

MINUTES

JOINT GONZALES CITY COUNCIL & REDEVELOPMENT AGENCY
REGULAR MEETING
AUGUST 16, 2010
6:00P.M.

CALL TO ORDER

Mayor Orozco called the meeting to order at 6:00pm.

PLEDGE OF ALLEGIANCE

Fairview Middle School students lead the flag salute.

1. ROLL CALL-

CITY COUNCIL AND REDEVELOPMENT AGENCY MEMBERS PRESENT:

Mayor Pro Tem Scott Funk, Matt Gourley, Liz Silva, Jose G. Lopez, and Mayor Maria Orozco.

STAFF PRESENT:

City Manager René L. Mendez, City Attorney Michael F. Rodriguez, Interim Community Development Director Bill Farrel, Administrative Specialist/Deputy City Clerk Mary Villegas, Recreation Coordinator/Administrative Analyst Sara Papineau-Brandt, Building Official/Fire Marshal Michael Lechman, Public Safety Director Paul Miller, Public Works Director Carlos Lopez, and Emergency Services Director/Special Projects Analyst Harold Wolgamott.

* Redevelopment Agency Item

PRESENTATIONS

Mayor Orozco moved item #4 to the beginning of the presentations.

4. Environmental Leadership Academy by Sara Papineau and Maury Treleven

Recreation Coordinator Papineau reported that 15 students participated in the first Environmental Leadership Academy put on by the City and the Gonzales Grows Green movement. She informed that these students would be participating in an Environmental Leadership Club at Fairview Middle School. She introduced Antonio Lipa who talked about what they did, learned, and the places they visited.

Mayor Orozco thanked Recreation Coordinator Papineau and Maury Treleven for doing a great job with the academy. She was very impressed with the answers she received when she went to see what they were doing. She also thanked the parents for their time and efforts.

Recreation Coordinator Papineau added that Fairview School was doing zero waste lunches now and La Gloria did it last year.

The students presented the Council with Environmental Leadership Academy shirts.

Mayor Orozco presented certificates to the students.

2. Salinas Valley Enterprise Zone by Andy Myrick

Andy Myrick, Salinas Valley Enterprise Zone Manager, updated the Council on the benefits of the Enterprise Zone. He went over what the Enterprise Zone Program such as background, area map, issuance of vouchers, marketing of Zone, synchronist software, expansion to Castroville, cold-contact marketing of the Enterprise Zone, targeted marketing efforts, and more media exposure.

Mayor Orozco asked him what the plans were for inserting brochures with the business license renewals.

Mr. Myrick answered this was his goal for next year.

Mayor Orozco asked about media exposure.

Mr. Myrick responded that they would be doing public service announcements and press releases. He also said they had money set aside in their budget to pay for TV or radio.

City Manager Mendez added there was some contact last year by way of letters to all the businesses pertaining to the Enterprise Zone Program.

3. Gonzales Wine Visitor Center by Sanjay Lanka

City Manager Mendez reported that staff prepared a summary of the efforts that had started with California State University Monterey Bay, as well as with Monterey County Vintners & Growers Association Executive Director Rhonda Motil regarding the wine industry.

Sanjay Lanka, California State University Monterey Bay Faculty, stated that in his marketing class, he had about 8 or 9 groups that worked on different marketing plans related to the City of Gonzales and the Mo. Co. Vintners Association. He said this presentation consisted of two of the projects that they had picked as a starting point. He told the Council that based on their feedback, and if they liked what they were doing, they would keep doing it. He added that the goal was to have a discussion with the City Council and see how they could implement some of these ideas.

Carolyn Prater and Paul Fuller, CSUMB Students, presented the Marketing Plan for the Gonzales Wine Visitor Center. The plan included the Introduction and Challenges, the Solution, Customer Analysis, Competitors, SWOT and PEST Analysis, and Marketing Strategy.

Councilmember Silva asked if this visitor center had any club promotion that would feature the County's wines like most of the wineries did.

Mr. Fuller responded that it would be the concept that it would be tied with all the wineries.

Mayor Orozco mentioned there was a need of having a brochure with information at the gas station since there had been a lot of inquiries as to directions and locations of wineries. She thanked them for the presentation.

Mr. Lanka stated that anyone who wanted to go wine tasting usually wanted to spend the night, and one of the challenges in this area was not having a place for people to stay. So the complimentary project that another group of students was going to present was about an Inn and Spa.

Mayra Martinez, CSUMB Student, presented the River Road Inn and Spa Marketing Plan developed by five students. The Plan included the Product; Challenge; Customer and Company Analysis; SWOT and PEST Analysis; Price, Place and Promotion of the product; and Budget.

Mayor Orozco asked Mr. Lanka what the next class would be on this.

Mr. Lanka responded that the next step with some of these projects was to try to talk to some investors in the area. He believed that we could work with these projects in partnership between the City and the Monterey County Vintners & Growers Association. He hoped to get some of these projects started and bring immediate employment in terms of construction activity and long term sales tax revenues to the City. He asked for the Council's feedback in the future about other projects they wanted the students to do.

Mayor Orozco thanked him and believed this would be a great benefit to the students and the City.

BUSINESS FROM THE PUBLIC

5. Liz Modena, GUSD Superintendent, and Mr. Velasquez announced that this Saturday, they would be opening the Joint Use Gym and the Rotary Club would be barbecuing. They informed that they would break in the new gym by getting the High School Volleyball teams to play. They added that it was scheduled at 12:00pm and Mayor Maria Orozco and Board President Danny Avalos would do the honors, cut the ribbon, and then have a tour while the game was happening. They thanked the City for their support.

Linda Serrano, Gonzales Resident, as the first day of school today, Fairview School was a mess. She said there were cars in the intersection blocking, people not following direction, busses were having a hard time, and kids were everywhere. She asked something to be done before something bad happens. She believed we all needed to work together as a group effort with parents, City, and the School District. On another note, she announced that the Music Program was having a Car Wash this weekend as a fundraiser.

Paul Guzman, 589 Belden Street, on behalf of the American Legion Post 81, he asked anyone who was currently in the service or had served before to join the American Legion which was a very important group that helped support the veterans. He announced that they were down to 42 members and needed people to help and to be active. He noted they met the third Wednesdays of every month at 8:00pm.

Nina Beety, Monterey Resident, commented that PG&E Wireless Smart Meters and their infrastructure were coming to Monterey County and the first place they were stopping was in the Salinas Valley communities. She stated that PG&E was replacing all existing gas and electric meters with wireless transmitting smart meters. She informed that these meters had enormous problems and issues such as unreliability, overbilling, ability for PG&E to remotely disconnect power, privacy of personal energy data, risks to national electrical grid security, risks of hacking, interference with ground fault interrupters, incompatibility with solar arrays, cost to the taxpayer, and health and safety risks. She mentioned she was electric sensitive and 3 percent of the population was severely electric sensitive. She handed out information about these meters and what other cities were doing. She urged the Council to investigate these meters and to take action before they came to the community.

Richard Vasquez thanked everyone for their hard work with the Music Festival. He stated that overall, the festival was a success as far as different businesses making money, and people selling parking spots in their front lawn. He said that there was one thing that went wrong. He mentioned that on Sunday, there were about 3,000 people for the Latin music day, but there were only 1,400 tickets sold, so there were a lot of people that went in for free. He added that with Rutilia's help, they were able to get a \$20,000 personal check cashed to pay for Ramon Ayala so the event would go on. He said that the money that was generated from the door was going to a scholarship fund in his brother's name and wanted to keep that going. He asked the Council for the use of a facility, either the same place as the festival, the new gym, or any other place so he can do a Latin dance on October 10th for so he can generate the money to go back in the account to continue giving scholarships. He concluded that they had learned a lot from this event and hoped this could go on since even people from out of town enjoyed it.

CONSENT AGENDA

- 6. Approve the July 19, 2010 Joint City Council and Redevelopment Agency Minutes
- * 7. Approve RDA Accounts Payable Warrants #1085 - 1089
- 8. Approve City Accounts Payable Warrants #25582 – 25718
- 9. Approve City Accounts Payable Warrants #25590 & 25655 – Matt Gourley
- 10. Departmental Activity Reports
 - a. Planning Department
 - b. Public Safety Department
 - c. Recreation Department
- 11. Consider Approval of Resolution No. 2010-58, A Resolution of the City Council of the City of Gonzales Rescheduling the City Council Meeting of September 6, 2010 to September 7, 2010 in Observance of the Labor Day Holiday
- * 12. Consider Approval of Resolution No. R-2010-02, A Resolution of the Gonzales Redevelopment Agency Accepting Completion of the Police Emergency Services Building and Filing a Notice of Completion
- 13. Consider Approval of Resolution No. 2010-60, A Resolution of the City Council of the City of Gonzales Approving the Application for Grant Funds for the Sustainable Communities Planning Grant and Incentives Program Under the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006 (Proposition 84)
- 14. Consider Approval of a Lease Agreement Between the City of Gonzales and the Gonzales Medical Group

Councilmember Gourley abstained from consent agenda item 9 due to conflict of interest.

Action: Mayor Pro Tem Funk made a motion to approve the consent agenda items. Councilmember Lopez seconded the motion. Approved by vote; all ayes. Councilmember Gourley abstained from item 9.

REGULAR AGENDA

15. Request for Co-Sponsorship for the Chamber of Commerce End of Summer Car Show & Cruise in the Downtown Area to be Held September 18, 2010

City Manager Mendez presented the staff report.

Public Comment: There was none.

Action: Councilmember Gourley made a motion to co-sponsor the event with the Chamber of Commerce. Councilmember Silva seconded the motion. Approved by vote; all ayes.

16. Consider Approval of Resolution No. 2010-57, A Resolution of the City Council of the City of Gonzales Authorizing Submission of an Application to the California State Department of Housing and Community Development for Funding Under the HOME Investment Partnerships Program

Interim Community Development Director Farrel presented the staff report.

Public Comment: There was none.

Action: Councilmember Gourley made a motion to adopt Resolution No. 2010-57. Councilmember Lopez seconded the motion. Approved by vote; all ayes.

17. **Public Hearing** to Introduce, Waive Reading and Read by Title Only Ordinance No. 2010-66, An Ordinance of the City Council of the City of Gonzales Adopting Zoning Ordinance Amendment ZOA 2010-03 Amending Gonzales Municipal Code Title 12, Chapter 12.56, Chapter 12.84 and Adding New Chapter 12.86 to Establish Modified Land Use Regulations and a New Zoning District Within the Existing Downtown Mixed Use Zone Area (Waiver of First Reading/Read by Title Only)

Interim Community Development Director Farrel presented the staff report.

Mayor Orozco opened the public hearing at 7:36pm.

Public Hearing: No comments came forward.

Being there no comments from the public, Mayor Orozco closed the public hearing at 7:36pm.

Action: Councilmember Gourley made a motion to introduce, waive reading and read by title only Ordinance No. 2010-66. Mayor Pro Tem Funk seconded the motion. Approved by vote; all ayes.

18. **Public Hearing** to Introduce, Waive Reading and Read by Title Only Ordinance No. 2010-67, An Ordinance of the City Council of the City of Gonzales Approving ZOA 2010-04 and Amending Gonzales Municipal Code Title 12, Chapter 12.56.040 to Implement Various Programs of the Gonzales Housing Element (Waiver of First Reading/Read by Title Only)

Interim Community Development Director Farrel presented the staff report.

Mayor Orozco opened the public hearing at 7:37pm.

Public Hearing: No comments came forward.

Being there no comments from the public, Mayor Orozco closed the public hearing at 7:37pm.

Action: Councilmember Gourley made a motion to introduce, waive reading and read by title only Ordinance No. 2010-67. Councilmember Silva seconded the motion. Approved by vote; all ayes.

19. Continued **Public Hearing** to Introduce, Waive Reading and Read by Title Only Ordinance No. 2010-68, An Ordinance of the City Council of the City of Gonzales Approving ZOA 2010-05 and Amending Gonzales Municipal Code Title 12, Chapter 12.112.110 to Provide for Installation or Repair of Street Improvements by Abutting Property Owners (Waiver of First Reading/Read by Title Only)

Interim Community Development Director Farrel presented the staff report.

Mayor Orozco opened the public hearing at 7:39pm.

Public Hearing: (Continued from June 21, 2010). No comments came forward.

Being there no comments from the public, Mayor Orozco closed the public hearing at 7:39pm.

Action: Councilmember Gourley made a motion to introduce, waive reading and read by title only Ordinance No. 2010-68. Councilmember Lopez seconded the motion. Approved by vote; all ayes.

20. Continued **Public Hearing** to Introduce, Waive Reading and Read by Title Only Ordinance No. 2010-69, An Ordinance of the City Council of the City of Gonzales Approving ZOA 2010-06 and Amending Gonzales Municipal Code Title 12, Chapter 12.112.020 B. 4 to Eliminate the Requirement that a Property Owner Requesting to Construct a Secondary Dwelling Unit Must Reside on the Property (Waiver of First Reading/Read by Title Only)

Interim Community Development Director Farrel presented the staff report.

Mayor Orozco opened the public hearing at 7:40pm.

Public Hearing: (Continued from June 21, 2010). No comments came forward.

Being there no comments from the public, Mayor Orozco closed the public hearing at 7:40pm.

Action: Mayor Pro Tem Funk made a motion to introduce, waive reading and read by title only Ordinance No. 2010-69. Councilmember Silva seconded the motion. Approved by vote; all ayes.

BUSINESS FROM CITY COUNCIL

21. Oral Communication

Councilmember Silva congratulated the Spartan Club for what she thought was a fantastic Summer Festival and she did not know they had ran into any kind of issues. She said she noticed a lot of former classmates dancing to the Gonza Boys, and she enjoyed their music. On another note, she sent kudos everyone who participated in the inaugural event of the half marathon last weekend. She said it was down River Road so it brought notice to Gonzales for the wine corridor. She thanked the sponsors and participants. She reminded everyone to be careful when driving and reminded the kids to be careful when crossing the streets. She announced the Monterey County Fair which changed this year to September 1st – 6th. She said she wanted to see everyone supporting the kids as they brought their projects to fruition.

Mayor Pro Tem Funk thanked everyone for supporting the Summer Festival, especially City staff for making the City proud. He indicated that it was a great event and there were some opportunities for next year to improve upon.

Councilmember Gourley asked if staff was currently doing anything stronger than before about the house that was across the street from the Catholic Church, which we had been battling with for the last five years. He believed the City had been doing due diligence by following up with letters and requests, but he felt we needed more government this time since it was sever blight in the middle of the neighborhood.

City Manager Mendez indicated that staff had been working on that issue for a number of years.

Emergency Services Director Wolgamott stated that he spoke to the property representative today about it. He said staff believed it would be out of probate within the next two weeks and up for sale. He added that the representative would give him more information tomorrow.

Mayor Orozco mentioned that the Summer Festival was a great event and thanked staff for all their work. She asked the City Manager to work with Chief Miller to address the comments brought up by the members of the public regarding the flow of traffic at the schools and to bring back information, as well as let Ms. Serrano know what staff came up with.

City Manager Mendez said that staff would revisit the item again.

Councilmember Gourley believed it was said that we would have some officers out there for the first couple of days of school.

Police Chief Miller responded that they were out there this morning and everything went smoothly, but in the afternoon they had an arrest and a medical emergency that did not allow officers to get out there.

City Manager Mendez informed that the plan was to be out there, which was the expectation this week, but they had that this afternoon, so it was hard to deploy. He indicated that they were out there this morning and kept everything moving forward. He added that there were a lot of parents today because it was first day of school, but the plan is to be out there this week.

BUSINESS FROM CITY MANAGER

22. Oral Communication

City Manager Mendez reminded the Council about the Special Meeting this Wednesday at 5:00pm. He thanked the Council for their patience with tonight's long meeting but believed the presentations were very informative.

Mayor Orozco mentioned the presentations were very informative and thanked staff for putting them together for the Council.

**** BUSINESS FROM EXECUTIVE DIRECTOR***

23. Oral Communication

There was none.

Department Head Updates

Special Projects Analyst Wolgamott reported on the slough water drainage.

Public Works Director Lopez reported on the Slurry Seal Project, as well as the Central Park Playground Equipment Project. He also reported on the replacement of some street lights.

Councilmember Silva asked him if they would be replacing the lights with energy efficient lights.

Public Works Director Lopez responded yes.

Police Chief Miller reported on the first joint operation of the CalGrip Grant.

Recreation Coordinator Papineau reported about the Adult Softball Championships this Saturday. She also reported that Robs Run would be October 10th.

ADJOURNMENT

Councilmember Gourley made a motion to adjourn the meeting in honor of previous Councilmember/Mayor Pro Tem Lou Garcia who passed away and had served the City very well. Councilmember Silva seconded the motion. Approved by vote; all ayes.

The Joint City Council and Redevelopment Agency meeting was adjourned at 7:57pm.

ATTEST:



René L. Mendez, City Clerk