the CITY. Specifically, and in addition to any other terms and provisions of the lease, all parties agree that if SUBTENANT makes a use of the subleased premises which is not included within or permitted under the terms of the Master Lease, TENANT shall be liable for and shall pay to CITY, 10% of the gross revenue from such unpermitted use.

6. SUBTENANT shall not alter or improve the premises or any part thereof without first obtaining the prior written consent of CITY.

7. SUBTENANT agrees to submit a statement of previous business experience and agrees to submit current personal and business financial statements upon request and further agrees to submit such documents as part of the CITY's consideration of the consent to Sublease Agreement. SUBTENANT shall not assign, mortgage, or encumber the subleased premises in whole or in part without the prior written consent of CITY.

8. Unless SUBTENANT is included as an additional insured under the terms of TENANT's liability insurance, SUBTENANT agrees to maintain adequate liability insurance in the manner and form required under the Master Lease in an amount of not less than \$1,000,000 per occurrence and agrees to name the CITY OF MORRO BAY as an additional primary insured without offset against the CITY's insurance. SUBTENANT agrees to provide the certificates of insurance and copies of the actual insurance policies to the CITY as required under the Master Lease and otherwise comply with the insurance requirements set forth in the

Master Lease. CITY reserves the right to require reasonable increases in the liability insurance coverage from time to time.

9. SUBTENANT and TENANT agree to indemnify and save CITY free and harmless ~~from and against any and all claims, including reasonable attorney's fees and court costs arising~~ from SUBTENANT's failure to comply with any of the terms of this Consent and Sublease Agreement.

10. This Agreement cannot be modified except by a written document mutually approved by the parties hereto. A waiver of any of the conditions or terms of this Consent or of the Master Lease shall not constitute a waiver of any future breach of any terms or conditions of this Consent or the Master Lease.

11. To the extent that the terms of the proposed Sublease are inconsistent with the terms of this Agreement or Master Lease with the CITY OF MORRO BAY, this Agreement or Master Lease shall supersede and be the controlling document. To the extent that this Consent to Sublease Agreement is inconsistent with the terms of the Master Lease, the Master Lease shall supersede and be the controlling document.

IN WITNESS WHEREOF, the parties hereto have executed this Consent to Sublease Agreement as of the day and year first above written at Morro Bay, California.

TENANT:

Kim Leage

SUBTENANT:

[Signature]

CITY OF MORRO BAY:

WILLIAM YATES, MAYOR

**EXHIBIT "B"**

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**CONSENT TO SUBLEASE AGREEMENT**

At a minimum, certain books and records shall be kept by Lessee and Sublessee such as:

1. Pre-numbered and dated guest checks;
2. Pre-numbered sales invoices or daily cash register tapes;
3. Bank Statements;
4. Sales Tax Returns;
5. Sales Journals;
6. Cash Disbursement Journals; and
7. General Ledger

# Commercial Net Lease for Part of Building

1. Names. This lease is made by Vi Leage, Landlord, and Bamy Lambert, Tenant.

2. Premises Being Leased. Landlord is leasing to Tenant and Tenant is leasing from Landlord a portion of the following premises: 833 Embarcadero / Restaurant.

Specifically, Tenant is leasing The Cannery.

Part of Building Only. Specifically, Tenant is leasing the Restaurant of the building.

Shared Facilities. As part of this lease, Tenant and Tenant's employees and customers may use the following additional facilities in common with other tenants, employees, and customers:

- Parking spaces: \_\_\_\_\_.
- Restroom facilities: \_\_\_\_\_.
- Storage areas: \_\_\_\_\_.
- Hallways, stairways, and elevators: \_\_\_\_\_.
- Conference rooms: \_\_\_\_\_.
- Other: \_\_\_\_\_.

3. Term of Lease. This lease begins on Dec 1, 2011 and ends on March 2018.

4. Rent. Tenant will pay rent in advance on the 5<sup>th</sup> day of each month. Tenant's first rent payment will be on Jan 5<sup>th</sup>, 2012 in the amount of \$ 5,500. Tenant will pay rent of \$ 5,500 per month thereafter.

Tenant will pay this rental amount for the entire term of the lease.

Rent will increase each year, on the anniversary of the starting date in paragraph 3, as follows: \_\_\_\_\_

## 5. Option to Extend Lease

First Option. Landlord grants Tenant the option to extend this lease for an additional \_\_\_\_\_ years. To exercise this option, Tenant must give Landlord written notice on or before \_\_\_\_\_. Tenant may exercise this option only if Tenant is in substantial compliance with the terms of this lease. Tenant will lease the premises on the same terms as in this lease except as follows: \_\_\_\_\_.

Second Option. If Tenant exercises the option granted above, Tenant will then have the option to extend this lease for \_\_\_\_\_ years beyond the first option period. To exercise this option, Tenant must give Landlord written notice on or before \_\_\_\_\_. Tenant may exercise this option only if Tenant is in substantial compliance with the terms of this lease. Tenant will lease the premises on the same terms as in this lease except as follows: \_\_\_\_\_.

6. Security Deposit. Tenant has deposited \$ 5,500 with Landlord as security for Tenant's performance of this lease. Landlord will refund the full security deposit to Tenant within 14 days following the end of the lease if Tenant returns the premises to Landlord in good condition (except for reasonable wear and tear) and Tenant has paid Landlord all sums due under this lease. Otherwise, Landlord may deduct any amounts required to place the premises in good condition and to pay for any money owed to Landlord under the lease.

**7. Improvements by Landlord**

Before the lease term begins, Landlord (at Landlord's expense) will make the repairs and improvements listed in Attachment 1 to this contract.

Tenant accepts the premises in "as is" condition. Landlord need not provide any repairs or improvements before the lease term begins.

**8. Improvements by Tenant.** Tenant may make alterations and improvements to the premises after obtaining the ~~Landlord's written consent. At any time before this lease ends, Tenant may remove any of Tenant's alterations and~~ improvements, as long as Tenant repairs any damage caused by attaching the items to or removing them from the premises.

**9. Tenant's Use of Premises.** Tenant will use the premises for the following business purposes: Service/ Restaurant. Tenant may also use the premises for purposes reasonably related to the main use.

**10. Landlord's Representations.** Landlord represents that:

- A. At the beginning of the lease term, the premises will be properly zoned for Tenant's stated use and will be in compliance with all applicable laws and regulations.
- B. The premises have not been used for the storage or disposal of any toxic or hazardous substance, and Landlord has received no notice from any governmental authority concerning removal of any toxic or hazardous substance from the property.

**11. Utilities and Services**

A. Separately Metered Utilities. Tenant will pay for the following utilities and services that are separately metered or billed to Tenant:

- Water
- Electricity
- Gas
- Heating Oil
- Trash collection
- Other: \_\_\_\_\_

B. Other Utilities. Tenant will pay 0 % of the following utilities and services that are not separately metered to Tenant:

- Water
- Electricity
- Gas
- Heating Oil
- Trash collection
- Other: \_\_\_\_\_

Tenant will pay for these utilities in monthly installments on or before the 5th day of each month, in advance, in an amount estimated by Landlord. Every 1 months, Landlord will give Tenant copies of the bills sent to Landlord. If Tenant's share of the actual costs for utilities and services exceeds the amount paid in advance by Tenant, Tenant will pay Landlord the difference within 30 days. If Tenant has paid more than Tenant's share of the actual costs, Tenant will receive a credit for the overage, which will be applied to reduce the next installments due from Tenant.

**12. Maintenance and Repair of Common Areas.** Landlord will maintain and make all necessary repairs to the common areas of the building and adjacent premises and keep these areas safe and free of trash. This includes:

- On-site parking areas
- Off-site parking areas

- Restroom facilities
- Storage areas
- Hallways, stairways, and elevators
- Conference rooms
- Sidewalks and driveways
- Other: \_\_\_\_\_

Tenant will pay Landlord 0 % of the cost of such maintenance and repairs. ~~Tenant will pay these amounts in~~ monthly installments on or before the \_\_\_\_\_ day of each month, in advance, in an amount estimated by Landlord. Within 90 days after the end of each lease year, Landlord will give Tenant a statement of the actual amount of Tenant's share of such costs for such period. If Tenant's share of the actual costs exceeds the amount paid in advance by Tenant, Tenant will pay Landlord the difference within 30 days. If Tenant has paid more than Tenant's share of the actual costs, Tenant will receive a credit for the overage, which will be applied to reduce the next installments due from Tenant.

**13. Maintenance and Repair of Leased Premises.** Landlord will maintain and make all necessary repairs to the following parts of the building in which the leased premises are located:

- Roof
- Foundation and structural components
- Exterior walls
- Interior common walls
- Exterior doors and windows
- Plumbing system
- Sewage disposal system
- Electrical system
- Heating, ventilating, and air-conditioning systems
- Sprinkler system
- Other: \_\_\_\_\_

Tenant will maintain and repair the leased premises and keep the leased premises in good repair except for those items specified above as being Landlord's responsibility.

#### 14. Insurance

A. Landlord will carry fire and extended coverage insurance on the building. Tenant will pay Tenant's proportionate share (00%) of such insurance within ten days after receiving a statement from Landlord as to the cost.

B. Tenant will carry public liability insurance, which will include Landlord as a party insured. The public liability coverage for personal injury will be in at least the following amounts:

- \$ \_\_\_\_\_ per occurrence.
- \$ \_\_\_\_\_ in any one year.

C. Landlord and Tenant release each other from any liability to the other for any property loss, property damage, or personal injury to the extent covered by insurance carried by the party suffering the loss, damage, or injury.

D. Tenant will give Landlord a copy of all insurance policies that this lease requires Tenant to obtain.

#### 15. Taxes

A. Tenant will pay 00 % of all taxes and assessments that may be levied or assessed against the building and the land for the period of the lease. Tenant will pay these taxes and assessments in monthly installments on or before the 5<sup>th</sup> day of each month, in advance, in an amount estimated by Landlord. Landlord will give Tenant copies of the tax bills and assessments as Landlord receives them. If Tenant's share of the actual taxes and assessments exceeds the amount paid in advance by Tenant, Tenant will pay Landlord the difference within 30 days. If Tenant has paid more than Tenant's share of the actual taxes and assessment, Tenant will receive a credit for the overage, which will be ap-

plied to reduce the next installments due from Tenant. Taxes and assessments to be paid by Tenant will be prorated a due date basis and will be assumed to cover a period of one year from the due date.

B. Tenant will pay all personal property taxes levied and assessed against Tenant's personal property.

**16. Subletting and Assignment.** Tenant will not assign this lease or sublet any part of the premises without the written consent of Landlord. Landlord will not unreasonably withhold such consent.

**17. Damage to Premises**

A. If the premises are damaged through fire or other cause not the fault of Tenant, Tenant will owe no rent for any period during which Tenant is substantially deprived of the use of the premises.

B. If Tenant is substantially deprived of the use of the premises for more than 90 days because of such damage, Tenant may terminate this lease by delivering written notice of termination to Landlord.

**18. Notice of Default.** Before starting a legal action to recover possession of the premises based on Tenant's default, Landlord will notify Tenant in writing of the default. Landlord will take legal action only if Tenant does not correct the default within ten days after written notice is given or mailed to Tenant.

**19. Quiet Enjoyment.** As long as Tenant is not in default under the terms of this lease, Tenant will have the right to occupy the premises peacefully and without interference.

**20. Eminent Domain.** This lease will become void if any part of the leased premises or the building in which the leased premises are located are taken by eminent domain. Tenant has the right to receive and keep any amount of money that the agency taking the premises by eminent domain pays for the value of Tenant's lease, its loss of business, and for moving and relocation expenses.

**21. Holding Over.** If Tenant remains in possession after this lease ends, the continuing tenancy will be from month to month.

**22. Disputes**

Litigation. If a dispute arises, either party may take the matter to court.

Mediation and Possible Litigation. If a dispute arises, the parties will try in good faith to settle it through mediation conducted by

\_\_\_\_\_  
 a mediator to be mutually selected.

The parties will share the costs of the mediator equally. Each party will cooperate fully and fairly with the mediator and will attempt to reach a mutually satisfactory compromise to the dispute. If the dispute is not resolved within 30 days after it is referred to the mediator, either party may take the matter to court.

Mediation and Possible Arbitration. If a dispute arises, the parties will try in good faith to settle it through mediation conducted by

\_\_\_\_\_  
 a mediator to be mutually selected.

The parties will share the costs of the mediator equally. Each party will cooperate fully and fairly with the mediator and will attempt to reach a mutually satisfactory compromise to the dispute. If the dispute is not resolved within 30 days after it is referred to the mediator, it will be arbitrated by

\_\_\_\_\_  
 an arbitrator to be mutually selected.

Judgment on the arbitration award may be entered in any court that has jurisdiction over the matter. Costs of arbitration, including lawyers' fees, will be allocated by the arbitrator. Landlord need not participate in mediation or arbitration of a dispute unless Tenant has paid the rent called for by this lease or has placed any unpaid rent in escrow with an agreed upon mediator or arbitrator.

22. Additional Agreements. Landlord and Tenant additionally agree that: \_\_\_\_\_

23. Entire Agreement. This is the entire agreement between the parties. It replaces and supersedes any and all oral agreements between the parties, as well as any prior writings.

24. Successors and Assignees. This lease binds and benefits the heirs, successors, and assignees of the parties.

25. Notices. All notices must be in writing. A notice may be delivered to a party at the address that follows a party's signature or to a new address that a party designates in writing. A notice may be delivered:

- (1) in person
- (2) by certified mail, or
- (3) by overnight courier.

26. Governing Law. This lease will be governed by and construed in accordance with the laws of the state of California.

27. Counterparts. The parties may sign several identical counterparts of this lease. Any fully signed counterpart shall be treated as an original.

28. Modification. This lease may be modified only by a writing signed by the party against whom such modification is sought to be enforced.

29. Waiver. If one party waives any term or provision of this lease at any time, that waiver will be effective only for the specific instance and specific purpose for which the waiver was given. If either party fails to exercise or delays exercising any of its rights or remedies under this lease, that party retains the right to enforce that term or provision at a later time.

30. Severability. If any court determines that any provision of this lease is invalid or unenforceable, any invalidity or unenforceability will affect only that provision and will not make any other provision of this lease invalid or unenforceable, and shall be modified, amended, or limited only to the extent necessary to render it valid and enforceable.

Dated: \_\_\_\_\_

LANDLORD

TENANT

Name of Business: The Cannery  
at 833 Embarcadero  
MB, CA, 93442

Name of Business: The Cannery  
at 833 Embarcadero  
MB, CA, 93442

By: V. M. Leage

By: Barry A Lambert

Printed Name: V. Leage

Printed Name: Barry A Lambert

Title: Landlord

Title: tenant

Address: P.O. Box 5006  
San Luis Obispo, CA, 93403

Address: 311 Bandurula  
San Luis Obispo, CA, 93403

[ ] GUARANTOR

By signing this lease, I personally guarantee the performance of all financial obligations of The Cannery Restaurant under this lease.

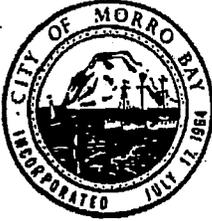
Dated: 12-1-11

Printed Name: Barry Allan Lambert

Title: Owner  
Morro Bay CA 93442

Address: 833 Embarcadero





AGENDA NO: B-2

MEETING DATE: December 13, 2011

## Staff Report

**TO:** Honorable Mayor and City Council **DATE:** December 5, 2011  
**FROM:** Rob Livick, PE/PLS – Public Services Director/City Engineer  
Kathleen Wold, AICP – Planning and Building Manager  
**SUBJECT:** Review and provide recommendations for the City of Morro Bay Sign Code based on Workshop and Survey Results

### RECOMMENDATION:

Review workshop and survey results and provide direction to staff regarding any modifications to the "Sign Ordinance" to be incorporated into a revised ordinance that will be forwarded to the Planning Commission for review and recommendations back to City Council.

### FISCAL IMPACT:

The processing of this text amendment will require additional staff time associated with processing the amendment through, Planning Commission, City Council and the California Coastal Commission.

### BACKGROUND

At the regularly scheduled City Council meeting on April 12, 2010 the status report on the A-Frame Sign Ordinance was presented to the Council for direction. The Council directed staff to bring forward to the Planning Commission a Sign Ordinance Amendment incorporating the Sign Ordinance drafted for the 2004 Zoning Ordinance and new A-frame sign regulations.

Staff worked on the amendment and presented the Sign Ordinance Amendment to the Planning Commission at the regularly scheduled meeting on May 17, 2010. During the meeting, public testimony was received and the ordinance was discussed by the Commission. The ultimate outcome of the meeting was to continue the item to a date uncertain with direction given to staff to hold a workshop on the ordinance to ensure that there was sufficient public input.

At the December 13, 2010 City Council meeting the Council directed staff to place the Sign Ordinance as a high priority on the Planning Division's work program. On February 16, 2011 a public workshop was held to receive input from the public on the Draft Sign Ordinance. During this meeting input was received from the public and subsequent to this input the Planning Commission moved to forward the Draft Sign Ordinance to the City Council with the following changes:

Prepared By: RL/KW

Dept Review: RL

City Manager Review: AW

City Attorney Review: \_\_\_\_\_

- One A-frame sign per business per frontage during business hours only.
- A-frame or feather sign to be allowed.
- Fee shall be waived until June 2012 for the A-frame signs whereby it would be set at \$40 as a onetime permit fee.
- Allow for provisions for directional pole signage as brought by Mr. Schmidt of the Chamber of Commerce to include in this ordinance.
- To include corrections of the projection signs section from 12 to 24 inches.
- Include vacation rentals under the Real Estate section.

At the April 19, 2011 City Council meeting an item was brought forth by Mayor Yates and Councilperson Borchard concerning the enforcement of the code prohibiting A-frame signs. At this meeting the Council directed staff to enforce the Sign Ordinance prohibiting A-frame signs and on May 3, 2011 a letter was sent to all businesses within Morro Bay detailing that A-frame signs are prohibited and describing the process by which the City will be enforcing the ordinance.

The draft sign ordinance was scheduled for the May 10, 2011 meeting as a new business item, but at that meeting it was continued to the May 24, 2011 meeting as a public hearing item. At the May 24, 2011 City council held a public hearing and discussed issues regarding the sign ordinance. The City Council adopted an urgency ordinance allowing that established interim rules regulating the approval process and construction of projecting signs pending completion of studies and the preparation of an update to the City's zoning code. Additionally the Council directed staff to hold public workshops and bring the sign ordinance back to the Council for further direction before presenting the proposed sign ordinance to the Planning Commission.

#### **DISCUSSION:**

Public Services staff engaged the services of Chuck Anders of Strategic Initiatives to facilitate two consecutive workshops regarding the sign issues in Morro Bay. The meetings were held on September 29 and October 6, 2011 at the Veteran's Memorial Building. The workshops were attended by representatives of the business community, Chamber and citizens at large. In addition to materials presented at the workshops all of the materials were made available on the City's Website at <http://morro-bay.ca.us/index.aspx?nid=708>.

At the first workshop on September 29<sup>th</sup>, the following items were discussed at the workshop:

- Review history of the existing sign ordinance.
- Discuss structure of ordinance.
- Review the key issues that have been raised in the past.
- Discuss constraints (CCC, general plan, other).
- Review the results from the Tourism Workshop and how BCA is presenting the community.
- Sign ordinance should be aligned with how the community wants to be perceived.
- Discuss how perspectives influence perceptions.
- Poll each questions to focus discussion on subject.
- Provided some time at end for public comment on related issues.

- Discuss ten different types of signs.
- Current sign rules
- Present results of previous Planning Commission Sign Committee activities.
- Summarize observations and “Takeaways”.
- Discuss next steps
  - Staff prepares conceptual/preliminary proposals.
  - Review alternative concepts and next workshop.
  - Discuss implementation methods and timelines.

During the workshop and through the “Survey Monkey” survey tool the consensus of the participants indicated the following:

- The current sign ordinance is not working.
- Not happy with the appearance of signs in Morro Bay.
- Mixed results from respondents regarding having enough signage.
- One hundred percent desired different sign rules for different areas.
- A-Frame signs may be appropriate for some areas.
- Minimize signs in residential areas.
- Allow for exceptions to the sign ordinance for special circumstances.
- Sign materials can be important.

Based on the polling results from the first workshop, staff developed a strategy for a palette of different sign types for different areas in the community, ie Embarcadero, Downtown, and North Morro Bay. North Morro Bay was later designated has “Highway Commercial” to include Quintana Road, which also fronts on Highway 1.

The October 6<sup>th</sup> workshop built upon the work started at the September 29<sup>th</sup> workshop ad consisted of the following items:

- Perspective - The sign ordinance should reinforce “The Morro Bay Experience” and promote Morro Bay businesses.
- Reviewed results from first workshop.
- Presented alternative sign ordinance concepts.
- Poll opinions about alternative sign ordinance concepts to focus discussion on pros and cons of alternative concepts:
  - Embarcadero Area.
  - Downtown.
  - North Morro Bay/Highway Commercial (Quintana).
- Presentation by former planning commissioner regarding previous Planning Commission research.
- Conclusions.

In addition to the polling that occurred at the meeting, the Morro Bay Chamber of Commerce assisted staff by polling the entire membership. Ninety-one or 21.6-percent of those (421)

emailed responded to the survey. Of those, 10-percent attended both workshops, 80-percent or 73 attended none. One-third of those responding provided comments with their answers.

Again based on the results of the workshop and polling the participants indicated:

- Desire for different rules for different geographical areas
- A-Frame and Banners may be appropriate for some areas
- No difference between internal and external illumination of signs

Modification of the sign ordinance will require staff time for the writing of new code language and performing the required environmental review. Currently the Planning Division's priority is to focus on current planning activities, i.e. projects that are planned for construction in the near future. In order move the sign ordinance to a higher priority, either a temporary increase in Planning staffing levels or a reprioritization of work load is required; which could result in current projects being delayed.

### **CONCLUSION**

Based on the approximately 100 plus or minus participants in the sign workshops and survey process, staff can conclude that there is a strong desire for modifications to the sign ordinance to include different rules for different geographical areas, there is still a desire from some participants to allow provisions in the ordinance for A-Frame and flag signs in the "Highway Commercial" areas of North Main and Quintana Road. Staff will refine the sign ordinance based on Council direction and present the revised ordinance to the Planning Commission for their review and consideration. The sign ordinance will then move on to City Council for approval then to the California Coastal Commission for approval. Once all approvals have been received the new sign ordinance can be used and enforced.

### **ATTACHMENTS**

1. City Council Meeting Minutes from May 24, 2011
2. Presentation from Workshop#1
3. Sign Ordinance Workshop #1 Polling Results
4. City (SurveyMonkey). Survey results from Workshop #1
5. Preliminary Sign Program Prepared for Workshop #2
6. Sign Ordinance Workshop #2 Polling Results
7. Chamber of Commerce (Zoomerang) Survey Results from Workshop #2

MINUTES - MORRO BAY CITY COUNCIL  
CLOSED SESSION – MAY 24, 2011  
CITY HALL CONFERENCE ROOM - 4:00 P.M.

Mayor Yates called the meeting to order at 4:00 p.m.

PRESENT:	William Yates	Mayor
	Carla Borchard	Councilmember
	Nancy Johnson	Councilmember
	George Leage	Councilmember
	Noah Smukler	Councilmember
STAFF:	Andrea Lueker	City Manager
	Robert Schultz	City Attorney

CLOSED SESSION

MOTION: Councilmember Smukler moved the meeting be adjourned to Closed Session. The motion was seconded by Councilmember Leage and unanimously carried. (5-0)

Mayor Yates read the Closed Session Statement.

CS-1 **GOVERNMENT CODE SECTION 54957.6; CONFERENCE WITH LABOR NEGOTIATOR.** Conference with City Manager, the City's Designated Representative, for the purpose of reviewing the City's position regarding the terms and compensation paid to the City Employees and giving instructions to the Designated Representative.

CS-2 **GOVERNMENT CODE SECTION 54956.8; REAL PROPERTY TRANSACTIONS.** Instructing City's real property negotiator regarding the price and terms of payment for the purchase, sale, exchange, or lease of real property as to three (3) parcels:

- Property: Embarcadero Grill - Lease Site 86-86W  
Negotiating Parties: Caldwell and City of Morro Bay.  
Negotiations: Sub Lease Terms and Conditions.
- Property: Lease Site 65-66/65W-66W, 571 Embarcadero,  
Negotiating Parties: Imani and City of Morro Bay.  
Negotiations: Lease Terms and Conditions.
- Property: Sea One Solutions; Lease Site 124-128/124W-128W and 113W,  
1215 Embarcadero.  
Negotiating Parties: Sea One Solutions, LLC and City of Morro Bay.  
Negotiations: Lease Terms and Conditions.

The meeting adjourned at 4:50 p.m.

The City Council adjourned to a Special Open Session meeting to hold interviews to fill vacancies on the City's Planning Commission, Public Works Advisory Board and Community Promotions Committee. The interviews started at 5:00 p.m. and were located at the Veterans' Memorial Building, 209 Surf Street, Morro Bay, CA

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – MAY 24, 2011  
VETERANS MEMORIAL HALL - 6:00 P.M.

Mayor Yates called the meeting to order at 6:20 p.m.

PRESENT:	William Yates	Mayor
	Carla Borchard	Councilmember
	Nancy Johnson	Councilmember
	George Leage	Councilmember
	Noah Smukler	Councilmember
STAFF:	Andrea Lueker	City Manager
	Robert Schultz	City Attorney
	Bridgett Kessler	City Clerk
	Eric Endersby	Harbor Operations Manager
	Rob Livick	Public Services Director
	Tim Olivas	Police Chief
	Mike Pond	Fire Chief
	Susan Slayton	Administrative Services Director
	Joe Woods	Recreation & Parks Director

ESTABLISH QUORUM AND CALL TO ORDER

MOMENT OF SILENCE

PLEDGE OF ALLEGIANCE

MAYOR AND COUNCIL MEMBERS REPORTS, ANNOUNCEMENTS &  
PRESENTATIONS

CLOSED SESSION REPORT - City Attorney Robert Schultz reported the City Council met in Closed Session; no reportable action under the Brown Act was taken on Item CS-1.

The following action was taken on Item CS-2:

- Property: Embarcadero Grill - Lease Site 86-86W  
Negotiating Parties: Caldwell and City of Morro Bay.  
Negotiations: Sub Lease Terms and Conditions.

Councilmember Leage was excused from this discussion due to a conflict of interest; and, no action under the Brown Act was taken on Lease Site 86-86W.

- Property: Lease Site 65-66/65W-66W, 571 Embarcadero,  
Negotiating Parties: Imani and City of Morro Bay.  
Negotiations: Lease Terms and Conditions.
- Property: Sea One Solutions; Lease Site 124-128/124W-128W and 113W, 1215  
Embarcadero.  
Negotiating Parties: Sea One Solutions, LLC and City of Morro Bay.  
Negotiations: Lease Terms and Conditions.

Action was taken to correct the administrative error under Section 2.04 (Percentage Rent) to bring the lease agreements in conformance with the Master Lease format for Lease Sites 65-66/65W-66W, and Lease Site 124-128/124W-128W and 113W.

MINUTES - MORRO BAY CITY COUNCIL  
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PUBLIC COMMENT

Jeff Eckles, owner of Morro Bay House of Jerky, stated this is a new store on the Embarcadero which carries five different flavors of jerky, as well as a variety of other goods.

Gary Hixson promoted the Gary (Tyler Moore) Hixson Show, and he supports having a Film Commission in Morro Bay. Mr. Hixson spoke on various issues in the City.

Dan Glesmann addressed an article in the *Tribune* regarding the budget woes in San Luis Obispo. He addressed Morro Bay's upcoming budget and requested the City Council get control of personnel costs and preserve the City's infrastructure.

Stan Trapp thanked the City for its efforts in sprucing up the Embarcadero. He addressed Item A-5 (Resolution Authorizing Monthly Payment Option for Embarcadero Leaseholders) and expressed gratitude to staff for recommending monthly payments for leaseholders. Mr. Trapp also addressed Item B-1 (Consideration of Adoption of Interim Urgency Ordinance Establishing Rules Regulating the Approval Process and Construction of Projecting Signs Pending Completion of Studies and the Preparation of an Update to the City's Zoning Code) and supported the recommendation for approval of Ordinance No. 568 which will bring uniformity to the signs around the City.

Nancy Castle thanked the City for its support of the Central Coast Maritime Museum Association for the display across from the Great American Fish Company which is a part of the history of Morro Bay.

John Weiss discussed the Eco-Rotary Program where the goal is to recycle the food products and reduce the amount of water used at the three local golf courses in the county. He said there will be meetings every second and fourth Tuesdays at the Morro Bay Golf Course regarding this program.

Virginia Hiramatsu announced Relay for Life of Morro Bay will be held on August 6 and 7, 2011 at Morro Bay High School. She said the funds raised at this event will stay to assist victims of cancer in Morro Bay.

George Ross, CPA stated the pension liabilities in the City are the biggest concern and the two-tiered pension benefit is a good idea on reducing future pension liabilities. He said another hole in the City governance is the issuance of business licenses which needs to be enforced. Mr. Ross also stated another annoyance is the theft of recycling goods which could lead to identity theft. He also expressed the need to pursue compliance on the removal of A-frame signs.

MINUTES - MORRO BAY CITY COUNCIL  
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Betty Winholtz addressed Item A-4 (Adoption of Ordinance No. 567 Repealing, Amending and Reenacting Chapter 14.48 of the City of Morro Bay Municipal Code, Entitled Illicit Discharge and Stormwater Management Control) stating there is not an educational component to this Ordinance, and there needs to be some directive to educate the public. She also noted although the improvements to the Embarcadero are nice, North Main Street also deserves the same improvements to attract customers to the businesses in this part of the City.

Joan Solu addressed Council's future review on tourism and requested the City Council pay close attention to some of the suggestions, and noted there are several visitor-serving contracts. She said tourism brings in \$70-80 million in business revenue annually to the City, and the City does not have a leader or strategy and needs a Director of Tourism. Ms. Solu stated the Morro Bay Tourism Business Improvement District would be happy to discuss paying an administrative fee in place of the Visitor Center contract.

John Barta thanked the City for the removal of the news racks. He referred to Item A-4 and noted the City has no downstream communities that would be caused any harm from storm water pollution. Mr. Barta stated the City should be required to have small traps that will clean storm water discharge however anything larger than that is unnecessary.

Brian Stacy requested the City consider providing assistance to fishermen by giving them an extension on slip rent during salmon season.

Kim Vanerstrand, business owner on Main Street, expressed concern with the City's proposed signage regulations and how it may affect stores off the beaten path.

Mayor Yates closed the hearing for public comment.

A. CONSENT CALENDAR

Unless an item is pulled for separate action by the City Council, the following actions are approved without discussion.

A-1 APPROVAL OF MINUTES FOR THE REGULAR CITY COUNCIL MEETING OF MAY 10, 2011; (ADMINISTRATION)

**RECOMMENDATION:** Approve as submitted.

A-2 APPROVAL OF CONTRACT WITH BARNETT COX & ASSOCIATES FOR ADVERTISING AND MARKETING SERVICES; (CITY ATTORNEY)

**RECOMMENDATION:** Approve and authorize the Mayor to execute the contract.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING - MAY 24, 2011

A-3 RESOLUTION NO. 35-11 AUTHORIZING SAN LUIS OBISPO COUNTY ASSESSOR TO ASSESS AMOUNTS DUE ON DELINQUENT SOLID WASTE COLLECTION ACCOUNTS AS TAX LIENS AGAINST THE PROPERTIES; (ADMINISTRATIVE SERVICES)

**RECOMMENDATION: Adopt Resolution No. 35-11.**

A-4 ADOPTION OF ORDINANCE NO. 567 REPEALING, AMENDING AND REENACTING CHAPTER 14.48 OF THE CITY OF MORRO BAY MUNICIPAL CODE, ENTITLED ILLICIT DISCHARGE AND STORMWATER MANAGEMENT CONTROL; (PUBLIC SERVICES)

**RECOMMENDATION: Adopt Ordinance No. 567.**

A-5 RESOLUTION AUTHORIZING MONTHLY PAYMENT OPTION FOR EMBARCADERO LEASEHOLDERS; (HARBOR)

**RECOMMENDATION: Adopt Resolution No. 37-11.**

A-6 RESOLUTION AUTHORIZING EXECUTION OF THE "DESIGNATION OF APPLICANT'S AGENT RESOLUTION FOR NON-STATE AGENCIES" FOR THE CITY'S APPLICATION FOR CALIFORNIA DISASTER ASSISTANCE ACT PROGRAM; (HARBOR)

**RECOMMENDATION: Adopt Resolution No. 38-11.**

Councilmember Leage pulled Item A-3 from the Consent Calendar; Councilmember Borchard pulled Item A-4.

**MOTION:** Councilmember Borchard moved the City Council approve the Consent Calendar with the exception of Items A-3 and A-4. The motion was seconded by Councilmember Johnson and carried unanimously. (5-0)

A-3 RESOLUTION NO. 35-11 AUTHORIZING SAN LUIS OBISPO COUNTY ASSESSOR TO ASSESS AMOUNTS DUE ON DELINQUENT SOLID WASTE COLLECTION ACCOUNTS AS TAX LIENS AGAINST THE PROPERTIES; (ADMINISTRATIVE SERVICES)

Councilmember Leage asked if there is any other way to collect on a delinquent bill other than placing a lien against property. He said he would prefer another way of collecting on a bill, such as a collection agency rather than attaching the property; Mayor Yates agreed.

**MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – MAY 24, 2011**

Administrative Services Director Susan Slayton responded garbage liens are placed only on homeowners based on the delinquency of the bill at the end of the year. She said the Garbage Company makes an effort to collect on the garbage bill and when the bill has been neglected for a long period of time, the Garbage Company has the ability to assess their collection through the property tax bill. Ms. Slayton stated the City receives a 2% administration fee for pursuing the assessment.

**MOTION:** Councilmember Borchard moved the City Council approve Item A-3 of the Consent Calendar. The motion was seconded by Councilmember Smukler and carried with Councilmember Leage and Mayor Yates voting no. (3-2)

**A-4 ADOPTION OF ORDINANCE NO. 567 REPEALING, AMENDING AND REENACTING CHAPTER 14.48 OF THE CITY OF MORRO BAY MUNICIPAL CODE, ENTITLED ILLICIT DISCHARGE AND STORMWATER MANAGEMENT CONTROL; (PUBLIC SERVICES)**

Councilmember Borchard clarified from her statement at the last City Council meeting instead of "minimum rainfall requirements", she meant "minimum required hydromodification and Low Impact Development Control measures allowed under the City's storm water permit requirements.

**MOTION:** Councilmember Borchard moved the City Council approve Item A-3 of the Consent Calendar. The motion was seconded by Councilmember Smukler and carried with Mayor Yates voting no. (4-1)

Mayor Yates called for a break at 7:22 p.m.; the meeting resumed at 7:37 p.m.

**B. PUBLIC HEARINGS, REPORTS & APPEARANCES**

**B-1 REVIEW OF DRAFT SIGN ORDINANCE AND CONSIDERATION OF ADOPTION OF INTERIM URGENCY ORDINANCE ESTABLISHING RULES REGULATING THE APPROVAL PROCESS AND CONSTRUCTION OF PROJECTING SIGNS PENDING COMPLETION OF STUDIES AND THE PREPARATION OF AN UPDATE TO THE CITY'S ZONING CODE; (CITY ATTORNEY/PUBLIC SERVICES DIRECTOR)**

City Attorney Robert Schultz stated staff is beginning to enforce the A-Frame Sign regulations and there have been discussions regarding allowing "Projecting Signs" (commonly referred to as "Pub" signs) to replace A-frame signs. The purpose of this Ordinance is to allow for the issuance of sign permits for projecting signs. Mr. Schultz recommended the City Council adopt Interim Urgency Ordinance No. 568 which would establish interim rules regulating the approval process and construction of projecting signs pending completion of studies and the preparation of an update to the City's zoning code.

MINUTES - MORRO BAY CITY COUNCIL  
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Mayor Yates opened the hearing for public comment.

John Barta expressed support for the adoption of Interim Urgency Ordinance No. 568.

Mayor Yates closed the hearing for public comment.

**MOTION:** Mayor Yates moved the City Council adopt Interim Urgency Ordinance No. 568 which would establish interim rules regulating the approval process and construction of projecting signs pending completion of studies and the preparation of an update to the City's zoning code. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

City Manager Andrea Lueker read Interim Urgency Ordinance No. 568 by number and title only.

Public Services Director Rob Livick stated the Draft Sign Ordinance is fundamentally the same ordinance approved within the Comprehensive Zoning Ordinance Update 2004; changes have been made to the Sign Ordinance to allow it to be integrated into the existing Ordinance. He said the current and proposed ordinance limits the amount of signage each building and/or business can permanently affix to a building as such a determination should be made if further changes need to be addressed to achieve the Council's goal as they pertain to projecting signs. Mr. Livick recommended the City Council review the Draft Ordinance and changes proposed by the Planning Commission and provide direction to staff regarding the final revised Sign Ordinance.

Council agreed that more work is needed on this Draft Ordinance, and a workshop would be beneficial to receive input from the business community.

Mayor Yates opened the hearing for public comment.

John Barta stated years ago when he served on the Planning Commission, it took several years to develop the concept of the Sign Ordinance. He said he would be happy to share the PowerPoint presentation he has with the information from that time period.

John Weiss, President of Chamber of Commerce, stated it is agreed that the business community would like to reduce clutter; the need of communicating what and where businesses are; the adoption of modest fees; and, it meets the needs of the business as well as City standards. He said a workshop is a great idea.

Mayor Yates closed the hearing for public comment.

Councilmember Smukler stated he would like a better dialogue with the Chamber of Commerce and other interest groups, and that they have an opportunity for input.

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Councilmember Johnson made the following suggestions: 1) no A-frame signs anywhere in the City; 2) projecting public signs allowed in all parts of the City; 3) kiosks should be allowed at the corner of Beach and Front Street, along the waterfront and on the corners of Old Town; and 4) feather flags should be allowed in North Morro Bay and Quintana Road. She also noted signs on pick-up trucks should not be allowed and should be enforced.

Mayor Yates stated he agrees there should be no A-frame signs allowed anywhere in town noting there are alternative signs.

Councilmember Borchard stated she would like to exhaust the fact that there are areas that could have alternative signage before disallowing A-frame signs. She said she would like the Planning Commission PowerPoint presentation from 2004 be part of the workshop which could give Council alternative ideas. Councilmember Borchard requested Council consider the appointment of a Sign Review Board.

Council directed staff to schedule a public workshop on the Draft Sign Ordinance within six months, or by the first meeting in November.

No further action was taken on the Draft Sign Ordinance.

**B-2 REVIEW AND ADOPTION OF A REVISED TEEN CENTER MASTER PLAN; (RECREATION & PARKS)**

Recreation & Parks Director Joe Woods stated the Teen Center Master Plan process started in 2004 with public workshops and concluded in 2006 with a City Council approved Concept Plan. Recent workshops have been held to not only update the Master Plan, but also to fulfill Proposition 84 requirements for public input. Staff held three workshops at the Teen Center in late February 2011. The Recreation & Parks Commission reviewed four resulting options and requested staff to develop additional options which combined two of the proposed. As a result, Options 5 and 6 are presented to City Council for consideration. At the conclusion of this process, staff will be submitting a grant application to the State Parks Department with the intent to obtain Proposition 84 funding. Mr. Woods recommended the City Council review and discuss the proposed options for the Teen Center Master Plan and adopt either Option 5 or 6 based on public input and consensus.

Mayor Yates opened the hearing for public comment.

Jake stated he has been going to the Teen Center for a few years and it has been a great experience, and he believes this upgrade will be beneficial for future teens. He said Option 6 would provide a lot of space for the community.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING - MAY 24, 2011

John Gutierrez, Program Director for Teen Center, stated this is a home away from home for a lot of teens. He said as part of the Teen Advisory Committee, there are teens that put a lot of time into this Master Plan. Mr. Gutierrez stated he prefers Option 6 generally as the better plan.

Taylor Newton stated he mentors the Gorilla Gardening Club who is mostly teens who are excited about getting involved in the landscape portion of this plan as well as the skate park and fitness area. He stated he prefers Option 6 especially with the fitness center and internet access.

Karen Croley, Recreation & Parks Commissioner, stated she prefers Option 6 which is more family-oriented with something for different age groups to do in a confined space. She said crime studies show that between 3:00 pm - 5:00 pm is when crime rates are highest because teens are home unsupervised with nothing to do.

Mayor Yates closed the hearing for public comment.

Councilmember Borchard stated she is adamant that this is a Youth Center with multi-age access and recognizing an area for teens. She expressed concern with the maintenance of the skate park area under the trees. Councilmember Borchard also has concern with the unprojected cost of this plan.

Councilmember Johnson stated she prefers Option 6; however, she expressed concern with the placement of the modular skate park in the back and the concrete skate park in the front of the Center. She said she would like the climbing area to be opened to preteens. Councilmember Johnson stated she would like the Center to be renamed because it is intimidating to preteens. She also has concerns with the unprojected costs.

Mayor Yates stated he supports approval of the Master Teen Center Plan (Option 6) as proposed; Councilmember Leage agreed.

Councilmember Smukler stated he supports Option 6 because it gives a buffer from the neighboring property owner. He said he would like renewable energy and water recycling to be included in this plan.

MOTION: Councilmember Smukler moved the City Council adopt Option 6 of the Master Teen Center Plan. The motion was seconded by Councilmember Borchard and carried with Councilmember Johnson voting no. (4-1)

C. UNFINISHED BUSINESS - NONE.

MINUTES - MORRO BAY CITY COUNCIL  
REGULAR MEETING – MAY 24, 2011

D. NEW BUSINESS

D-1. RESOLUTION NO. 36-11 APPROVING A COOPERATION AGREEMENT BETWEEN THE COUNTY OF SAN LUIS OBISPO AND THE CITY OF MORRO BAY FOR JOINT PARTICIPATION IN THE COMMUNITY DEVELOPMENT BLOCK GRANT PROGRAM, THE EMERGENCY SOLUTIONS GRANT PROGRAM AND THE HOUSING OPPORTUNITIES FOR PERSONS WITH AIDS PROGRAM FOR FISCAL YEARS 2012-2014; (ADMINISTRATION)

City Manager Andrea Lueker stated the City of Morro Bay has the opportunity to participate with other cities and the County of San Luis Obispo in qualifying as an "Urban County" for fiscal years ending 2012-2014. An Urban County receives annual, formal-based grants from the federal Department of Housing and Urban Development (HUD) under the Community Development Block Grant (CDBG), Home Investment Partnership Act (HOME) and Emergency Solutions Grants (ESG) programs. For the next 3-year cycle, staff's recommendation is that the City of Morro Bay joins the Urban County rather than apply for funds as an individual city. This recommendation is due to staff reallocations and budget reductions over the past few years. Staff believes this move will provide more funding overall to the City and its residents, than the City attempting to apply for funds as an individual City. If the City decides to become part of the Urban County, the City will receive its CDBG allocation through the county. The estimated amount of the CDGB funding is \$87,000 - 100,000. Ms. Lueker recommended the City Council adopt Resolution No. 36-11 approving a Cooperation Agreement between the County of San Luis Obispo and the City of Morro Bay for Joint Participation in the Community Development Block Grant Program, the Emergency Solutions Grant Program, and the Housing Opportunities for Persons with Aids Program for Fiscal Years 2012-2014.

MOTION: Councilmember Leage moved the City Council adopt Resolution No. 36-11 approving a Cooperation Agreement between the County of San Luis Obispo and the City of Morro Bay for Joint Participation in the Community Development Block Grant Program, the Emergency Solutions Grant Program, and the Housing Opportunities for Persons with Aids Program for Fiscal Years 2012-2014. The motion was seconded by Councilmember Borchard and carried unanimously. (5-0)

E. DECLARATION OF FUTURE AGENDA ITEMS – NONE.

ADJOURNMENT - The meeting adjourned at 9:19 P.M.

Recorded by:

Bridgett Kessling  
City Clerk

September 29, 2011

# Welcome and Introductions

- City Staff
  - Andrea Leuker, City Manager
  - Rob Livick, Public Services Director
  - Kathleen Wold, Planning Manager
  - Sierra Davis, Assistant Planner
- Workshop Facilitator
  - Chuck Anders

## **Purpose of Sign Ordinance**

**Purpose of the sign ordinance is to regulate signs as an information system which expresses the character and environment of the city and its community. It is further intended that these regulations recognize the importance of business activity to the economic vitality of the city.**

## **Constraints**

- The Sign Ordinance shall be in compliance with:
  - General Plan
  - Local Coastal Plan

## Existing Code

- Contained within the Municipal Code,
  - Title 17, Zoning Ordinance
  - Chapter 17.68, Signs
- Chapter 17.68 contains 18 sections and multiple subsections.

# Our Goals





**What are your goals and objectives for the sign ordinance?**

# Timeline of Sign Ordinance

- Council directed staff to separate the sign ordinance from 2005 Zoning Ordinance and update and process separately.
- April 12, 2010 – City Council Directed staff to forward 2005 Ordinance to Planning Commission for review and forward recommendation to City Council
- May 11, 2011 – Planning Commission recommended that staff conduct public workshops to evaluate the sign ordinance.
- Sign Ordinance workshop conducted September 29 and October 6, 2011.

# Signs



Flag Signs

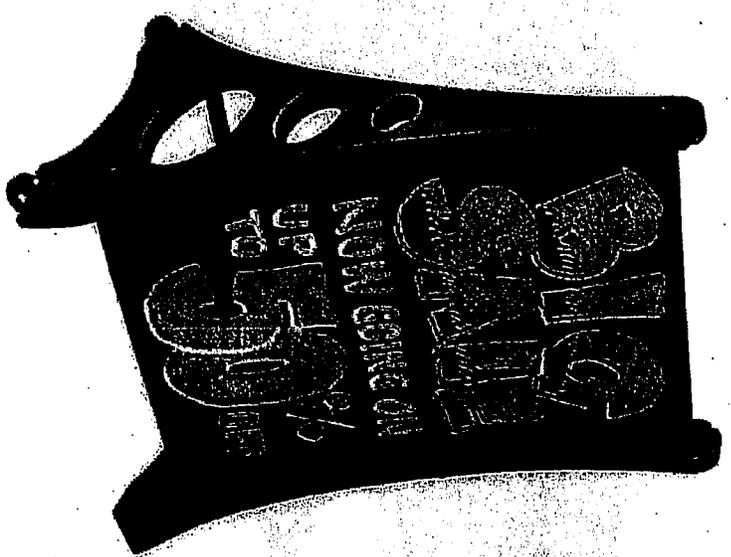


Banner Sign

# Signs

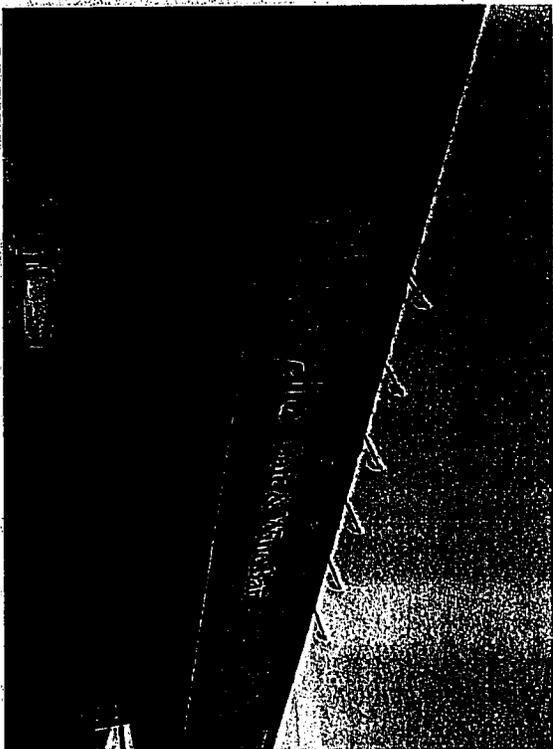


Illuminated/Neon Signs

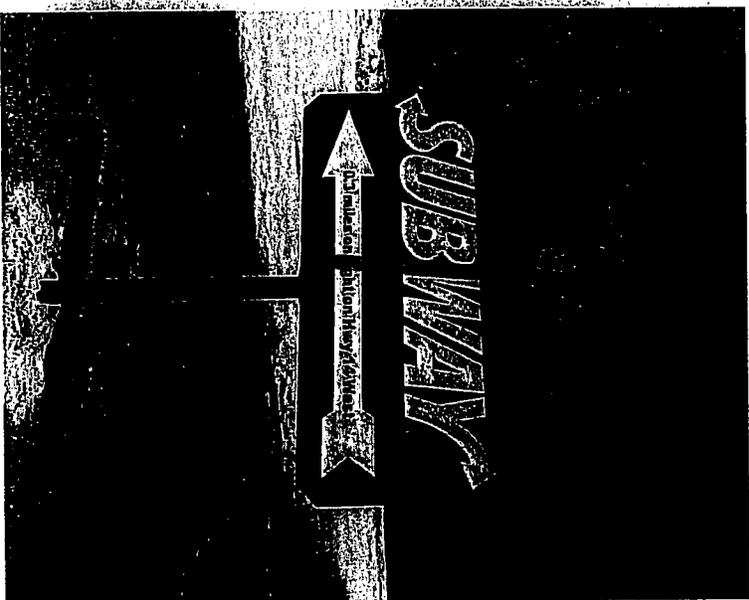


A-Frame Sign

# Signs

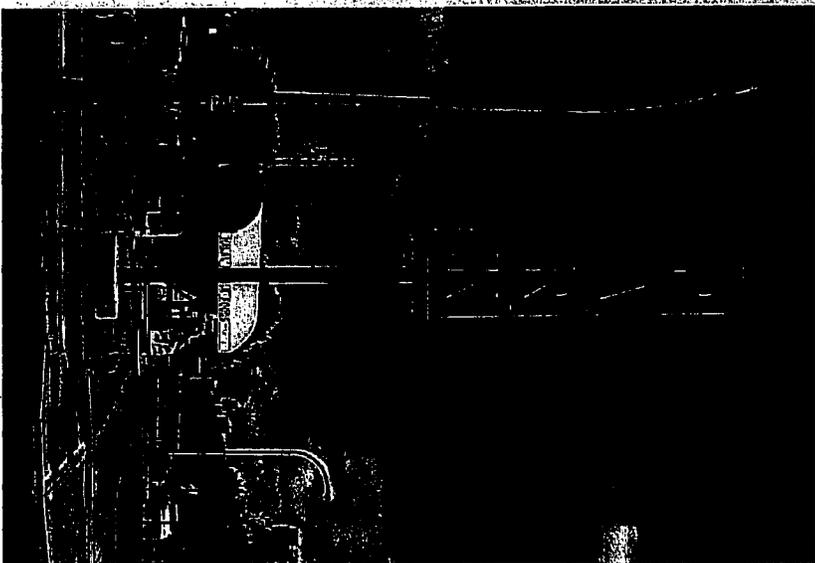


Wall Sign

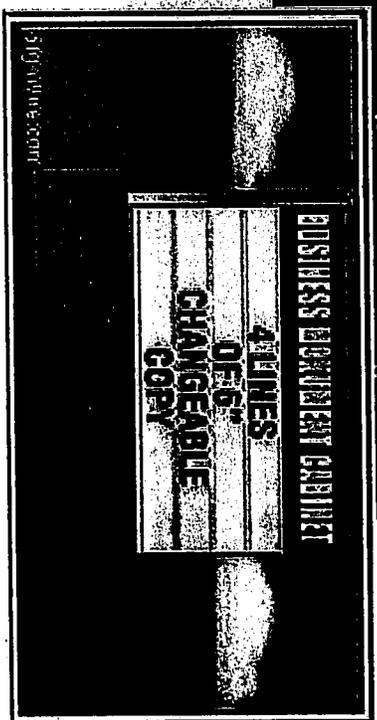
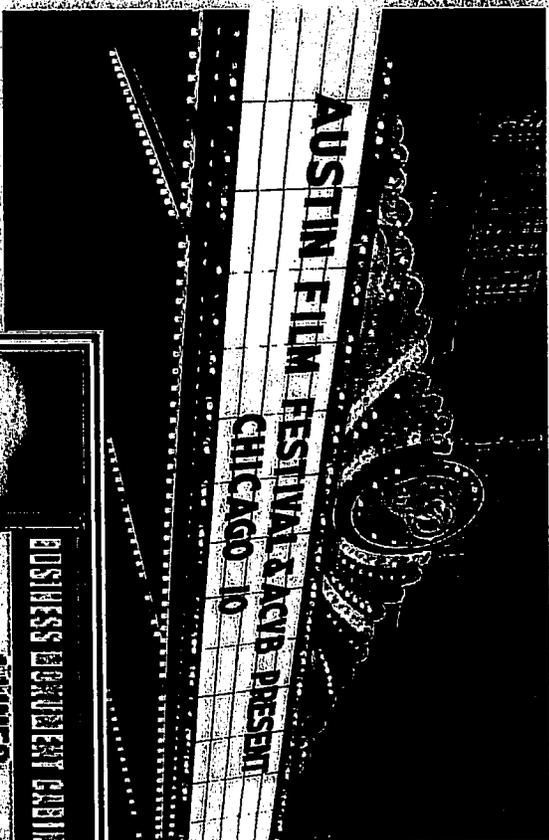


Off-Premise Sign

# Signs

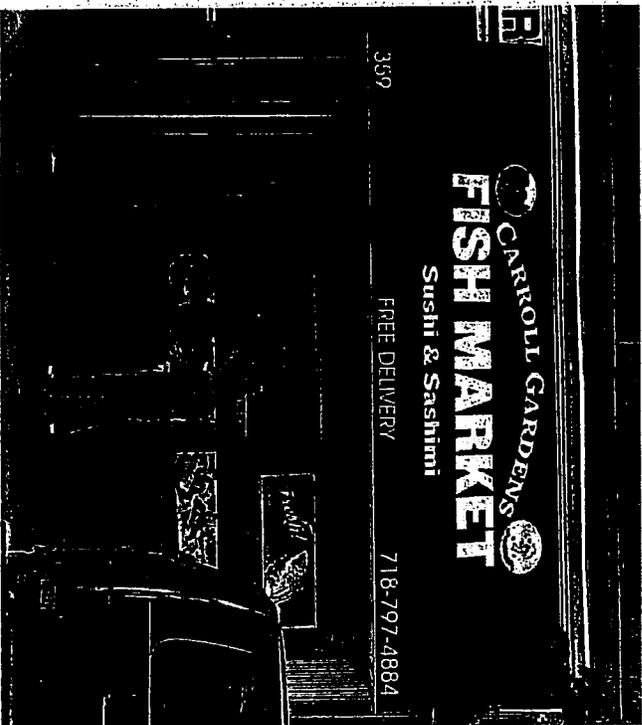


Pole Sign

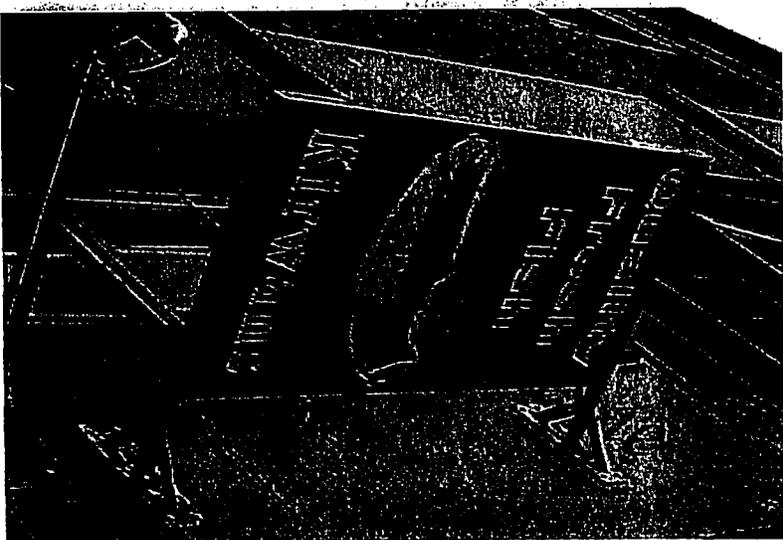


Marquee/Changeable Copy Sign

# Signs



Awning Sign



Pub/Projecting Sign

ATTACHMENT

# **Morro Bay Sign Ordinance Workshop**

**Thursday**

**September 29, 2011**

# **Morro Bay Sign Ordinance Workshop**

*Meeting Facilitator*

*Chuck Anders*  
*Strategic Initiatives*

## **Morro Bay Sign Ordinance Workshop**

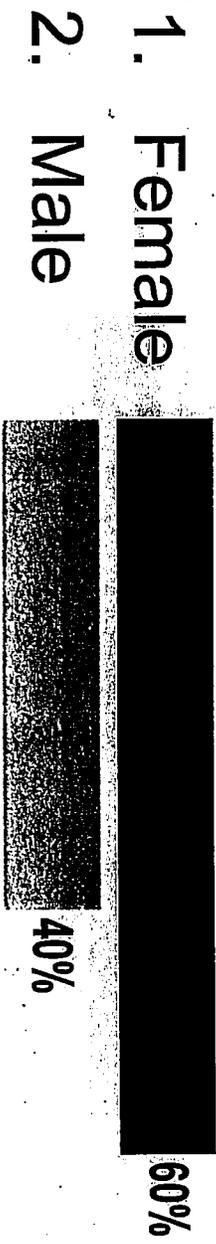
- **Understand Sign Ordinance and Issues**
- **Get opinions on key issues**
- **Evaluate alternatives**

## **Workshop Guidelines**

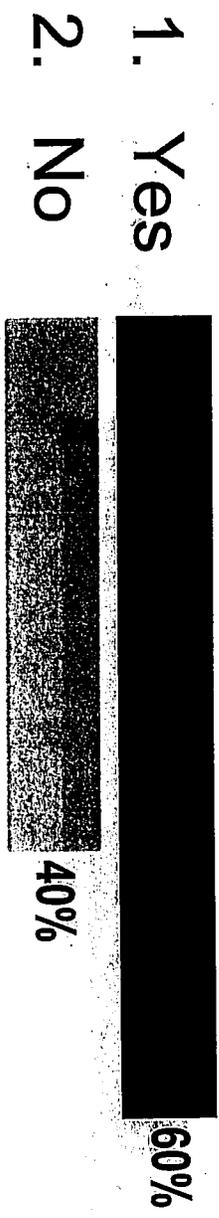
- **Be positive and respectful of others**
- **Listen - avoid side conversations**
- **Silence cell phones - take calls outside**
- **Stay on topic / Be concise**
- **Raise hand to speak**
- **Always “Us” (avoid judging others)**

**Who's Here?**

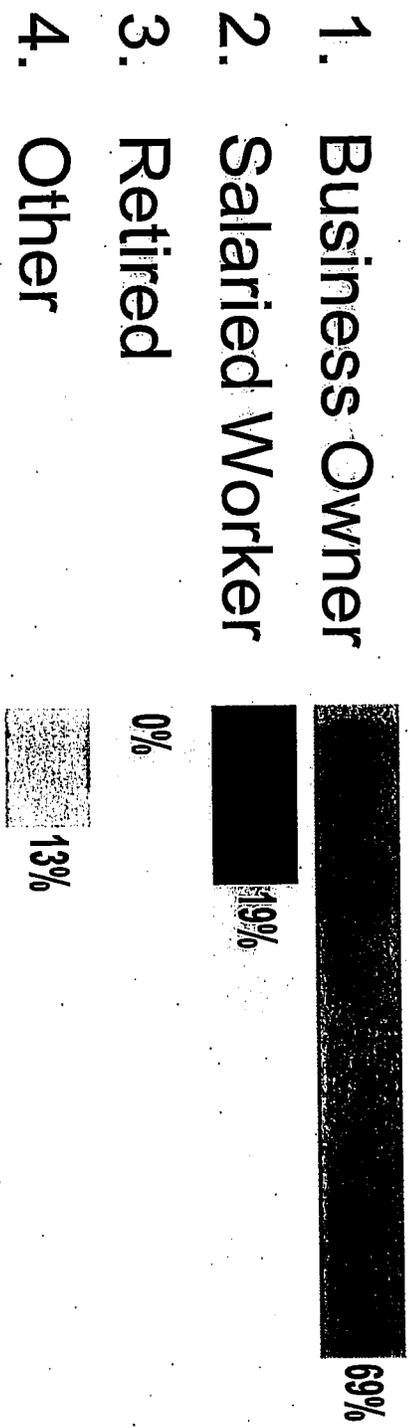
# What is your gender?



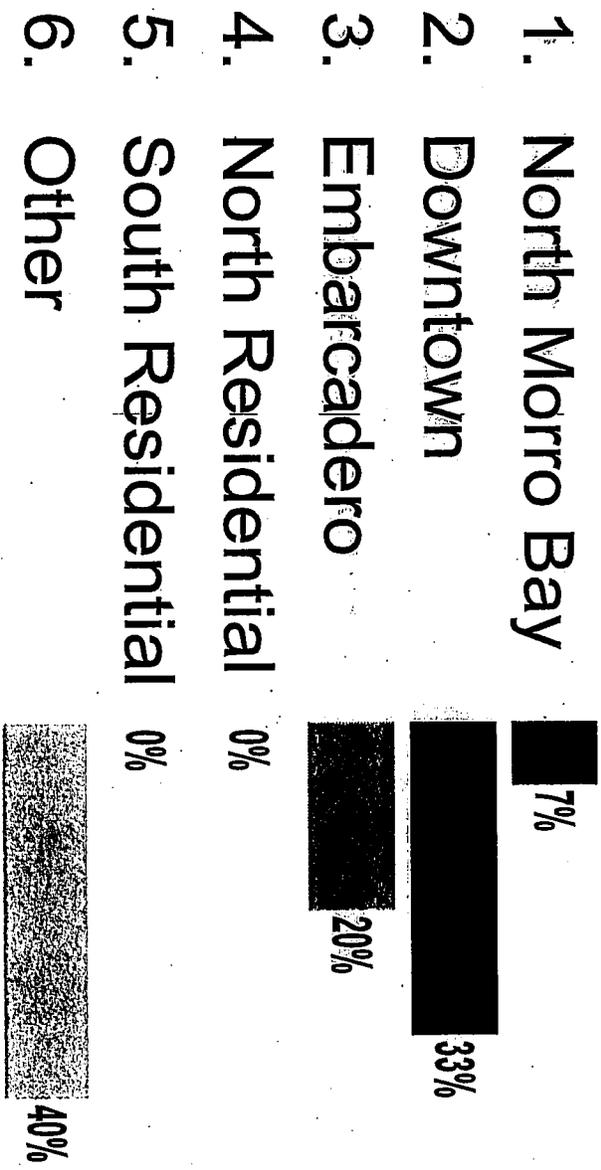
# Are you a Morro Bay resident?



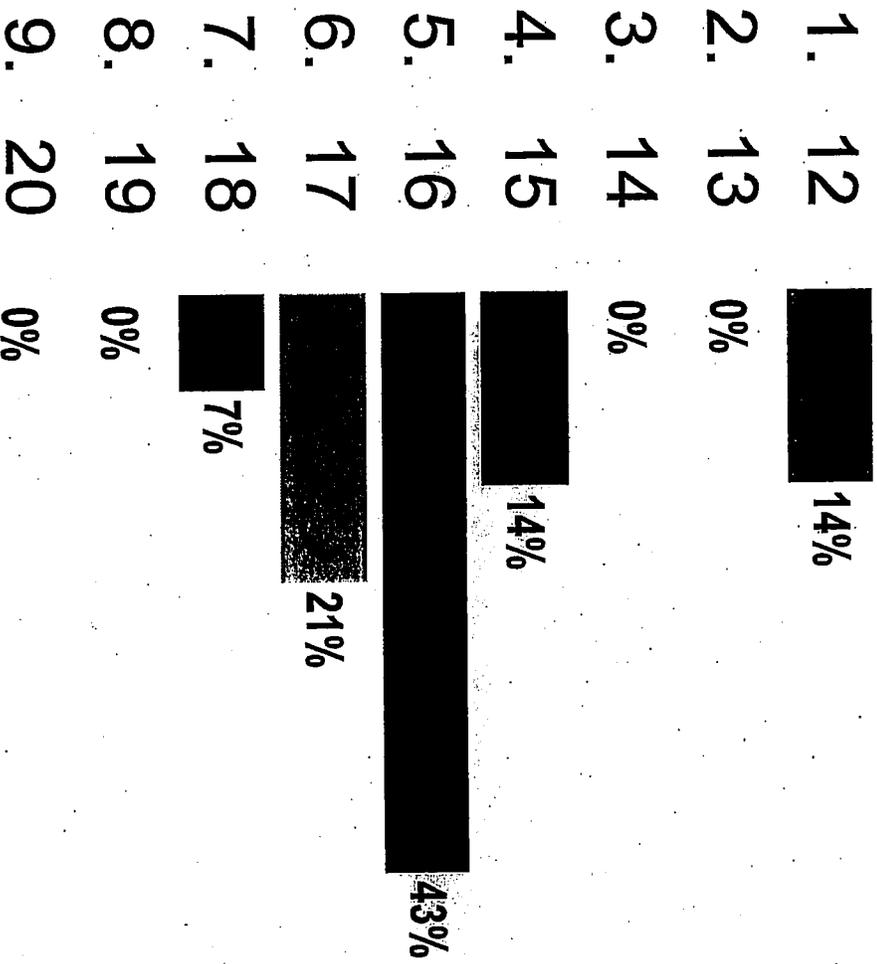
# Which best describes your role in this workshop?



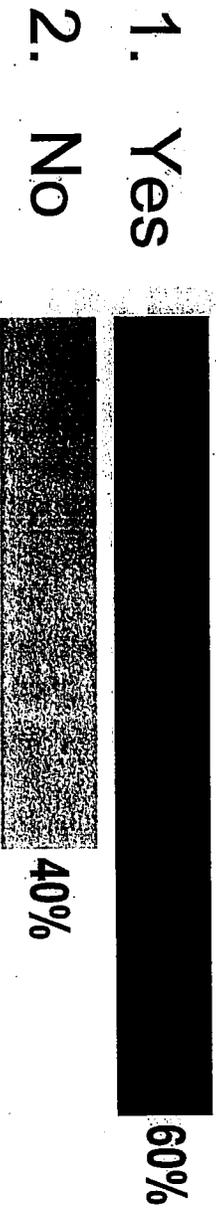
# What geographic area of Morro Bay do you represent?



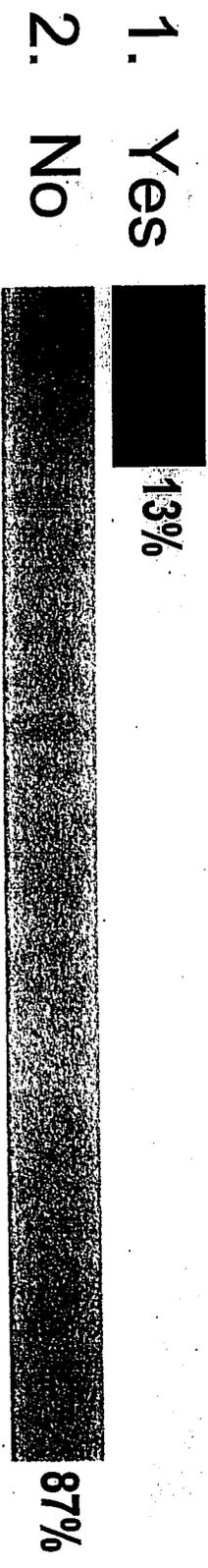
# How many times did the people in the white shirts pass the basketball?



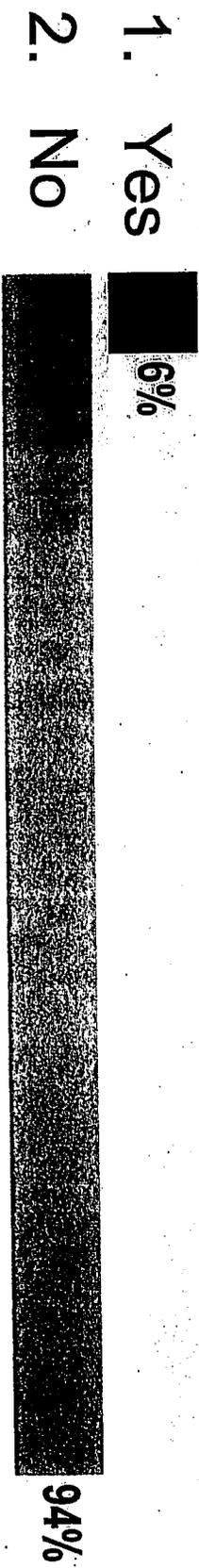
# Did you see a gorilla?



# Is the existing sign ordinance working for you?



**Are you happy with how the signs in Morro Bay look right now?**



# Do you feel that you have enough signage?



**Do you want uniformity in the appearance of signs and businesses throughout the community?**



**Do you believe there should be different rules  
for different areas of the community?**

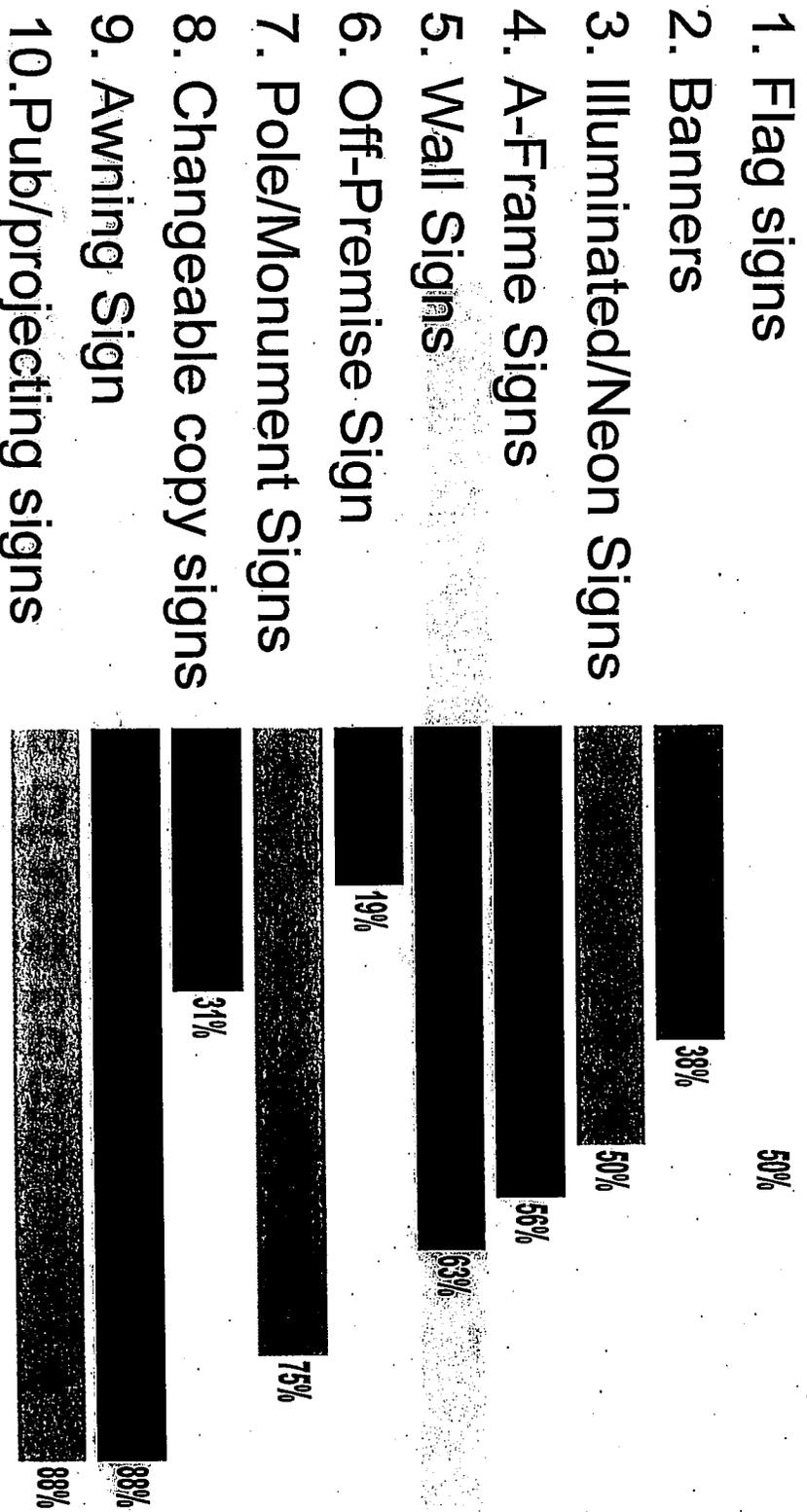
**(No. Morro Bay – along Hwy 1, Downtown, Embarcadero, Residential)**

1. Yes

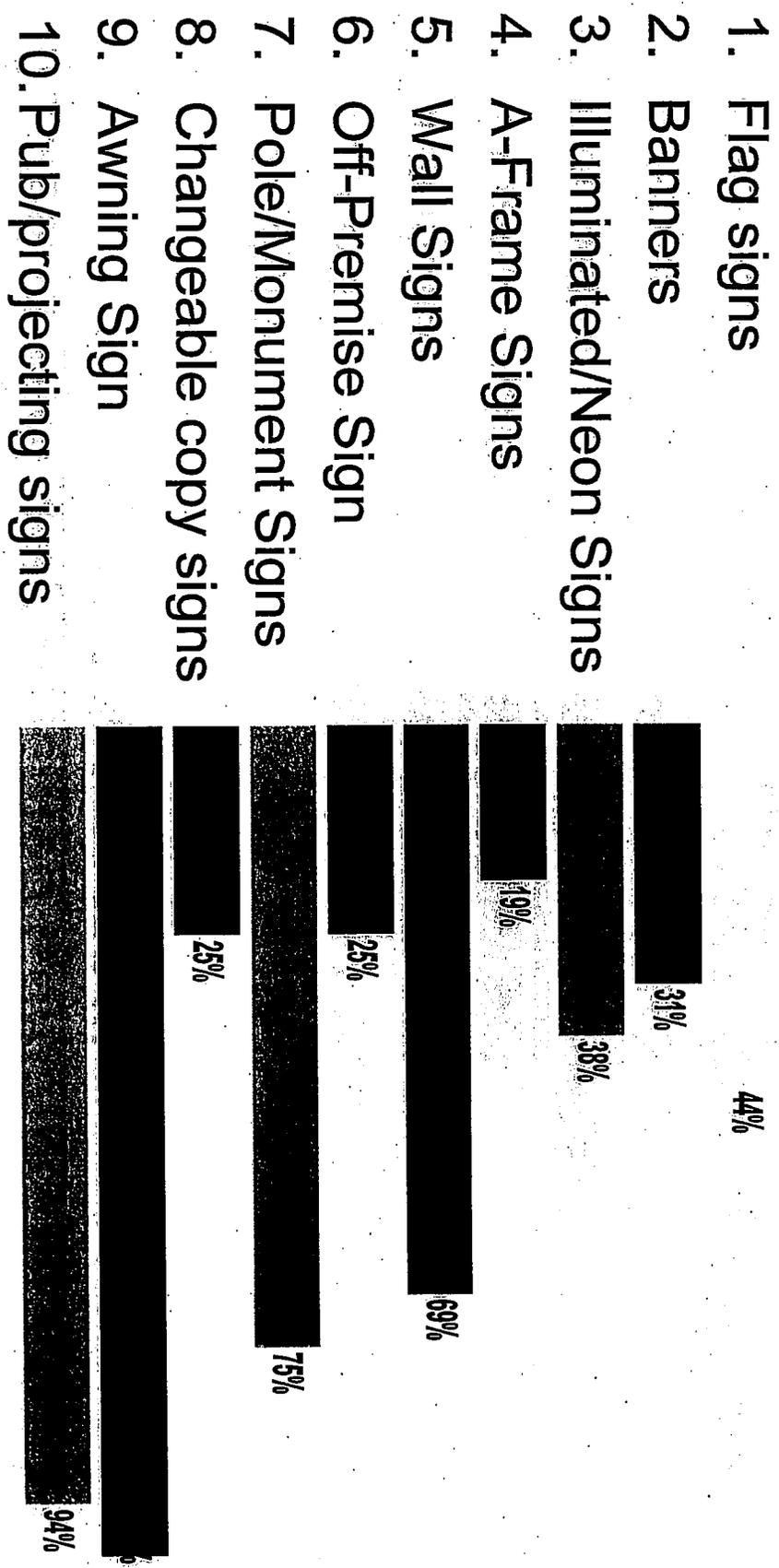


2. No 0%

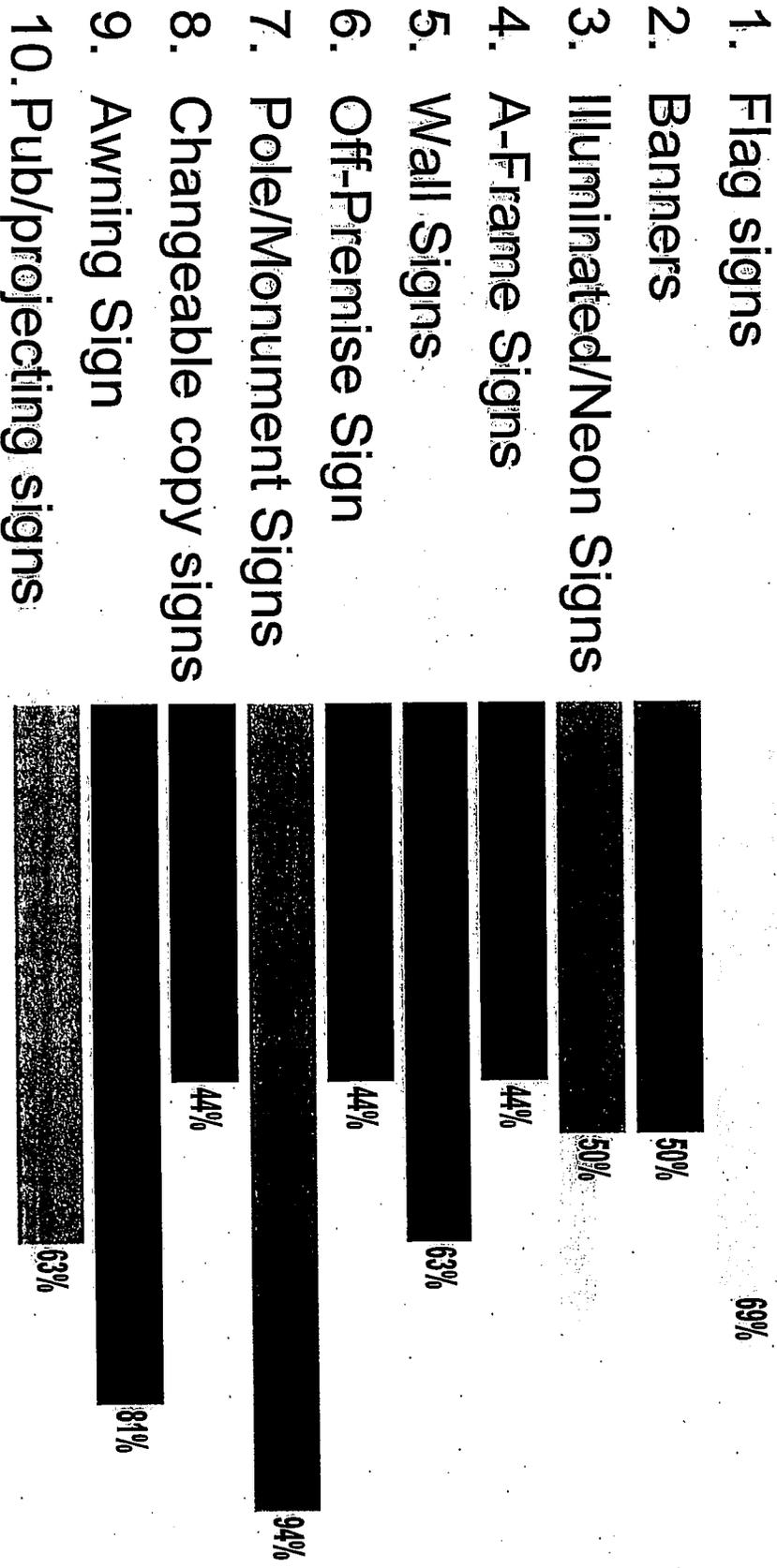
**Which of the following types of signs should be allowed in the Downtown Area?  
(select all that apply)**



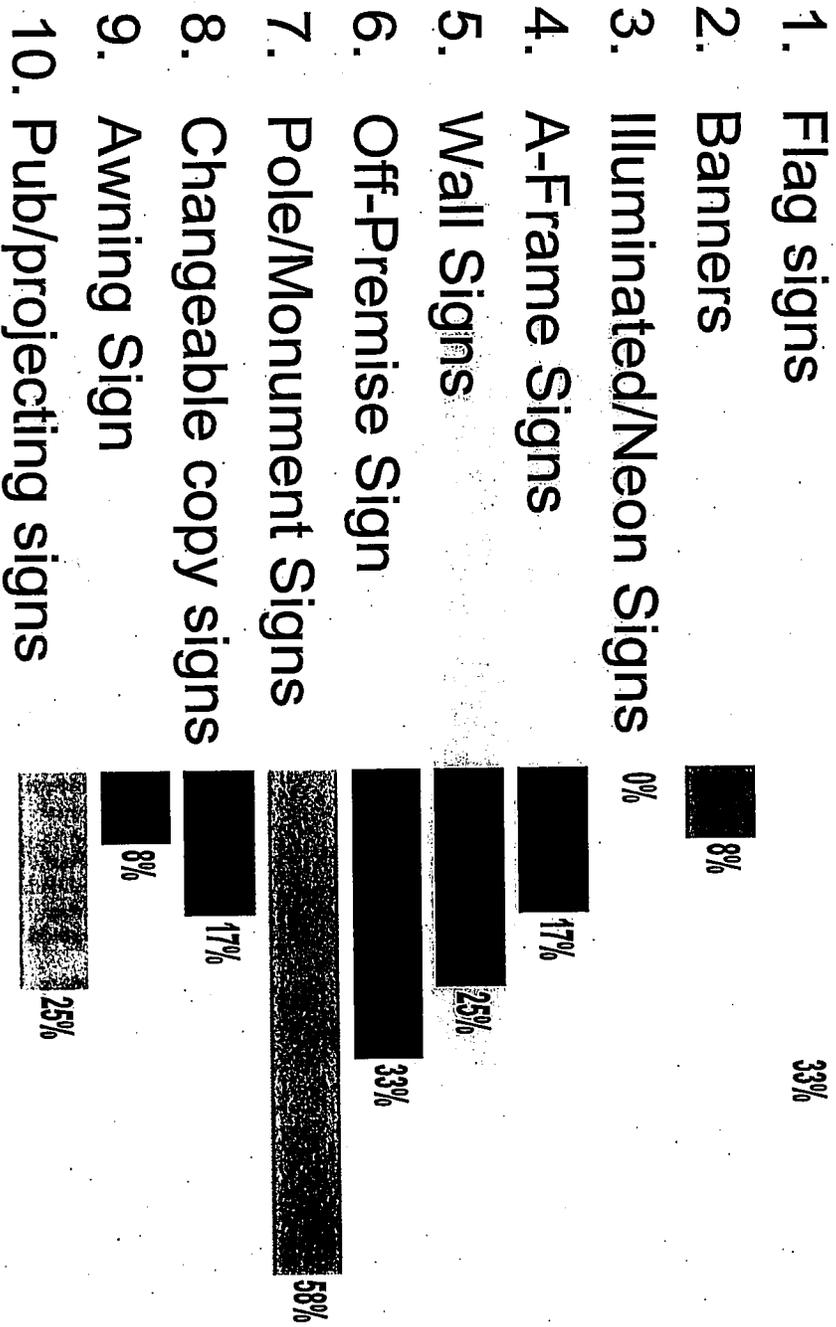
**Which of the following types of signs should be allowed in Embarcadero Area?  
(select all that apply)**



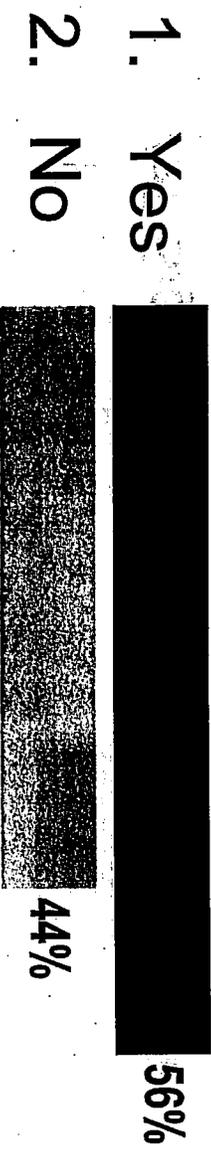
**Which of the following types of signs should be allowed in Highway-Oriented Commercial Areas?  
(select all that apply)**



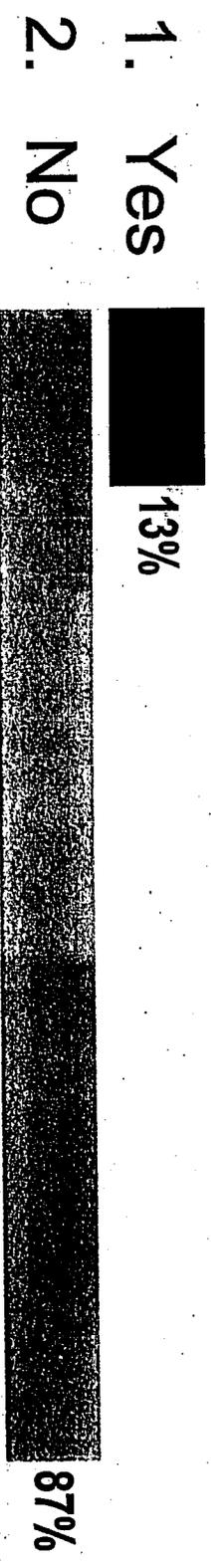
**Which of the following types of signs should be allowed in Residential Areas?  
(select all that apply)**



# Should multiple types of signs be allowed without penalty?



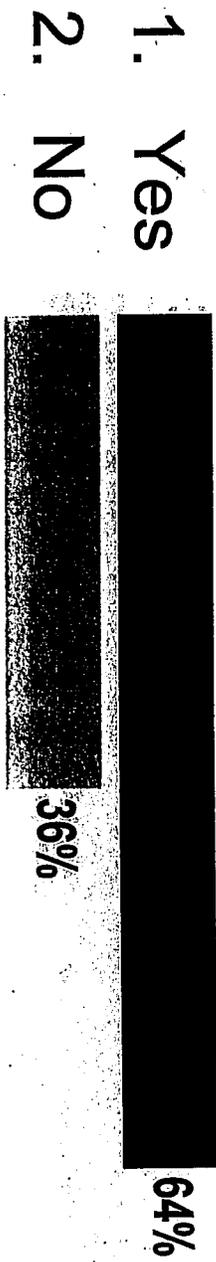
# Do you consider murals to be signs?



**Should signage in residential areas  
be allowed for:  
(select all that apply)**



**Should businesses be guaranteed a minimum size sign regardless of frontage size?**

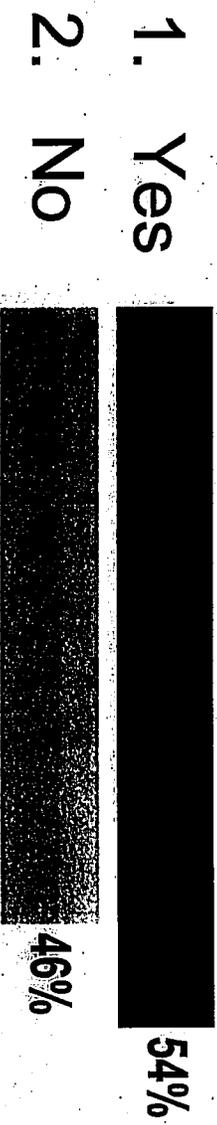


# Should there be special allowances?

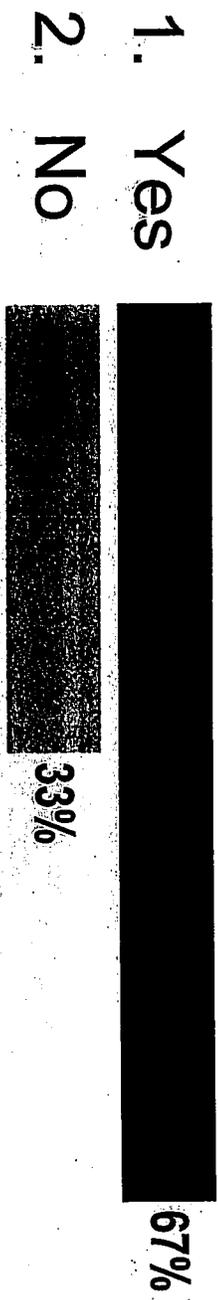
- 1. Yes
- 2. No 0%



# Are you satisfied with the current rules for reader boards?



# Are sign materials important?



Morro Bay Sign Ordinance Workshop - Poll



1. Did you find the workshop materials, referenced in <http://morro-bay.ca.us/index.aspx?nid=708>, helpful?

	Response Percent	Response Count
Yes	40.0%	2
No	40.0%	2
I attended the workshop	20.0%	1
answered question		5
skipped question		0

2. Please provide the following information. Contact information will not be distributed. The contact information will only be used should we need to contact you for clarification of your responses.

	Response Percent	Response Count
Name:	100.0%	5
Company:	80.0%	4
City/Town:	100.0%	5
Email Address:	80.0%	4
Phone Number:	80.0%	4
answered question		5
skipped question		0

### 3. What is your gender?

		Response Percent	Response Count
Male	<input type="checkbox"/>	60.0%	3
Female	<input type="checkbox"/>	40.0%	2
answered question			5
skipped question			0

### 4. Are you a Morro Bay resident?

		Response Percent	Response Count
Yes	<input type="checkbox"/>	40.0%	2
No	<input type="checkbox"/>	60.0%	3
answered question			5
skipped question			0

**5. What geographic area of Morro Bay do you represent?**

	Response Percent	Response Count
North Morro Bay	0.0%	0
Downtown	0.0%	0
Embarcadero	40.0%	2
North Residential	0.0%	0
South Residential	0.0%	0
Other (please specify)	60.0%	3
<b>answered question</b>		<b>5</b>
<b>skipped question</b>		<b>0</b>

**6. Which best describes your role?**

	Response Percent	Response Count
Business Owner	80.0%	4
Salaried Worker	0.0%	0
Retired	20.0%	1
Other (please specify)	0.0%	0
<b>answered question</b>		<b>5</b>
<b>skipped question</b>		<b>0</b>

**7. Is the existing sign ordinance working for you?**

	Response Percent	Response Count
Yes <input type="checkbox"/>	40.0%	2
No <input type="checkbox"/>	60.0%	3
answered question		5
skipped question		0

**8. Are you happy with how the signs in Morro Bay look right now?**

	Response Percent	Response Count
Yes <input type="checkbox"/>	20.0%	1
No <input type="checkbox"/>	80.0%	4
answered question		5
skipped question		0

**9. Do you feel that you have enough signage?**

	Response Percent	Response Count
Yes <input type="checkbox"/>	20.0%	1
No <input type="checkbox"/>	80.0%	4
N/A <input type="checkbox"/>	0.0%	0
answered question		5
skipped question		0

**10. Do you want uniformity in the appearance of signs and businesses throughout the community?**

		Response Percent	Response Count
Yes	<input type="checkbox"/>	60.0%	3
No	<input type="checkbox"/>	40.0%	2
answered question			5
skipped question			0

**11. Do you believe there should be different rules for different areas of the community? (No. Morro Bay – along Hwy 1, Downtown, Embarcadero, Residential)**

		Response Percent	Response Count
Yes	<input type="checkbox"/>	60.0%	3
No	<input type="checkbox"/>	40.0%	2
answered question			5
skipped question			0

**12. Which of the following types of signs should be allowed in the Downtown Area? (select all that apply)**

	Response Percent	Response Count
Flag signs	60.0%	3
Banners	40.0%	2
Illuminated/Neon Signs	60.0%	3
A-Frame Signs	40.0%	2
Wall Signs	80.0%	4
Off-Premise Sign	0.0%	0
Pole/Monument Signs	40.0%	2
Changeable copy signs	80.0%	4
Awning Sign	80.0%	4
Pub/projecting signs	100.0%	5
Other (please specify)	0.0%	0
	<b>answered question</b>	<b>5</b>
	<b>skipped question</b>	<b>0</b>

**13. Which of the following types of signs should be allowed in Embarcadero Area? (select all that apply)**

	Response Percent	Response Count
Flag signs	60.0%	3
Banners	40.0%	2
Illuminated/Neon Signs	60.0%	3
A-Frame Signs	0.0%	0
Wall Signs	80.0%	4
Off-Premise Sign	0.0%	0
Pole/Monument Signs	40.0%	2
Changeable copy signs	40.0%	2
Awning Sign	80.0%	4
Pub/projecting signs	100.0%	5
Other (please specify)	20.0%	1
	<b>answered question</b>	<b>5</b>
	<b>skipped question</b>	<b>0</b>

**14. Which of the following types of signs should be allowed in Highway-Oriented Commercial Areas? (select all that apply)**

		Response Percent	Response Count
Flag signs	<input type="checkbox"/>	80.0%	4
Banners	<input type="checkbox"/>	60.0%	3
Illuminated/Neon Signs	<input type="checkbox"/>	80.0%	4
A-Frame Signs	<input type="checkbox"/>	20.0%	1
Wall Signs	<input type="checkbox"/>	80.0%	4
Off-Premise Sign	<input type="checkbox"/>	60.0%	3
Pole/Monument Signs	<input type="checkbox"/>	80.0%	4
Changeable copy signs	<input type="checkbox"/>	60.0%	3
Awning Sign	<input type="checkbox"/>	40.0%	2
Pub/projecting sign	<input type="checkbox"/>	100.0%	5
Other (please specify)		0.0%	0
<b>answered question</b>			<b>5</b>
<b>skipped question</b>			<b>0</b>

**15. Which of the following types of signs should be allowed in Residential Areas? (select all that apply)**

	Response Percent	Response Count
Flag signs	20.0%	1
Banners	0.0%	0
Illuminated/Neon Signs	20.0%	1
A-Frame Signs	20.0%	1
Wall Signs	20.0%	1
Off-Premise Sign	40.0%	2
Pole/Monument Signs	20.0%	1
Changeable copy signs	0.0%	0
Awning Sign	60.0%	3
Pub/projecting signs	60.0%	3
No signs	0.0%	0
Other (please specify)	20.0%	1
<b>answered question</b>		<b>5</b>
<b>skipped question</b>		<b>0</b>

**16. Should multiple types of signs be allowed without penalty? Current regulations apply a reduction in sign area of 50% if multiple sign types are uses; e.g. wall sign plus a monument sign.**

	Response Percent	Response Count
Yes 	40.0%	2
No 	60.0%	3
<b>answered question</b>		<b>5</b>
<b>skipped question</b>		<b>0</b>

**17. Do you consider murals to be signs?**

	Response Percent	Response Count
Yes	0.0%	0
No 	100.0%	5
<b>answered question</b>		<b>5</b>
<b>skipped question</b>		<b>0</b>

**18. Should signage in residential areas be allowed for: (select all that apply)**

	Response Percent	Response Count
Real Estate 	80.0%	4
Vacation Rental 	80.0%	4
Allowed home occupations 	60.0%	3
Other (please specify) 	40.0%	2
<b>answered question</b>		<b>5</b>
<b>skipped question</b>		<b>0</b>

**19. Should businesses be guaranteed a minimum size sign regardless of frontage size?**

	Response Percent	Response Count
Yes <input type="checkbox"/>	80.0%	4
No <input type="checkbox"/>	20.0%	1
answered question		5
skipped question		0

**20. Should there be special allowances or exceptions?**

	Response Percent	Response Count
Yes <input type="checkbox"/>	80.0%	4
No <input type="checkbox"/>	20.0%	1
answered question		5
skipped question		0

**21. Are you satisfied with the current rules for reader or changeable message boards?**

Current code limits the language on such boards for hotel/motels to: a. Winter rate (excluding amount); b. Vacancy; c. Credit cards; d. TV; e. Pool; f. Air conditioning; g. Continental Breakfast; h. Any other information as approved by the Director.

	Response Percent	Response Count
Yes <input type="checkbox"/>	80.0%	4
No <input type="checkbox"/>	20.0%	1
answered question		5
skipped question		0

**22. Are sign materials important?**

	Response Percent	Response Count
Yes	100.0%	5
No	0.0%	0
Why?		5
answered question		5
skipped question		0

**23. Please provide us any additional comments or provide explanation to a question as needed.**

	Response Count
	5
answered question	5
skipped question	0

## **Preliminary Sign Program**

### **Downtown Area**

**General Sign Area Calculations:** 2 square feet for each 1 foot of linear building frontage. *This represents a 100% increase in signage allowed when utilizing multiple types of signage.*

**A Frame Signs:** Not Allowed.

**Awning Signs:** Allowed.

**Banners as a Permanent Signage:** Not Allowed.

**Dock Signs:** Not Allowed.

**Flag:** Not Allowed, see pub signs.

**Gateway Signs:** Concept would be to allow a type of sign at the entrance at Morro Bay Blvd to announce the downtown area.

**Illuminated, Internally:** Not Allowed.

**Illuminated, Externally:** Allowed.

**Marquee Signs:** Allowed for theatres, nightclubs, conference facilities.

**Monument Signs:** Allowed, externally illuminated only.

**Off Premise Signs:** Not Allowed, except for community business directory kiosks and City Directional Signs.

**Pole Signs:** Not Allowed.

**Pub Signs:** Allowed, non illuminated or externally illuminated. Can be utilized to note open or closed and capture visitor business.

**Wall Signs:** Allowed Downtown with exterior illuminated (such as gooseneck or non-illuminated)

**Window Signs:** Allowed for relocating businesses with the permission of property owner for a period not to exceed 30 days.

**Time limits for nonconforming signs:** Remove Section 17.68.155.

### **Embarcadero Area**

**General Sign Area Calculations:** 2 square feet for each 1 foot of linear building frontage for single tenant buildings. *In addition to the 2 square feet allowed all Multi tenant buildings shall be allowed to have one 16 square foot in size sign facing the Embarcadero identifying the building such as "Marina Square".*

**A Frame Signs:** Not Allowed.

**Awning Signs:** Allowed.

**Banners as a Permanent Signage:** Not Allowed.

**Dock Signs:** Entrances to dock facilities shall be allowed signage to advertise businesses being run from the dock such as commercial fishing and tourist cruises.

**Flag:** Not Allowed, see pub signs.

**Gateway Signs:** Concept would be to allow a type of sign at the entrance to the Embarcadero to identify the area.

**Illuminated, Internally:** Not Allowed.

**Illuminated, Externally:** Allowed.

**Marquee Signs:** Allowed for theatres, nightclubs, conference facilities.

**Monument Signs:** Allowed externally illuminated, only.

**Off Premise Signs:** Not Allowed except for community business directory kiosks and City Directional Signs.

**Pole Signs:** Not Allowed.

**Pub Signs:** Allowed, non illuminated or externally illuminated Can be utilized to note open or closed and capture visitor business.

**Wall Signs:** Allowed Embarcadero with exterior illuminated (such as gooseneck or non-illuminated).

**Window Signs:** Allowed for relocating businesses with the permission of property owner for a period not to exceed 30 days.

**Time limits for nonconforming signs:** Remove Section 17.68.155.

## **North Morro Bay**

**General Sign Area Calculations:** 2 square feet for each 1 foot of linear building frontage.

**A Frame Signs:** Not Allowed.

**Awning Signs:** Allowed.

**Banners as a Permanent Signage:** Not Allowed.

**Dock Signs:** Not Allowed.

**Flag:** Not Allowed, see pub signs.

**Gateway Signs:** Concept would be to allow a gateway type of sign at the entrance to North Morro Bay.

**Illuminated, Internally:** Allowed.

**Illuminated, Externally:** Allowed.

**Marquee Signs:** Allowed for theatres, nightclubs, conference facilities.

**Monument Signs:** Allowed internally or externally illuminated.

**Off Premise Signs:** Not Allowed except for community business directory kiosks and City Directional Signs.

**Pole Signs:** Allowed.

**Pub Signs:** Allowed, non illuminated or externally illuminated. Can be utilized to note open or closed and capture visitor business.

**Wall Signs:** Allowed.

**Window Signs:** Allowed for relocating businesses with the permission of property owner for a period not to exceed 30 days.

**Time limits for nonconforming signs:** Remove Section 17.68.155.

# **Morro Bay Sign Ordinance Workshop**

**Thursday**

**October 6, 2011**

# **Morro Bay Sign Ordinance Workshop**

*Meeting Facilitator*

*Chuck Anders  
Strategic Initiatives*

## **Morro Bay Sign Ordinance Workshop**

- **Review results from first workshop**
- **Review and discuss preliminary sign ordinance concepts**
- **Next steps**

# **Workshop Guidelines**

- **Be positive and respectful of others**
- **Listen - avoid side conversations**
- **Silence cell phones - take calls outside**
- **Stay on topic / Be concise**
- **Raise hand to speak**
- **Always "Us" (avoid judging others)**

**Who's Here?**

# What is your gender?

1. Female



2. Male



# Are you a Morro Bay resident?

1. Yes



9

2. No



6

**Which best describes your role in this workshop?**

14

1. Business Owner



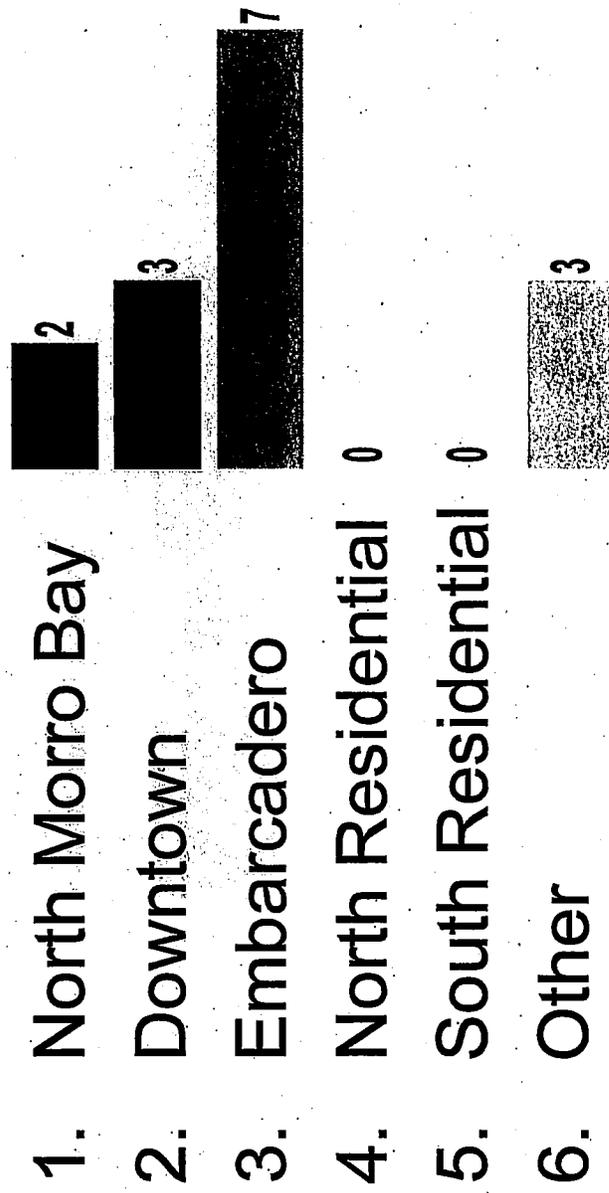
2. Salaried Worker 0

3. Retired



4. Other 0

# What geographic area of Morro Bay do you represent?



# Did you attend the first workshop on September 29<sup>th</sup>?

1. Yes

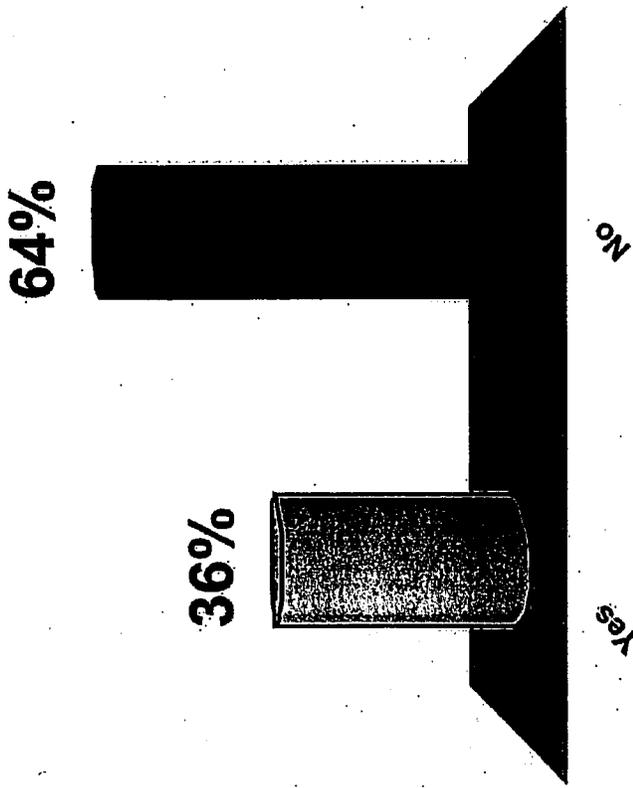
7

2. No

5

# Is a distinction between internal or external illumination important?

- 1. Yes
- 2. No

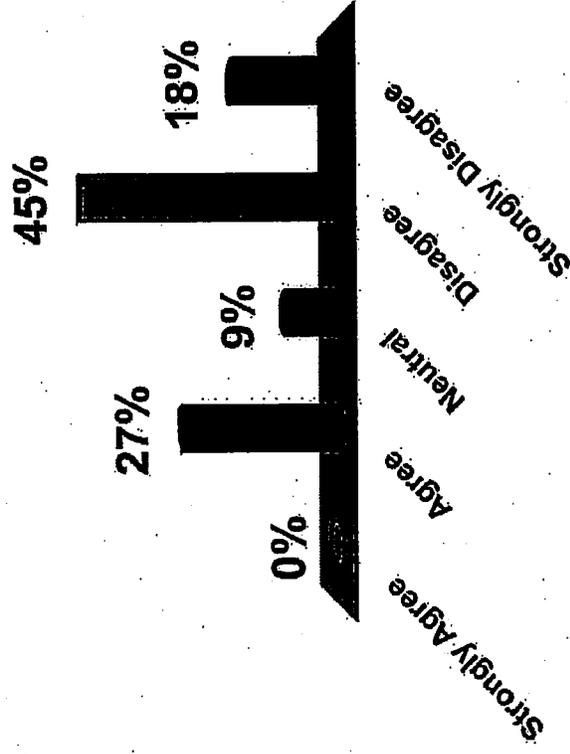


**To what extent to you support or oppose the preliminary sign ordinance for the**

**Downtown Area**

(as presented in preliminary sign matrix)

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

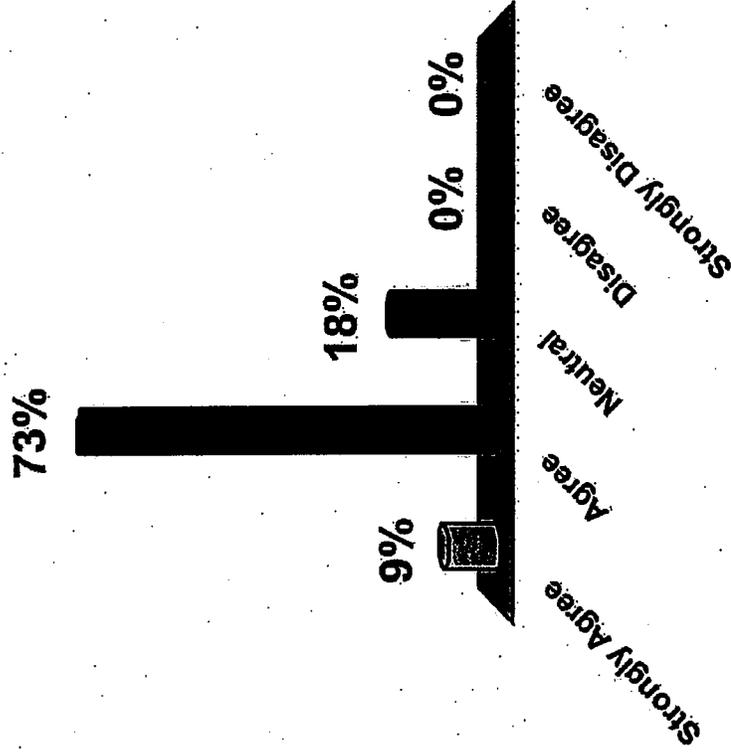


# To what extent to you support or oppose the preliminary sign ordinance for the

## Downtown Area

(allow sidewalk signs and no difference between internal & external illumination)

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

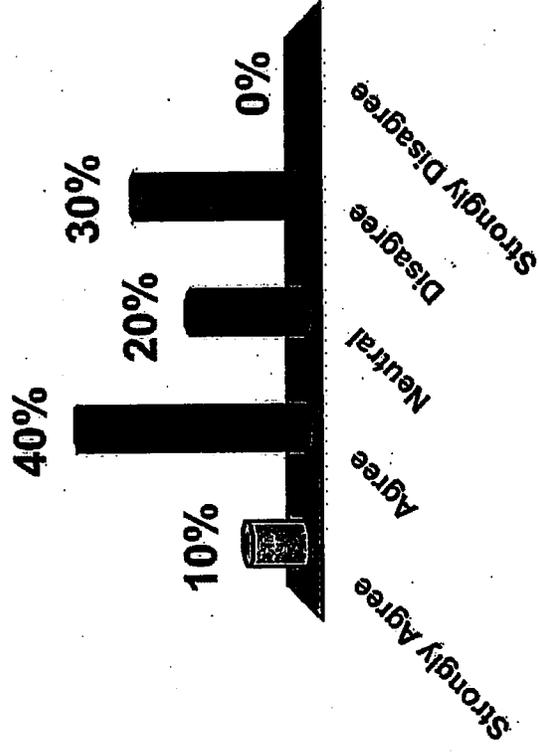


**To what extent to you support or oppose the preliminary sign ordinance for the**

**Embarcadero Area**

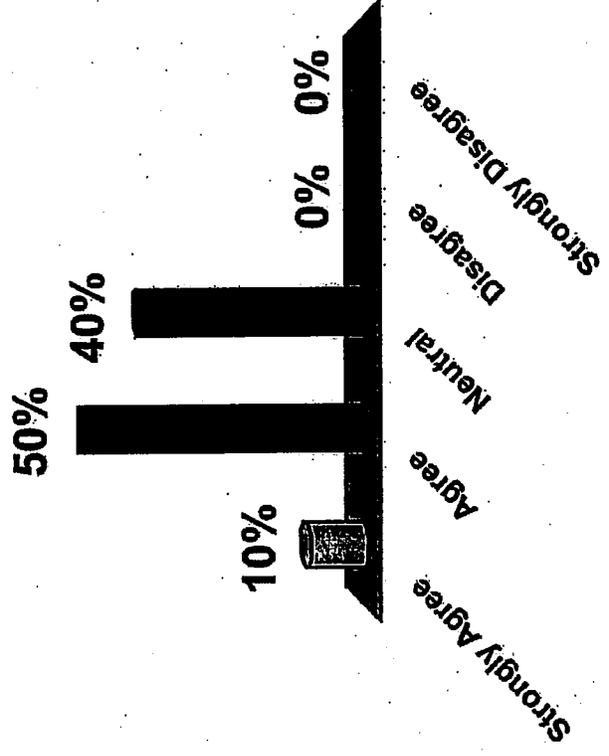
(as presented in preliminary sign matrix)

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



To what extent to you support or oppose the preliminary sign ordinance for the Embarcadero Area (allow internal illumination)

- 1. Strongly Agree
- 2. Agree
- 3. Neutral
- 4. Disagree
- 5. Strongly Disagree

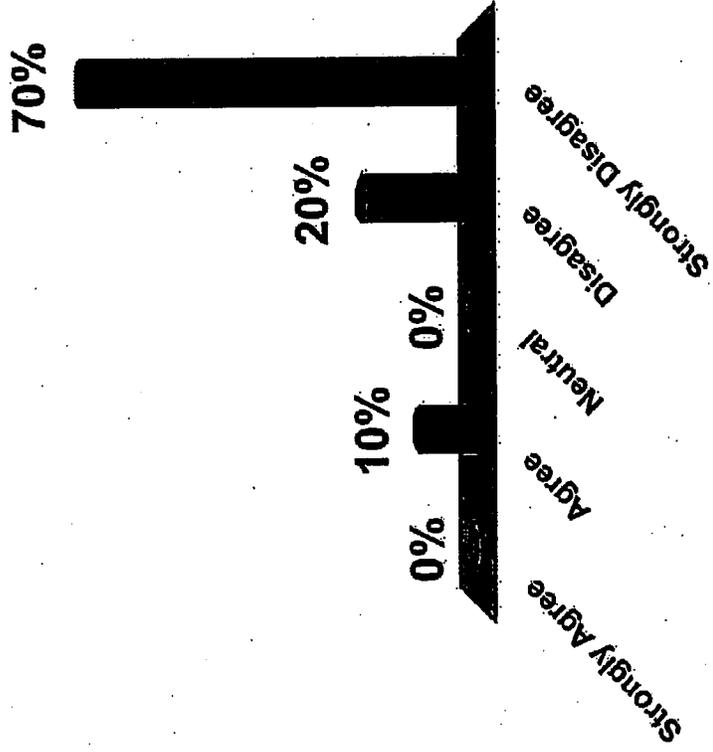


**To what extent to you support or oppose the preliminary sign ordinance for the**

**North Morro Bay Area**

(as presented in preliminary sign matrix)

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

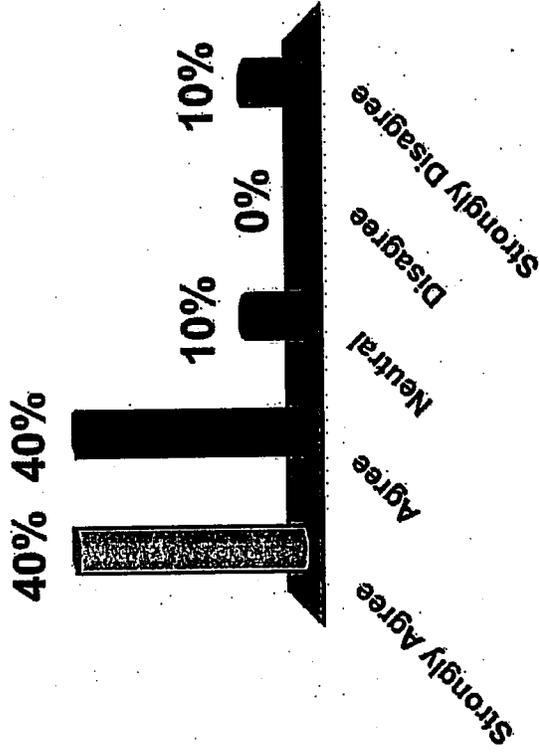


**To what extent to you support or oppose the preliminary sign ordinance for the**

**North Morro Bay Area**

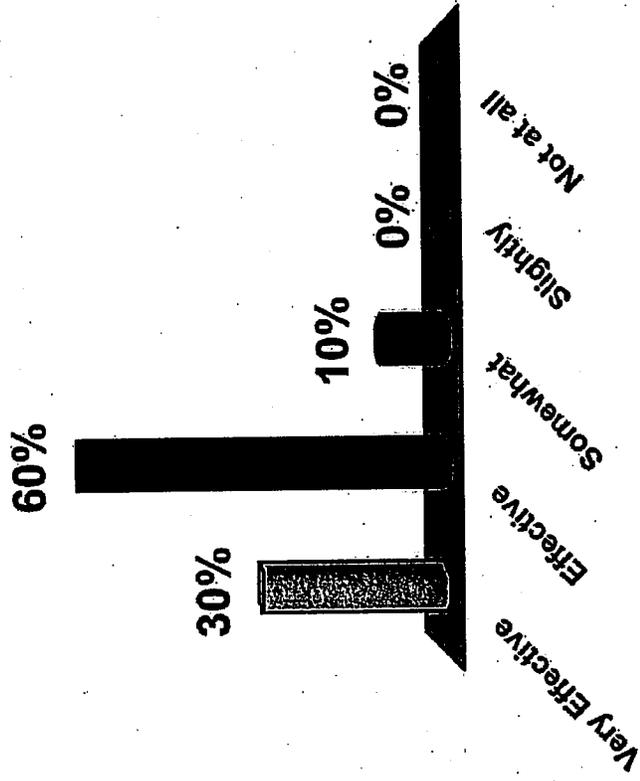
(allow flag, sidewalk and banner signs)

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree



## How effective was this workshop to discuss alternative sign ordinance strategies?

1. Very Effective
2. Effective
3. Somewhat
4. Slightly
5. Not at all



ATTACHMENT 7

**City Sign Ordinance Survey  
Results Overview**



Date: 11/21/2011 12:14 PM PST  
 Responses: Completes  
 Filter: No filter applied

**1. What best describes your location?**

Downtown	[REDACTED]	32	35%
Embarcadero	[REDACTED]	24	26%
North Morro Bay/Quintana	[REDACTED]	19	21%
Other, please specify	[REDACTED]	16	18%
Total		91	100%

**2. Did you attend any of the City's Sign Ordinance Workshops?**

Yes, I attended the September 29th workshop,	[REDACTED]	6	6%
Yes, I attended the October 6th workshop.	[REDACTED]	3	3%
I attended both	[REDACTED]	9	10%
I did not attend either one	[REDACTED]	75	81%
Total		93	100%

**3. With regards to business signage in the Downtown area, which of the following signs would you approve? (Check all that apply)**

A Frame Signs	[REDACTED]	39	43%
Awning Signs	[REDACTED]	69	76%
Banners as a Permanent Signage	[REDACTED]	30	33%
Flag	[REDACTED]	49	54%
Gateway Signs: Concept would be to allow a type of sign at the entrance at Morro Bay Blvd to announce the downtown area.	[REDACTED]	55	60%
Illuminated, Internally	[REDACTED]	63	69%
Illuminated,	[REDACTED]	56	62%

Externally	[REDACTED]		
Marquee Signs: For theatres, nightclubs, conference facilities.	[REDACTED]	63	69%
Monument Signs	[REDACTED]	47	52%
Off Premise Signs	[REDACTED]	26	29%
Pole Signs	[REDACTED]	38	42%
Pub Signs	[REDACTED]	52	57%
Wall Signs	[REDACTED]	65	71%
Window Signs	[REDACTED]	76	84%

4. With regards to business signage in the Embarcadero area, which of the following signs would you approve? (Check all that apply)

A Frame Signs	[REDACTED]	32	36%
Awning Signs	[REDACTED]	69	78%
Banners as a Permanent Signage	[REDACTED]	29	33%
Dock Signs	[REDACTED]	59	66%
Flag	[REDACTED]	49	55%
Gateway Signs: Concept would be to allow a type of sign at the entrance at Morro Bay Blvd to announce the downtown area.	[REDACTED]	50	56%
Illuminated, Internally	[REDACTED]	65	73%
Illuminated, Externally	[REDACTED]	57	64%
Marquee Signs: For theatres, nightclubs, conference facilities.	[REDACTED]	49	55%
Monument Signs	[REDACTED]	42	47%
Off Premise Signs	[REDACTED]	28	31%
Pole Signs	[REDACTED]	43	48%
Pub Signs	[REDACTED]	49	55%
Wall Signs	[REDACTED]	61	69%
Window Signs	[REDACTED]	74	83%

5. With regards to business signage in the North Morro Bay/Quintana area, which of the following signs would you approve? (Check all that apply)

A Frame Signs	[REDACTED]	54	61%
Awning Signs	[REDACTED]	71	80%
Banners as a Permanent Signage	[REDACTED]	37	42%
Flag	[REDACTED]	56	63%
Gateway Signs: Concept would be to allow a type of sign at the entrance at Morro Bay Blvd to announce the downtown area.	[REDACTED]	55	62%
Illuminated, Internally	[REDACTED]	66	74%
Illuminated, Externally	[REDACTED]	61	69%
Marquee Signs: For theatres, nightclubs, conference facilities.	[REDACTED]	60	67%
Monument Signs	[REDACTED]	50	56%
Off Premise Signs	[REDACTED]	37	42%
Pole Signs	[REDACTED]	52	58%
Pub Signs	[REDACTED]	53	60%
Wall Signs	[REDACTED]	69	78%
Window Signs	[REDACTED]	76	85%

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# City Sign Ordinance Survey

## Results Overview



Date: 11/21/2011 12:16 PM PST  
 Responses: Completes  
 Filter: No filter applied

### 6. Comments

#	Response
1	Many businesses do not have street frontage and need to be able to alert the public to their existence. Perhaps limiting the number of total signs a business can have...wall, window, a-frame, flag...maybe four would be an alternative and keep the clutter down.
2	As a business owner, decisions made regarding signage was not thought through. A frames are effective, now permits need to be applied for and enforced.
3	The current signage policy put forth by the city has resulted in a 30% loss of business and our customers tell us they can't find us. We are hidden away from the street and need more options for additional signage including lighting around the sidewalks and building structures. Our customers tell us it is very dark on the Embarcadero and any lights will make it more night friendly and comfortable for tourists to come out at night. If it is true that 60% of tourism dollars are spent after 6pm, then we should collectively concentrate on a Morro Bay at Night program including more lighting throughout the shopping and dining locations.
4	Local businesses need all the help they can get and should be able to put in signage. I would also support creative signs that are artsy in appearance, as an example the sign at the Sea Shanty in Cayucos is terrific.
5	All these surveys, etc...as well as meaningless meetings are generally a waste of time. Most merchants, politicians, activists are only interested in their own personal agenda.
6	stop trying to clean up the town by getting rid of businesses do the work the city is paid to do, like trim trees fix sidewalks fire prevention along the highway look at the huge sandwich sign on the harbor hut what are you guys thinking
7	Getting rid of the A-frame signs and moving the newsstands has greatly improved the appearance of the Embarcadero area. A uniform sign policy is important. Good job.
8	I don't care for all the sandwich signs that crowd the sidewalks. Makes it look trashy and cluttered.
9	What kind of sign is not as important as how they look, clean, neat, professional, informative, SAFE to people walking by, off sidewalks. Consideration for MOVING/ remodeling/new
10	do a better job removing all banner signs at your deadline. Some businesses removed there signs but jack was done with other business refused. The guy who walked around warning people didn't do his job.
11	The three areas are unique and warrant individual consideration. One size does not fit all. While not a marketing plan, they can tell a story and can make or break a business.
12	I love the charm of Morro Bay and do not want to see your business closes due to poor exposure due to signage. Some controls are needed but I think the next step will be a survey stating what colors and styles of fonts on the signs will be acceptable light at night in a business area is always a good idea, the the merchant can afford the pg&e bill. Jennifer Smith, Harvey's HOney Huts [ we put lights in our units for events that go into the night!
13	Businesses today need any way they can to advertise within reason. If it doesn't distract drivers or affect public safety then they should be able to be creative.
14	Don't know what a Pub Sign is.
15	Without business's profiting there is no infrastructure moneys to run the city. bottom line.
16	Against A-frame signs anywhere...they add clutter, fall over in the wind and become a liability. Against flags and banners because they fade and tatter so quickly and look very tacky.
17	Aren't there more important subjects to address other than signs?
18	lower taxes, too many bureaucrats, support smaller government
19	for people that have more than one address they should be slowed more than one sign
20	Downtown and Embarcadero should be the only areas which A frames are not permitted.
21	I was going to write a lot of stuff here but decided not to. Because it does not matter anyway. You already have your minds made up.
22	Signs must always be in good taste and represent the business appropriately.

Role of government is not to micro manage people trying to survive in business. If a business owner has "bad signage" it

# City Sign Ordinance Survey

## Cross Tab Report



Date: 11/21/2011 1:14 PM PST  
 Responses: Completes  
 Filter: No filter applied

**With regards to business signage in the North Morro Bay/Quintana area, which of the following signs would you approve? (Check all that apply)**

	Total*	What best describes your location?			
		Downtown	Embarcadero	North Morro Bay/Quintana	Other, please specify
	89	30	23	19	15
A Frame Signs	52 58.4%	17 56.7%	12 52.2%	12 63.2%	11 73.3%
Awning Signs	69 77.5%	24 80.0%	18 78.3%	14 73.7%	13 86.7%
Banners as a Permanent Signage	36 40.4%	12 40.0%	8 34.8%	8 42.1%	8 53.3%
Flag	55 61.8%	16 53.3%	17 73.9%	14 73.7%	8 53.3%
Gateway Signs: Concept would be to allow a type of sign at the entrance at Morro Bay Blvd to announce the downtown area.	54 60.7%	21 70.0%	14 60.9%	10 52.6%	9 60.0%
Illuminated, Internally	64 71.9%	22 73.3%	19 82.6%	14 73.7%	9 60.0%
Illuminated, Externally	59 66.3%	22 73.3%	16 69.6%	13 68.4%	8 53.3%
Marquee Signs: For theatres, nightclubs, conference facilities.	58 65.2%	21 70.0%	16 69.6%	12 63.2%	9 60.0%
Monument Signs	49 55.1%	20 66.7%	12 52.2%	9 47.4%	8 53.3%
Off Premise Signs	36 40.4%	15 50.0%	11 47.8%	7 36.8%	3 20.0%
Pole Signs	50 56.2%	15 50.0%	14 60.9%	14 73.7%	7 46.7%
Pub Signs	51 57.3%	16 53.3%	14 60.9%	14 73.7%	7 46.7%
Wall Signs	67 75.3%	23 76.7%	19 82.6%	14 73.7%	11 73.3%
Window Signs	74 83.1%	24 80.0%	19 82.6%	19 100.0%	12 80.0%

\*Total = The number of respondents for the entire survey who answered the Row question and, if a filter is applied, meet the filter criteria.

# City Sign Ordinance Survey

## Cross Tab Report



Date: 11/21/2011 1:03 PM PST  
 Responses: Completes  
 Filter: No filter applied

**With regards to business signage in the Embarcadero area, which of the following signs would you approve? (Check all that apply)**

	Total*	What best describes your location?			
		Downtown	Embarcadero	North Morro Bay/Quintana	Other, please specify
	89	31	24	17	15
A Frame Signs	31 34.8%	8 25.8%	8 33.3%	9 52.9%	6 40.0%
Awning Signs	68 76.4%	21 67.7%	19 79.2%	15 88.2%	13 86.7%
Banners as a Permanent Signage	28 31.5%	10 32.3%	7 29.2%	4 23.5%	7 46.7%
Dock Signs	58 65.2%	20 64.5%	13 54.2%	14 82.4%	11 73.3%
Flag	48 53.9%	13 41.9%	17 70.8%	13 76.5%	5 33.3%
Gateway Signs: Concept would be to allow a type of sign at the entrance at Morro Bay Blvd to announce the downtown area.	49 55.1%	17 54.8%	12 50.0%	10 58.8%	10 66.7%
Illuminated, Internally	63 70.8%	23 74.2%	18 75.0%	13 76.5%	9 60.0%
Illuminated, Externally	55 61.8%	20 64.5%	14 58.3%	14 82.4%	7 46.7%
Marquee Signs: For theatres, nightclubs, conference facilities.	47 52.8%	15 48.4%	12 50.0%	11 64.7%	9 60.0%
Monument Signs	41 46.1%	17 54.8%	10 41.7%	9 52.9%	5 33.3%
Off-Premise Signs	27 30.3%	9 29.0%	8 33.3%	7 41.2%	3 20.0%
Pole Signs	41 46.1%	15 48.4%	11 45.8%	11 64.7%	4 26.7%
Pub Signs	47 52.8%	13 41.9%	12 50.0%	14 82.4%	8 53.3%
Wall Signs	59 66.3%	20 64.5%	18 75.0%	13 76.5%	8 53.3%
Window Signs	72 80.9%	25 80.6%	18 75.0%	17 100.0%	12 80.0%

# City Sign Ordinance Survey Cross Tab Report



Date: 11/21/2011 12:29 PM PST  
 Responses: Completed  
 Filter: No filter applied

**With regards to business signage in the Downtown area, which of the following signs would you approve? (Check all that apply)**

	Total*	What best describes your location?			
		Downtown	Embarcadero	North Morro Bay/Quintana	Other, please specify
	91	32	24	18	15
A Frame Signs	38 41.8%	13 40.6%	8 33.3%	10 55.6%	7 46.7%
Awning Signs	68 74.7%	24 75.0%	18 75.0%	13 72.2%	13 86.7%
Banners as a Permanent Signage	29 31.9%	9 28.1%	8 33.3%	6 33.3%	6 40.0%
Flag	48 52.7%	12 37.5%	17 70.8%	13 72.2%	6 40.0%
Gateway Signs: Concept would be to allow a type of sign at the entrance at Morro Bay Blvd to announce the downtown area.	54 59.3%	20 62.5%	13 54.2%	11 61.1%	10 66.7%
Illuminated, Internally	61 67.0%	22 68.8%	18 75.0%	13 72.2%	8 53.3%
Illuminated, Externally	54 59.3%	21 65.6%	14 58.3%	12 66.7%	7 46.7%
Marquee Signs: For theatres, nightclubs, conference facilities.	61 67.0%	18 56.3%	16 66.7%	14 77.8%	13 86.7%
Monument Signs	46 50.5%	19 59.4%	10 41.7%	11 61.1%	6 40.0%
Off Premise Signs	25 27.5%	6 18.8%	10 41.7%	6 33.3%	3 20.0%
Pole Signs	36 39.6%	13 40.6%	11 45.8%	9 50.0%	3 20.0%
Pub Signs	50 54.9%	15 46.9%	14 58.3%	14 77.8%	7 46.7%
Wall Signs	63 69.2%	23 71.9%	17 70.8%	14 77.8%	9 60.0%
Window Signs	74 81.3%	26 81.3%	19 79.2%	16 88.9%	13 86.7%

- 23 probably means he/she is a poor business person. They will fail...they don't need the help of a technocrat with some ordinance that has never run a business telling them what sign is appropriate for their business. Oh... how far we have come in this country thinking that it is every bodies "RIGHT" to tell someone how WE (the all important ONE) don't like their sign). If you don't like their sign don't frequent their business...put them out of business and the sign will come down.
- 24 Without cluttering our city, the businesses need to be visible to the traffic. An attractive sign is the best way to be visible - Specially in a non-traffic area as Quintana road.
- 25 The Embarcadero doesn't need signage that impedes foot traffic, while north Morro Bay needs all the help it can get. Morro Bay downtown could use flags and lights
- 26 In regards to illuminated signs both internal and external I feel there should be a limit to the number of signs allowed for display.
- 27 A frame signs stop foot traffic and have been found to disturb drivers enough to cause more accidents in an area. We have limited walk paths as it is. These signs are not standardized and makes an area look like junk.
- 28 I think the city has bigger issues to worry about then telling business what signage they can use. I understand cleaning things up but in this economy its very tough.
- 29 Signage should always be determined by individual circumstances. Such as the businesses location to visibility and need for external advertising to enhance foot traffic etc. etc.
- 30 I only know that not having my a frame with the arrow pointing to Morro Bay Wine Seller has hurt. I can only imagine how it hurts down town area. they pay for the signs and what ever works for them they be able to choose the two that works the best.
- 31 I am a visitor to Morro Bay and pretty much like it the way it is.
- 32 get a real issue
- 33 As a business in this economical time, we should be allowed to have signs of all kinds to let people know we are here. We pay all the taxes, and the city doesn't look any better without the signs. Maybe this is not the best of times to try and "clean up the city" by banning struggling businesses from free advertisement. Speaking from a hotels point of view, when we are slow, so are the stores and restaurants, so, we need to try and get people who are here already to spend money. If the people that are here, don't know of the sale we are running, or that we are even here, because they don't see a sign, how are they going to spend? Please let us have signs again. They don't make the town look dumpy, they actually give it more character. thank you for listening.
- 34 I love signs. They are information and add to the excitement of the town. Not all businesses are front and center. I feel the signs add action to the town. We also need to have a sign at the freeway exits that indicates DOWNTOWN HARBOR BEACHES other wise how would a guy know we have anything going on or that there is even a town here. Thanks for your time and good luck making everyone happy :)



AGENDA NO: D-1  
MEETING DATE: 1-10-2012

## Staff Report

**TO:** Honorable Mayor and City Council      **DATE:** January 4, 2012  
**FROM:** Andrea K. Lueker, City Manager  
**SUBJECT:** Approval of the Marketing Plan from Barnett Cox and Associates

### **RECOMMENDATION:**

Staff recommends the City Council review and approval the Marketing Plan as attached and presented by Barnett Cox and Associates (BCA).

### **BACKGROUND:**

On June 14, 2011, the City Council directed staff to conduct workshops - to develop and modify a Marketing Plan, identifying goals and strategies. The marketing workshops were held on July 26 and July 28, 2011. At the September 27, 2011 City Council meeting, staff presented a staff report entitled "Report on the Findings Relating to the Morro Bay Marketing Workshop". In that report, staff indicated that BCA would be using the results from the workshops to develop and modify their Marketing Plan which would be presented to the City Council for review and approval. The Marketing Plan is attached as well as available on line for review.

u.w.council.staff report marketing plan approval 1 2012

Prepared By: <u>AL</u>	Dept Review: _____
City Manager Review: <u>AL</u>	
City Attorney Review: _____	

# CITY OF MORRO BAY **2011–2012 MARKETING PLAN**

PREPARED BY BARNETT COX & ASSOCIATES  
NOVEMBER 30, 2011



MORRO BAY

# Introduction

Dear Members,

Just as you wouldn't attempt to build a house without a blueprint, you can't identify opportunities or successfully promote the many attributes of Morro Bay without a marketing plan.

BCA is pleased to provide the following plan which reflects the experience and ideas of Morro Bay business owners, citizen volunteers, city staff and the City Council. The recent TBID/CPC workshops were extremely successful in bringing together diverse opinions and identifying the unique attributes that attract visitors to Morro Bay. Knowledge gained from all stakeholders was informative, insightful and extremely valuable. The content and direction in this strategy are intended to be an indispensable tool in bringing consistency and continuity to the city's tourism effort by creating an actionable strategy that calculates projected growth, allocates an annual budget and determines how the budget will be utilized over the course of the year.

Many of Morro Bay's attributes synchronize completely with the desires and needs of today's tourists. Visitors are interested in dining, shopping, visiting friends and relatives, going to a beach or lake and sightseeing in a city. Morro Bay completely fulfills those tourism needs, along with being affordable, which is another current travel concern. Growing tourism in Morro Bay requires increasing awareness of the amenities that the city has to offer. Utilizing both traditional and new media vehicles will attract Baby Boomers and the Gen X and Millennial demos we need to attract. It is imperative to court the 25-44 year-old demographic for both present-day tourism and tourism in years to come.

Branding Morro Bay in an innovative and consistent fashion is vital. If the logo and messaging are consistent in all the marketing and throughout the city, visitors begin to recognize Morro Bay in an instant. Whether they are browsing through a magazine or reading a tent card in a restaurant, the brand should be an automatic key to city recognition. We plan to work diligently to align the city and all of its businesses, so that current or potential visitors feel compelled to visit Morro Bay.

Barnett Cox & Associates is pleased to provide the 2011-2012 Morro Bay Tourism Marketing Plan and is very excited by the many marketing opportunities available. We feel confident that by pushing into new markets, constantly staying on top of new media trends, and staying true to the Morro Bay brand and a strong marketing strategy, we can move Morro Bay in an upward tourism direction.



Shari Clark  
Barnett Cox & Associates  
Account Manager

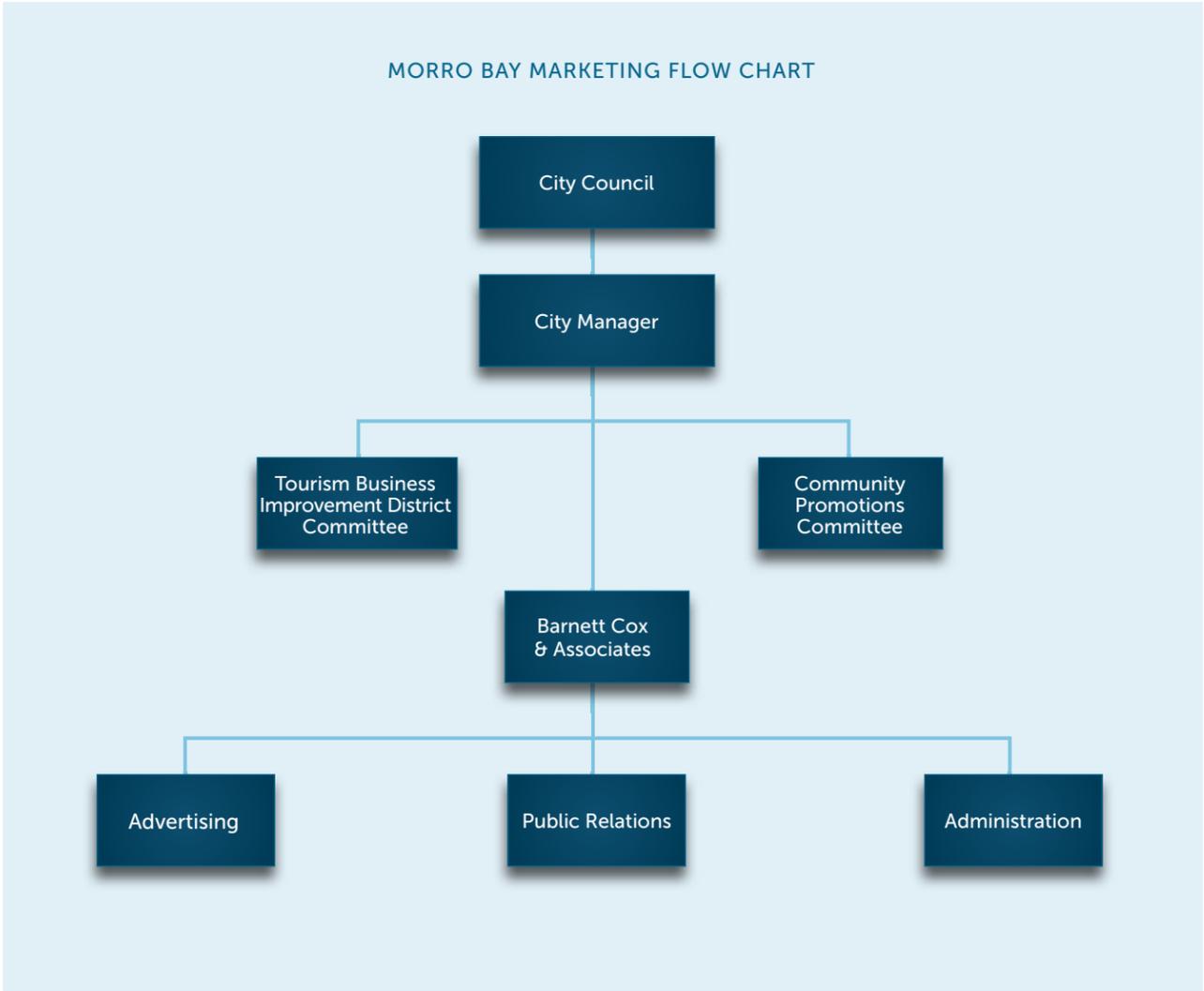


*"Many of Morro Bay's attributes synchronize completely with the desires and needs of today's tourists. Morro Bay completely fulfills those tourism needs, along with being affordable which is another current travel concern."*

# Mission Statements

## City of Morro Bay

The City of Morro Bay is dedicated to the preservation and enhancement of the quality of life. The City shall be committed to this purpose and will provide a level of municipal service and safety consistent with and responsive to the needs of the public.



## City of Morro Bay Community Promotions Committee

The Community Promotions Committee (CPC) was created in the belief that tourism is essential to the economic health and quality of life of this community. The purpose of the CPC shall be to act on behalf of the Morro Bay City Council on policies and expenditure programs to advertise and promote the City of Morro Bay and its special events as a tourist destination point in areas both inside and outside the boundaries of San Luis Obispo County. In addition, the CPC shall carry on a continuing and sustainable program designed to make known the advantages of tourism, recreation, business and community events to the people of Morro Bay, which helps to maintain the highest quality of life for the residents.

## City Of Morro Bay Tourism Business Improvement District

The Morro Bay Tourism Business Improvement District (MTBID) Advisory Board advises the City Council on the administration and use of the MTBID assessment funds. The Board recommends projects to the City of Morro Bay to promote tourism to directly benefit the City's lodging industry.

# Overview

## Tourism—Historical Recap

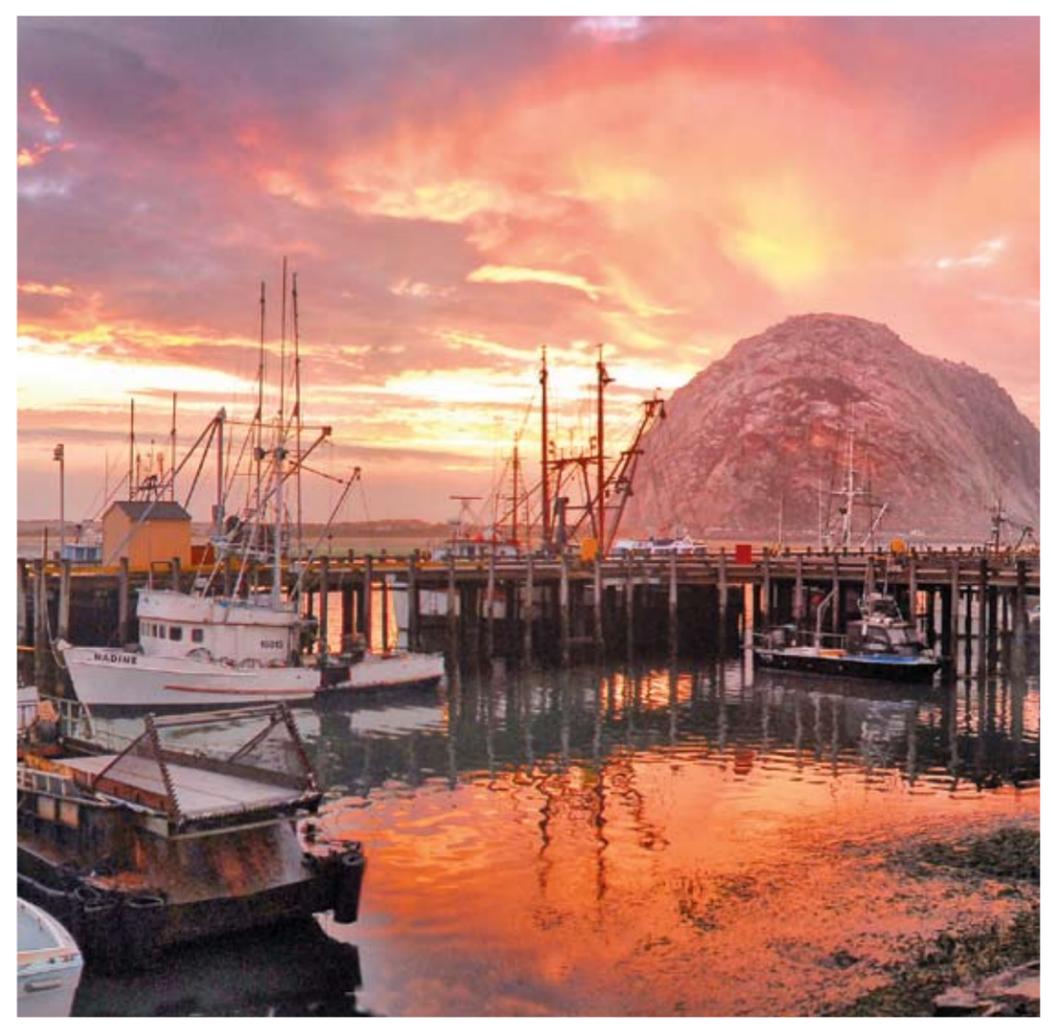
Morro Bay’s unique coastal location, Morro Rock, historic port and mild weather have made it a popular attraction to visitors for decades. Tourism is the city’s largest industry. The harbor has been a center point for the fishing industry, giving the city a quality hundreds of miles to the north and south.

Transient Occupancy Tax (TOT) is the City’s single largest source of revenue. In FY 1999/00 to 2009/10, revenues grew by 5%. In the last three FY TOT revenues

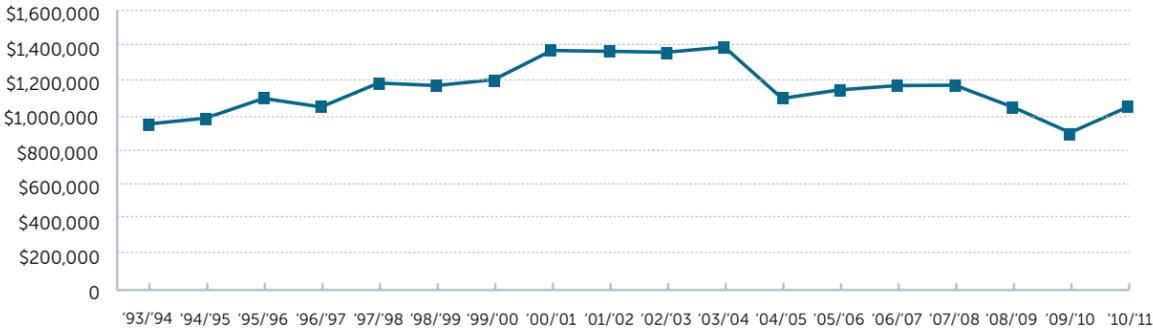
declined by 1.5%, while occupancy grew by 6%, posing a problem for government and local business.

Similarly, sales tax revenues have declined by 10% in the past decade, attributable to local and national economic conditions.

Through August 2011, Transient Occupancy Tax has increased by 3.86% when compared to FY 2010.

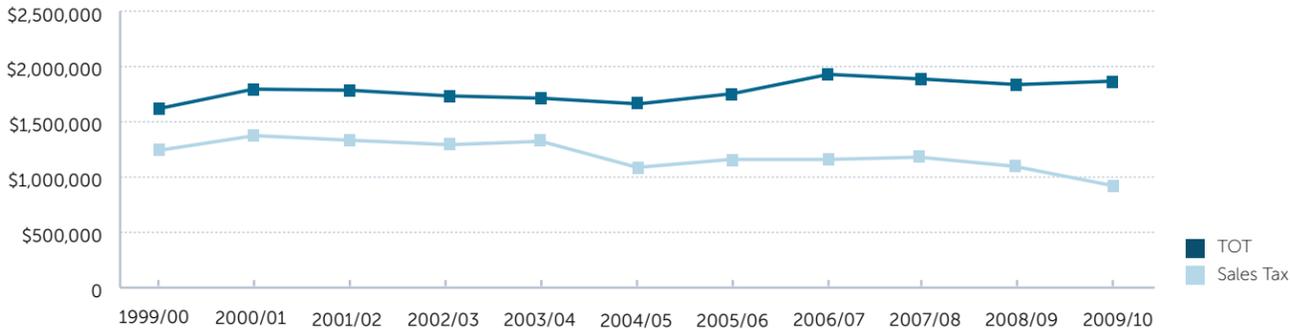


HISTORICAL RETAIL SALES TAX COLLECTIONS FOR CITY OF MORRO BAY



SOURCE: CITY OF MORRO BAY

MORRO BAY HISTORICAL TRANSIENT OCCUPANCY AND SALES TAX RECEIPTS



SOURCE: CITY OF MORRO BAY

## Tourism Business Forecast

Tourism projections from the California Office of Tourism forecast a positive picture for the coming year. As an industry, tourism represents \$95.1 billion in California, which captures the largest share of tourism revenues in the U.S.

Tourism is the second largest industry in San Luis Obispo County (Agriculture) according to the Economic Vitality Corporation. It has a billion dollars in direct economic impact every year to the region, with an estimated 23 million visitors coming to the San Luis Obispo County in 2010. Tourism is Morro Bay's largest industry.

## Planned Vacations for 2012

One-third of all Californians say they plan to increase their leisure travel spending over the next 12 months, and 86% say they will spend their vacations in California.

Baby Boomers, those born between the years 1946 and 1964, are the cohort group providing nearly 80% of travel spending providing a stable economic base; however, those cohort groups identified as Generation X (1964-1977) and Generation Y or Millennials (1978-1996) are driving tourism's new economy.



### VACATION ATTRIBUTES BY GENERATION:



#### Millennial:

- Warm, sunny beaches
- Good place to relax
- Interesting places
- Amusement Parks/ Theme Parks
- Warm, friendly people



#### Generation X:

- Warm, sunny beaches
- Good place to relax
- Warm, friendly people
- Great for walking/ strolling
- Interesting places



#### Baby Boomers:

- Good place to relax
- Warm, sunny beaches
- Warm, friendly people
- Great for scenic drive
- Great for walking/ strolling

SOURCE: U.S. TRAVEL ASSOCIATION

### What is important to visitors overall:

- Nearly 60% of all travelers actively look for discounts and packages when planning their vacation. Ten percent of all travelers will buy packages and 5% invest in group travel.
- Nearly half of all travelers will refer to online, user-generated sites when planning their vacation. Online sources include Yelp, TripAdvisor and Hotels.com.
- Social media is actively used by more than 25% of all travelers. Fifty-seven percent use a mobile device in planning their trip, with 75% of vacationers using their mobile device for travel information, reservations and searching for attractions. Twelve percent of all travelers bring their pets.

### TOP 5 ACTIVITIES WHILE TRAVELING:



1. Dining
2. Shopping
3. Visiting friends/relatives
4. Going to the beach or lake
5. Sightseeing in the city

Source: California Department of Tourism

**70%** OF ALL CONSUMER SPENDING HAPPENS AFTER 6PM

**82%** OF WINE IS PRODUCED IN CALIFORNIA

Source: California Department of Tourism



### Competitive Positioning

Members of Morro Bay’s Tourism Business Improvement District and Community Promotions Committee convened a two-day workshop in July 2011 to discuss the City’s tourism business, competitive position and target markets and to identify opportunities to enhance and improve the overall tourism business. Approximately 40 individuals representing hotel/motel owners, restaurateurs, local business and city staff attended each session. Using digital polling techniques, participants expressed their opinions and comments on a number of questions relating to tourism in Morro Bay. Polling revealed common threads and consensus regarding Morro Bay’s competitive position and unique attractions, and general agreement on an approach for marketing Morro Bay.

Comprehensive discussions led to the following conclusions:

Morro Bay Unique Selling Proposition (USP)	Lead Attractions	Perceived Visitor Image
<ol style="list-style-type: none"> <li>Morro Rock and Morro Bay Estuary</li> <li>Outdoor activities and recreation</li> <li>Working waterfront—fishing industry (village)</li> </ol>	<ol style="list-style-type: none"> <li>Outdoor, beach and water activities</li> <li>Culinary tourism, local foods and wine tasting</li> <li>Walkable town, affordable pricing</li> </ol>	<ol style="list-style-type: none"> <li>Unique geological and historic location</li> <li>Haven between San Francisco and Los Angeles</li> <li>Good value, clean vacation spot</li> </ol>

The group collectively agreed that the best method for generating increased revenue from tourism was to provide a quality experience for visitors, encourage returning business through more weekend-long events, encourage more evening events, and through the development of new high-quality events.

### Revised Target Audience

Participants agreed that visitors from the Central Valley (Fresno, Visalia and Bakersfield areas) represented the primary feeder market for Morro Bay visitors. New markets were identified as San Jose, San Francisco and the Arizona/Phoenix areas. Demographics are generally believed to be older (45+). While this target demographic should continue to be valued and not taken for granted, future marketing should focus resources on the development of a younger audience (25-44), the newly identified geographic areas previously mentioned. Participants agreed that increased emphasis should be placed on seasonal promotion to encourage winter visitors.

Based on Office of Tourism research, development of mobile marketing techniques has been identified as an important conduit for reaching younger audiences. And, as a part of the new marketing plan, it was agreed that a Public Relations campaign capitalizing on unique aspects of Morro Bay must be introduced to the overall marketing effort, with the goal of developing “third-party” endorsements of Morro Bay as a preferred vacation destination.



### Summary

In the recent past, Morro Bay had challenges with their overall marketing efforts. The Morro Bay brand has not been particularly consistent as logos, taglines and messaging were fragmented. Brand consistency is a top priority as we move forward through the next ten years.

Public relations efforts were also relatively weak, as very few stories or press releases were created or distributed in previous years. 2011–2012 looks very promising in this arena, as Morro Bay’s brand is pushed in all the right directions to the most vital travel and nature publications, online sites, bloggers, niche groups and nationwide media outlets.

Morro Bay’s website has also been a struggle as far as functionality, user-friendliness and overall design. BCA is thrilled to be working on a brand-new website, which will serve the visitor in much more compelling and interactive ways. The mobile website will also undergo upgrades as MorroBay.org is redeveloped and redesigned.

Morro Bay is currently expanding its reach into social media. Its Facebook page is steadily growing, and we are working on elevating that growth. The Morro Bay page has a healthy and involved community associated with it, of both tourists and locals alike. Keeping the conversations going on all levels of social media is vital to marketing success.

Our new efforts in marketing, public relations, online, mobile and social media will broaden Morro Bay’s reach and serve to strengthen its overall branding.

# Goals, Objectives and Strategies



## Overall Marketing Goals

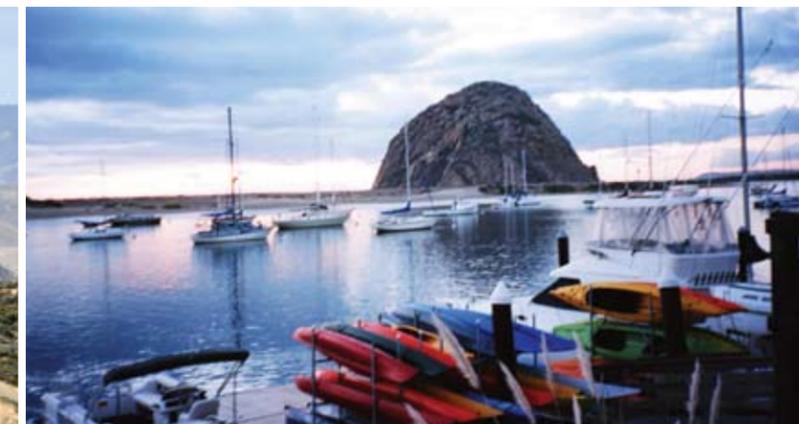
- Improve, enhance and refresh the existing brand and image of the City of Morro Bay
- Ensure the Morro Bay brand and image is provided and utilized by the City and all of the city businesses
- Position marketing resources toward new market opportunities and younger target audiences
- Emphasize Morro Bay's unique attractions
- Establish advertising and public relations campaigns to reach a younger target audience (25-44)
- Revise and refresh Morro Bay's basic brand and graphic image, through representations based on Morro Rock, as a fishing village, outdoor activities and highlighting the collective culinary experience
- Prioritize TBID/CPC resources toward primary website improvement, redesign and rebuild to create audience appeal, increase search engine effectiveness, and nurture visitor leads

## Overall Marketing Objectives

- Increase Transient Occupancy Tax revenues by 3%
- Incorporate new media channels, along with traditional media, and establish a public relations campaign effort focused on revised target market audiences

## Top Five Marketing Strategies

- Outreach to new target markets in San Jose, San Francisco, Phoenix and Los Angeles



## Tactics

### Morro Bay—Visual Identity, Logo

- Redesign logo to promote the primary visual identity of the city
- Prepare an Identity Standards booklet that establishes the approved use of the City's logo, brand, and visual elements
- Provide approved logos & marketing materials to businesses throughout Morro Bay

### MorroBay.org

- Short Term—Redesign the look, navigation and functionality of the existing website. Analyze current back-end programming; revise key words and tags to improve search capabilities, links and incorporate social media elements

- Long Term—Completely redesign MorroBay.org website to improve overall appeal and look, increase functionality, search capabilities, links and provide content management capability to enable frequent content revisions
- Provide means for an ongoing blog as part of the website. Establish a schedule for writing contributions

### Mobile Website and Applications

- Redesign the mobile website to more closely mirror MorroBay.org, so that transition from website to mobile website is seamless
- Improve functionality with updated mobile technology

### Social Media

- Establish a viable social media campaign using appropriate platforms to increase reach to younger audiences to supplement effectiveness of MorroBay.org
- Maintain creative posting, contesting and conversations on all social media levels

### Advertising

#### Print

- Use compelling photos and consistent messaging throughout all print media
- Tie in Discover and Destination Morro Bay to all print advertising

### Broadcast

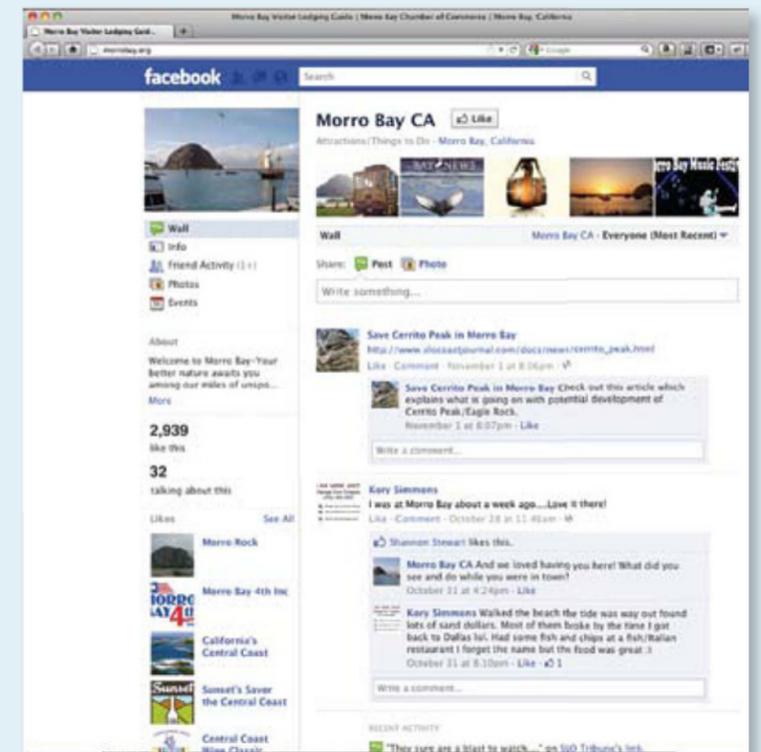
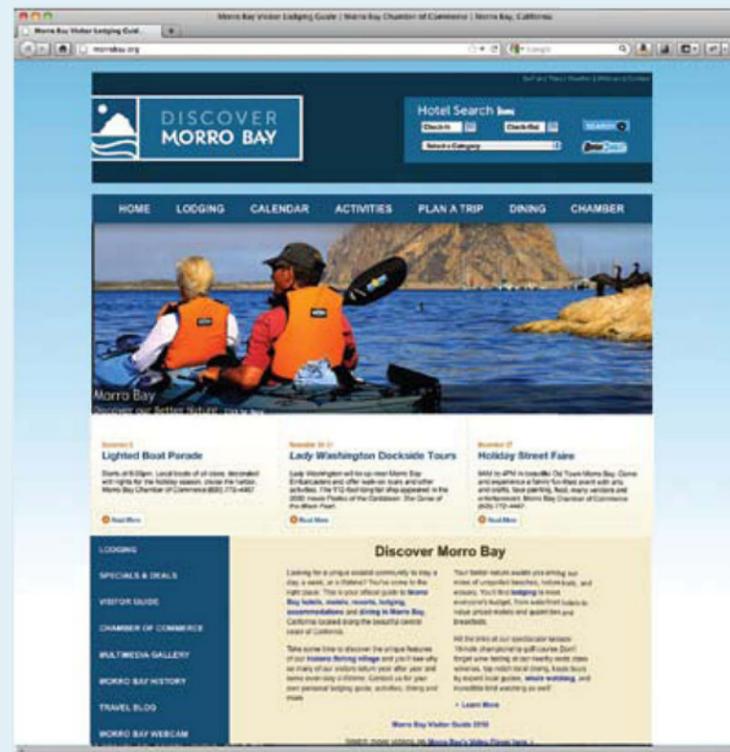
- Utilize TV and radio mainly for the day-trip tourist, focusing on Northern Santa Barbara, Central Valley and Monterey

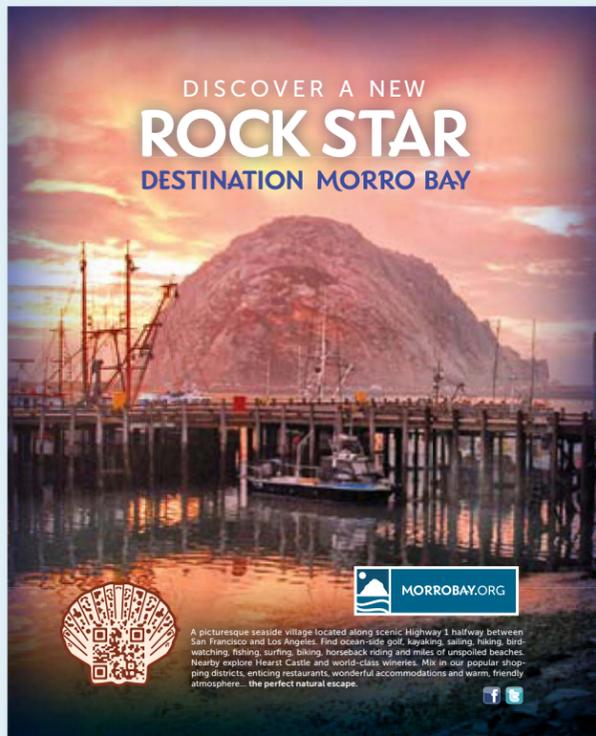
### Outdoor

- Redesign billboard on Hwy 1
- Pursue other viable outdoor advertising vehicles

### Direct

- Short Term—Visitor Guide/Brochure; reprint existing brochure
- Long Term—identify appropriate collateral





materials, design and produce unique, viable collateral pieces

- Redesign rack cards for various distribution uses

#### Public Relations

- Establish consistent program of outreach to travel writers, bloggers and seek out viable niche groups that will respond to Morro Bay's amenities
- Increase the appearance of published stories about Morro Bay in regional and national publications

#### Events

- Strengthen current main events with stronger marketing and public relations pushes
- Research new events that serve to elevate tourism in Morro Bay

#### Trade Shows

- Explore possibilities of outreach to coach/bus tour industry
- Explore possibilities in culinary arena or nature arenas
- Attend trade shows that serve to elevate and expand tourism in Morro Bay

#### Partnerships

- SLO Botanical Gardens
- Cal Poly, San Luis Obispo
- Cuesta College
- Hearst Castle
- SLO County VCB
- Morro Bay Chamber of Commerce



#### Tracking and Evaluation

BCA will provide a complete Marketing Report every month at the CPC and TBID Board meetings. Reports include current marketing efforts, ongoing marketing results including specific reporting on distribution numbers, impressions and click-through rates. Website and mobile website analytics are also provided with data for comparison purposes. Marketing report tracks all public relations efforts and successes. Editorials, television features and online articles are included each month.

#### Advertising

**Print:** Gross Impressions

**Magazine:** Gross Impressions and Reader Response Cards

**Broadcast:** GRP, Reach & Frequency converted to percent of total market reach

**All advertising:** Tracking through special 800 numbers, campaign words

**Direct/Fulfillment:** Raw numbers of mail sent

**Chamber:** Count to visitor center

**Internet:** Analytics, impressions, click-through rates, email captures

**Database development:** Monthly gains

**Anecdotal:** Set up consistent calls to key businesses, motels, restaurants and retail to report on their impressions (seasonal or quarterly)

**Events:** Savor and other events—capture names for database; general consensus on attendance—track comments

**Trade shows:** Captured information—leads

# Conclusion

BCA will update the Morro Bay Marketing Plan every fiscal year. We feel that it is imperative to acknowledge trends, be observant of growth or decline, and make changes according to the current tourism climate every year. This Marketing Plan provides a foundation for building the Morro Bay brand and establishing real tactics for consistently improving tourism in Morro Bay.

MORRO BAY MARKETING PLAN 2011 - 2012 BUDGET

	TBID	CPC
Advertising	\$142,000	\$42,500
Public Relations	\$12,000	\$8,000
Social Media	\$10,000	\$3,000
Website	\$18,200	\$8,100
Creative	\$12,000	\$6,000
Retainer	\$58,800	\$25,200
Events	\$12,000	\$2,000
Billboard	\$12,000	\$2,000
Encumbrance	\$172,000	\$0
Other	\$47,000	\$23,200
<b>Totals for each Board</b>	<b>\$496,000</b>	<b>\$120,000</b>
<b>Total Budget</b>		<b>\$616,000</b>

Data Sources:

- San Luis Obispo County Visitor and Conference Bureau
- San Luis Obispo County Economic Vitality Corporation
- City of Morro Bay
- U.S. Travel Association
- California Office of Tourism
- Arizona Office of Tourism
- Virginia Tourism Corporation
- National Bureau of Economic Research





[WWW.MORROBAY.ORG](http://WWW.MORROBAY.ORG)



AGENDA NO: D-2  
MEETING DATE: 1-10-2012

## Staff Report

**TO:** Honorable Mayor and City Council      **DATE:** January 4, 2012  
**FROM:** Andrea K. Lueker, City Manager  
**SUBJECT:** Request from the Morro Bay Harbor Festival to Waive the City Services Costs for the 2011 Morro Bay Harbor Festival Event

### RECOMMENDATION

Staff recommends denial of the waiver of City Services Costs for the 2011 Morro Bay Harbor Festival Event.

### FISCAL IMPACT

If the wavier is granted, the fiscal impact would be \$7,946.47, which is predominantly General Fund monies.

### BACKGROUND

Upon receiving a request for a waiver of costs and/or fees, staff requests placement on the City Council Agenda (Consent Calendar) and recommends denial of the waiver. A recommendation of denial eliminates the possibility of groups getting into a "beauty contest" regarding their event and why their event warrants a waiver.

After research, staff can only fine two groups to whom the City Council has granted waivers. Fees (permit fees and hourly rental fees) have been waived for several candidate forums moderated by the League of Women Voters and a one-time wavier for the San Luis Symphony (who performed several free concerts for the public). Staff was not able to find a situation where the cost of city services (personnel, police, fire, public services, etc.) was waived. In addition, in the mid 1990's, there was a reduction of costs to the Harbor Festival, however, at the time of the staff report writing, further details were not available.

The City Council has been approached a number of times for fee waivers from groups and non-profit agencies, however those requests have been denied.

### DISCUSSION

The City Staff and Harbor Festival Staff have worked to reduce the cost of services for the Harbor Festival Event in recent years, balancing an adequate level of service without under or overstaffing. Staff has attached a request letter from the Harbor Festival for additional information.

Prepared By: AL      Dept Review: \_\_\_\_\_  
City Manager Review: AL  
City Attorney Review: \_\_\_\_\_

Morro Bay Harbor Festival, Inc.



RECEIVED

NOV 29 2011

ADMINISTRATION OFFICE  
CITY OF MORRO BAY

895 Napa Ave Suite A-3  
Morro Bay, Ca 93442  
(805) 772-1155  
[www.mbhf.com](http://www.mbhf.com)  
[www.mbmusicfest.com](http://www.mbmusicfest.com)

**To:**

Mayor Bill Yates

City of Morro Bay

595 Harbor Street

Morro Bay , Ca. 93442

**From:**

Syd Carr

Interim Executive Director

VP/Secretary of the Board of Directors

Morro Bay Harbor Festival. Inc

895 Napa Ave. Suite A-3

Morro Bay, Ca. 93442

**Subject:** Services received from the City of Morro Bay for Morro Bay Harbor Festival 2011

Mr. Mayor,

Bill, it was good seeing you at the Morro Bay Merchants Association Street Faire this past weekend, I enjoyed our conversation, and I appreciate the advice you offered; thank you. As you know, the management of the Morro Bay Harbor Festival has changed, and I am now serving as the volunteer Interim Executive Director. We are currently undergoing an internal audit, and in preparing for that we received an invoice from the City of Morro Bay for the amount of \$7,946.47 for services provided by the City aiding us in the production of the Morro Bay Harbor Festival 2011. Due to several factors, including our Morro Bay Music Festival being rained out in June, we find ourselves in a rather difficult position financially, and I would like to officially request that our invoice amount for the services mentioned above could be reduced if possible.

Despite some difficulties, I feel that the MBHF lived up to it's stated purpose of increasing off-season tourism in Morro Bay, so I think the benefit to the City and all of it's businesses from our festival was obvious. Another aspect of the festival that may be overlooked is the fact that we provide support via donations to over 30 non-profit organizations that help us put on the festival. Since those donations are

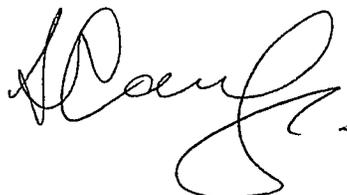
based on our net proceeds, any reduction in our expenses equates directly to increased donations to those non-profits.

I am aware that an adjustment *may not* be possible, but in my role as Executive Director I feel it is my duty to make this request. Hopefully you can aid us in this endeavor, and I look forward to hearing back from you.

---

Sincerely,

Syd Carr

A handwritten signature in black ink, appearing to read "Syd Carr". The signature is fluid and cursive, with a large initial "S" and a long, sweeping tail.



AGENDA NO: D-3  
MEETING DATE: 1-10-2012

## Staff Report

**TO:** Honorable Mayor and City Council      **DATE:** January 4, 2012  
**FROM:** Andrea K. Lueker, City Manager  
**SUBJECT:** Review of the Public Art Proposal from the Morro Bay Art Foundation for the Bus Shelter at City Park

### RECOMMENDATION

Staff recommends the City Council review the proposal from the Morro Bay Public Art Foundation to paint a mural on the City Park bus shelter, approve the project and accept the art donation.

### FISCAL IMPACT

There is no fiscal impact to the general fund as funds for the project are to come from the Regional Transit Authority, private donations and/or grant funds.

### DISCUSSION

The City Council approved a Public Art Policy at their February 27, 2006 meeting setting forth a standardized policy and procedure for the acceptance of donated artwork offered to the City that is on City owned property. Attached is a copy of the Public Art Policy.

In 2010, the City Council approved a proposal from the Morro Bay Public Art Foundation to paint a beach and ocean scene on the outside of the City Park bus shelter and an underwater scene of a giant kelp forest and fish on the inside of the bus shelter. After the Council's approval of the proposed mural, the funding for the project fell through and the Art Foundation began seeking donations to be able to complete the project.

With the recent changes to the north coast routes for the Regional Transit Authority (RTA), the agency decided to provide some funds to get the mural project re-started. In August, staff from the RTA, the Art Foundation, the San Luis Obispo Council of Governments and the City met at the bus shelter to discuss a new concept the Art Foundation wanted to pursue instead of the original beach, ocean and underwater concept that was originally approved by Council. As the new concept was a significant departure from the approved concept; staff indicated to the Art

Prepared By: <u>AKL</u>	Dept Review: _____
City Manager Review: <u>AKL</u>	
City Attorney Review: _____	

Foundation the project would have to go back through the Public Art Policy process. Attached is a description of the new art mural concept from the Morro Bay Public Art Foundation, including a rough sketch of the new design concept. In addition, the mural will be coated with an anti-graffiti coating that protects the paint from tagging and allows for easy graffiti removal. The Morro Bay Public Art Foundation will maintain the mural with an annual power wash and anti graffiti re-coating.

Pursuant to the Public Art Policy, this proposal has been reviewed and recommended to be forwarded to the City Council for final approval by both the Public Works Advisory Board and the Recreation and Parks Commission

u.w.council.staff report public art at city park bus stop 1 2012

**City of Morro Bay  
PUBLIC ART POLICY**

Approved by Morro Bay City Council on February 27, 2006

**PURPOSE**

The City of Morro Bay encourages public art on appropriate City owned property. The purpose of this policy is to set forth standardized policies and procedures for the acceptance of donated artwork offered to the City by the artist.

**DEFINITION OF PUBLIC ART**

For the purpose of this policy, public art will be artwork located in public places (indoor or outdoor) owned by the City of Morro Bay.

**REVIEW PROCEDURE**

- A. Any artist wishing to donate artwork to the City of Morro Bay must submit an application to the City Manager's office in the form attached hereto:
1. Photo, plans or model of proposed donation
  2. Technical description of the work
  3. Any special care, maintenance, mounting or display requirements
  4. Resume of the artist
  5. Statement of value of the proposed donation
- B. City staff shall review the application and supporting documentation for the proposed donation. Upon finding that the application is complete, City staff shall place the application on the agenda of all City boards and commissions for their comments. Input shall be encouraged from the Morro Bay Art Association, Morro Bay Public Art Foundation and the public at large. It shall then go to the City Council for final approval or denial.

**SELECTION CRITERIA**

- A. The City Council will consider the following criteria when considering whether to accept or reject a donation of public art.
1. The design and placement of public art will not impede pedestrian or vehicle traffic or conflict with public or private easements.
  2. Whether the artist has the necessary funds/resources to properly install, care for and maintain the donated public art.
  3. Appropriateness of the site.

**ACCEPTANCE**

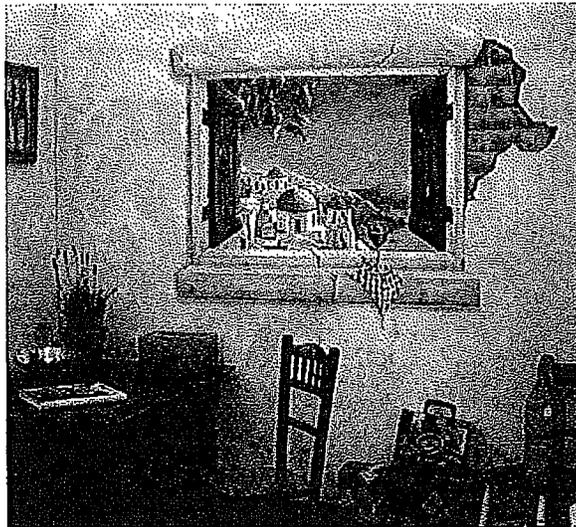
- A. If the City Council votes to accept the donated artwork, the artist shall enter into a donation agreement. Upon execution of the agreement by the artist, title of the artwork shall pass to the City.
- B. The City in its sole discretion may remove from its collection any donated artwork. In such event the City shall make reasonable efforts to contact the artist who donated the artwork and offer to return the artwork. If the artist cannot be located after reasonable efforts, or the artist declines to accept the return of the artwork, the City may determine the disposition of the artwork.

TO: Janeen Burlingame, Management Analyst

FROM: Nancy Barta, Morro Bay Public Art Foundation

After conducting a small survey at the last Art in the Park event, I came to the realization that although our local citizens loved the work of our mural artists, they were hungry for an experience that went a little beyond the seaside themes. I had been doing some research on bus stops that were getting attention as interesting public art projects and came up with the idea that making the bus stop look like a living room would be fun and a good example of the creative spirit our town has. I ran the idea by Gary Ryan and he came up with the original sketch that you were first shown.

The painting style is trompe l'oeil or "trick of the eye. An example of such a painting is shown below. It is a trick of your eyes – realistic murals that make you feel as if you're in another place! At the present time the feedback I get from the riders is that they feel as though they are sitting in a prison cell.



RECEIVED

OCT 25 2011

City of Morro Bay  
Public Services Department

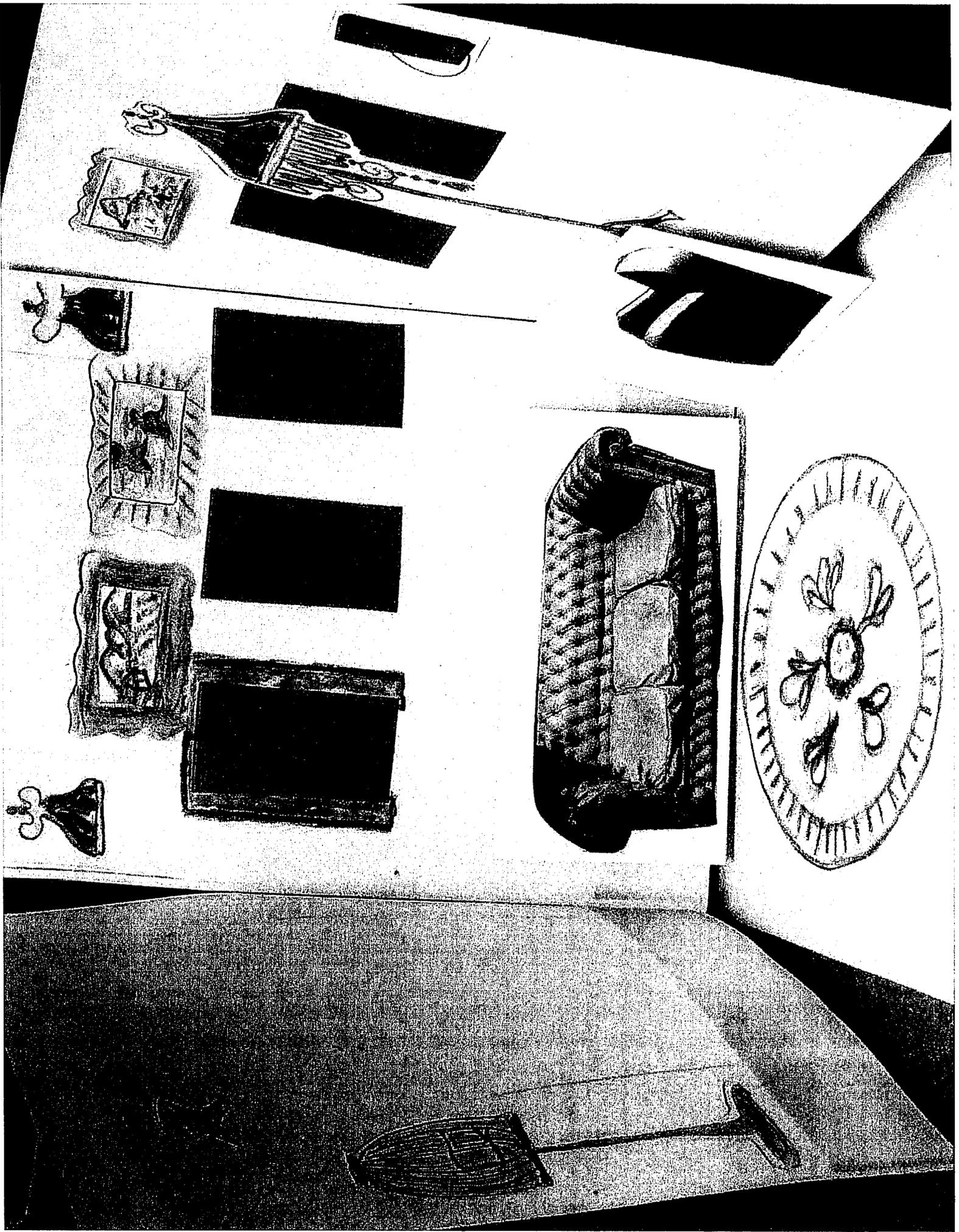
The above is a sample of a trompe l'oeil painting. Looks very realistic.

We would like to leave the outside of the building as is to blend in with the other building in the park.

We would like to paint the walls so that you feel as though you are sitting in a living room. The walls would have objects i.e. paintings on the wall, floor lamp, bird cage, and sconces, and floor rug.. We have met with an artist who works in Ferro cement and can make custom benches that look like a leather couch and chair. He was recommended by SLO Art Center.

When we spoke with the bus company we discussed consolidating the signs and placing them outside the bus stop under the eave. In addition, the windows really need to be replaced. We have tried a sample re-surfacing and it quickly looked as bad as the rest of the windows. We can do a painted effect on the existing windows, but frankly they are worn out.

If you have any questions, please call Nancy Barta, 772-0250.





AGENDA NO: D-4

MEETING DATE: 1-10-2012

## Staff Report

**TO:** Honorable Mayor and City Council

**DATE:** January 4, 2012

**FROM:** Andrea K. Lueker, City Manager

**SUBJECT:** Review of the Public Art Proposal from the Central Coast Women for Fisheries for a Sculpture Project to be Located at the Morro Rock Target Rock Area

### RECOMMENDATION

Staff recommends the City Council review the proposal from the Central Coast Women for Fisheries (CCWF) for a sculpture project to be located in the Target Rock area, approve the project and accept the art donation.

### FISCAL IMPACT

The stated value of the sculpture, including installation, is \$107,000. The overall fiscal impact is unknown at this time as maintenance would likely include quarterly washing and waxing. These tasks could be performed by volunteers at no cost to the City or performed by City crews.

### DISCUSSION

The City Council approved a Public Art Policy at its February 27, 2006 meeting setting forth a standardized policy and procedure for the acceptance of donated artwork offered to the City that is on City owned property.

The proposed location for the sculpture is in the Target Rock area which was designated as part of the Northern Embarcadero Coleman Improvement Project. This project was reviewed by the Recreation and Parks Commission, Harbor Advisory Board and City Council in early 2008. The City Council initially reviewed and approved a conceptual proposal from the CCWF to place a memorial sculpture in the area of the Harbor entrance in April 2008. Since that time, the CCWF has been working on fund-raising for the project and selected sculpture and artist Elizabeth McQueen to work with them on design and creation of the sculpture.

Prepared By: AKL

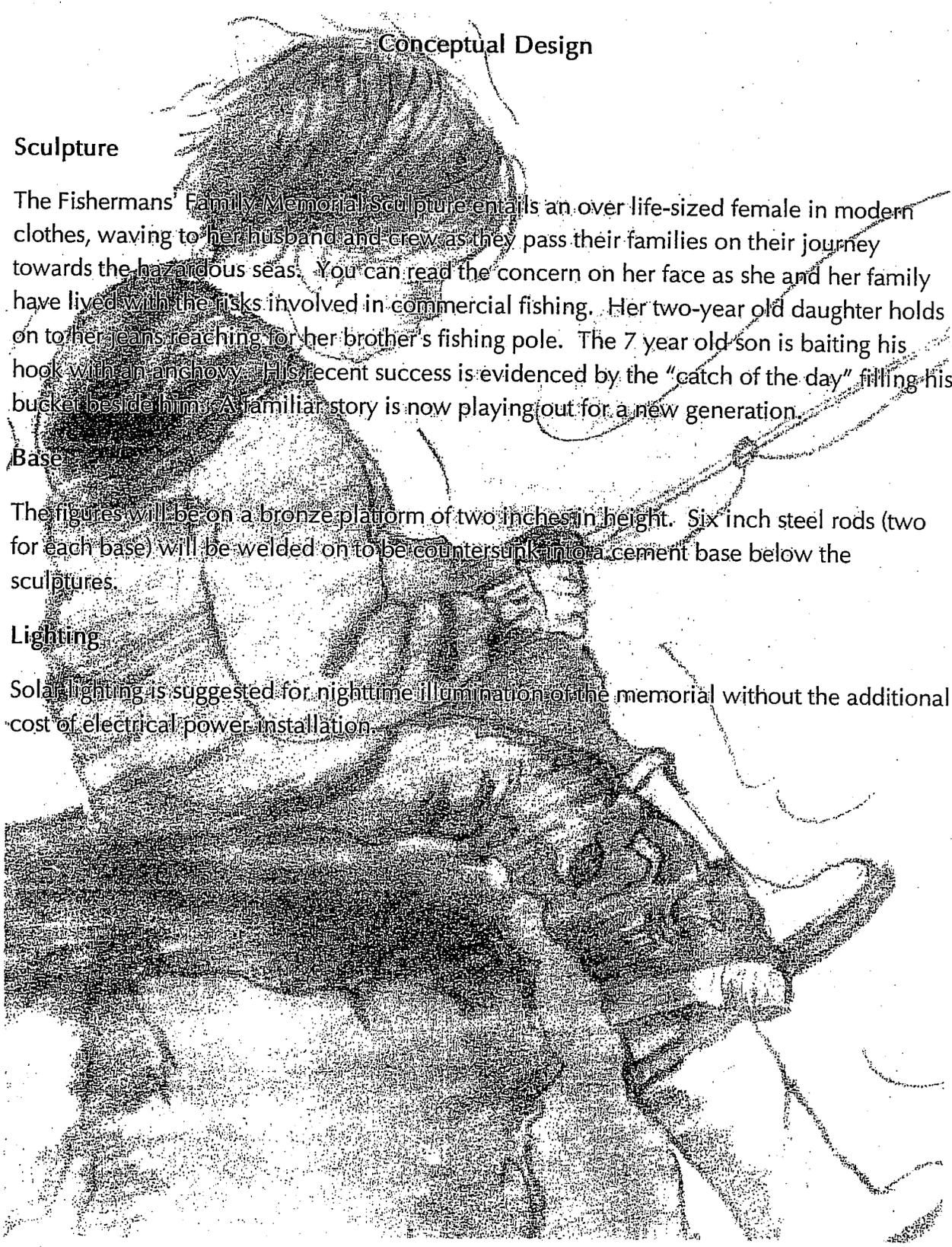
Dept Review: \_\_\_\_\_

City Manager Review: AKL

City Attorney Review: \_\_\_\_\_

Pursuant to the Public Art Policy, this proposal has been reviewed and recommended to be forwarded to the City Council for final approval by both the Harbor Advisory Board and the Recreation and Parks Commission.

u.w.council.staff report public art sculpture at target rock 1 2012



## Conceptual Design

### Sculpture

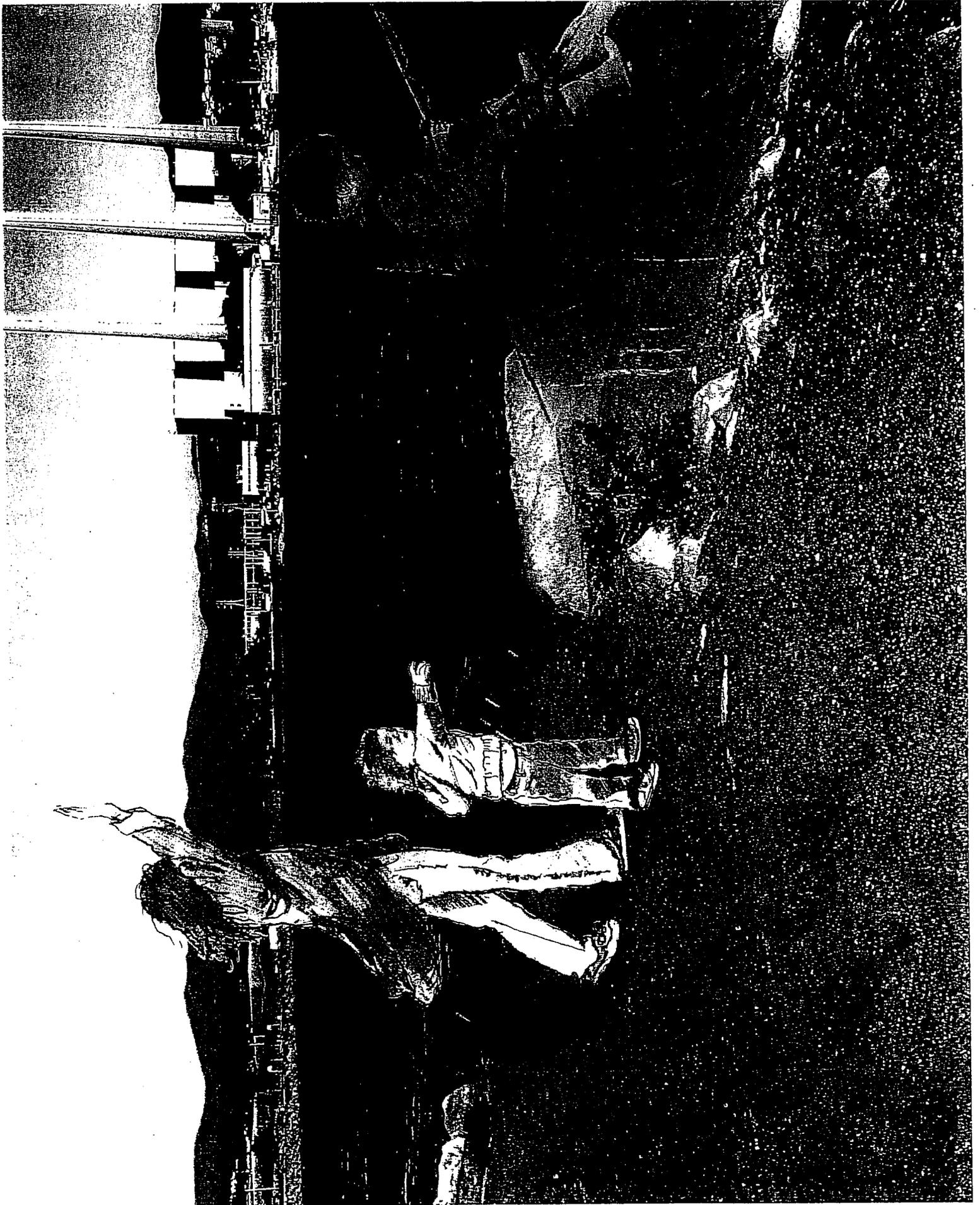
The Fishermans' Family Memorial Sculpture entails an over life-sized female in modern clothes, waving to her husband and crew as they pass their families on their journey towards the hazardous seas. You can read the concern on her face as she and her family have lived with the risks involved in commercial fishing. Her two-year old daughter holds on to her jeans reaching for her brother's fishing pole. The 7 year old son is baiting his hook with an anchovy. His recent success is evidenced by the "catch of the day" filling his bucket beside him. A familiar story is now playing out for a new generation.

### Base

The figures will be on a bronze platform of two inches in height. Six inch steel rods (two for each base) will be welded on to be countersunk in a cement base below the sculptures.

### Lighting

Solar lighting is suggested for nighttime illumination of the memorial without the additional cost of electrical power installation.





AGENDA NO: D-5

MEETING DATE: 1/10/2012

## Council Report

**TO: CITY COUNCIL                      DATE: January 4, 2012**  
**FROM: MAYOR WILLIAM YATES**  
**SUBJECT: APPOINTMENT OF VICE-MAYOR AND APPOINTMENT OF REPRESENTATIVES ON DISCRETIONARY BOARDS, COUNCIL LIAISON ASSIGNMENTS AND COUNCIL SUB-COMMITTEES**

**RECOMMENDATION:**

Approve City Council member appointments for calendar year 2012.

**DISCUSSION:**

As per Council Policies and Procedures, Nancy Johnson is appointed Vice Mayor for calendar year 2012. In addition, attached are the City Council appointments to Discretionary Boards, Council Liaison Assignments and Council Sub-Committees for calendar year 2012.

<b>Prepared By:</b> <u>BYates</u>	<b>Dept Review:</b> _____
<b>City Manager Review:</b> _____	
<b>City Attorney Review:</b> _____	

## **CITY COUNCIL DISCRETIONARY APPOINTMENTS (2012)**

### **INTEGRATED WASTE MANAGEMENT AUTHORITY**

Carla Borchard	Designee
Nancy Johnson	Alternate

### **COUNTY WATER RESOURCES ADVISORY COMMITTEE**

Noah Smukler	Delegate
City Manager (or her designee)	Alternate

### **SAN LUIS OBISPO REGIONAL TRANSIT AUTHORITY (SLORTA) & SAN LUIS OBISPO AREA COORDINATING COUNCIL (SLOCOG)**

Bill Yates	Delegate
Carla Borchard	Alternate

### **CMC CITIZENS' ADVISORY COMMITTEE (2-year term)**

Carla Borchard	Member
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### **AIR POLLUTION CONTROL DISTRICT**

Noah Smukler	Member
William Yates	Alternate

### **COMMUNITY ACTION PARTNERSHIP OF SAN LUIS OBISPO COUNTY, INC. (formerly EOC) - (3-year term)**

Nancy Johnson	Member
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### **ECONOMIC VITALITY CORPORATION**

Nancy Johnson	Member
George Leage	Alternate

### **NATIONAL ESTUARY PROGRAM**

Noah Smukler	Member
Carla Borchard	Alternate

### **CITY SELECTION COMMITTEE (as needed)**

Bill Yates	Member
Noah Smukler	Alternate

### **LEGISLATIVE DELEGATE (as needed)**

Bill Yates	Member
Noah Smukler	Alternate

