

## MINUTES

### SPECIAL WORKSHOP MEETING

**CITY OF IMPERIAL BEACH  
CITY COUNCIL  
PLANNING COMMISSION  
PUBLIC FINANCING AUTHORITY  
HOUSING AUTHORITY  
IMPERIAL BEACH REDEVELOPMENT AGENCY SUCCESSOR AGENCY**

**JULY 11, 2012 – 6:00 P.M.**

**Community Room (Behind City Hall)  
825 Imperial Beach Boulevard  
Imperial Beach, CA 91932**

#### **CALL TO ORDER BY MAYOR**

MAYOR JANNEY called the Special Workshop Meeting to order at 6:10 p.m.

#### **ROLL CALL BY CITY CLERK**

Councilmembers present:	Bilbray, King, Bragg
Councilmembers absent:	None
Mayor present:	Janney
Mayor Pro Tem present:	Spriggs

#### **PUBLIC COMMENT**

DERIC FERNANDEZ spoke in support of infrastructure improvements along Seacoast Drive, particularly pedestrian scale street lighting. He asked the experts to comment on the impacts pedestrian scale street lighting has on safety, property values and the potential for business investment and improvements.

#### **REPORTS**

##### **1. DISCUSSION ON CITY FISCAL SUSTAINABILITY AND ECONOMIC DEVELOPMENT. (0100-10)**

ASSISTANT CITY MANAGER WADE introduced the following panelists:

- Gerald M. Trimble, Managing Principal, Keyser Marston Associates, Inc.
- Sherman D. Harmer, Jr., President, Urban Housing Partners
- Stephen M. Haase, Senior Vice President, Forward Planning, Baldwin & Sons
- Brett Miller, Chief Executive Officer, Eat Drink and Sleep
- Linville C. Martin, Real Estate Broker/Consultant – specializing in leasing and retail

and gave a PowerPoint presentation on the item.

ALLISON ROLFE, Project Manager for Pacifica Companies, asked the panel what can be done to rebrand Imperial Beach.

ROBIN CLEGG spoke about the lack of good restaurants and retail businesses along Seacoast Drive. She suggested that office spaces be located upstairs with retail businesses located downstairs.

BOB MILLER expressed concern about a gap between the opening of the new hotel and improvements to existing local businesses. The Seacoasters Group is working with local businesses to encourage them to make exterior and interior improvements. He spoke of the need to offer hotel guests a nighttime atmosphere and a reason to return to Imperial Beach.

City Council, along with City Staff and panelists discussed many ideas about economic development and came up with the following list of ideas:

1. Without redevelopment, non-governmental stakeholders will need to do more through special districts
2. Adopt commercial zoning and then explore amendments about height and other changes. What other zoning changes can be done to encourage development?
3. Growing property taxes is slow, but let's look into the possibility of New Market Tax Credits.
4. Work with small businesses to retain and improve their businesses.
  - a. Meet with Chamber, BID and others to see what they believe would improve their businesses as well as hindrances that we could reduce.
  - b. Learn more about the "Go Local" programs in Santa Rosa and Bellingham. Copy what we like.
5. Review city regulations, simplify and reduce them.
6. Ask Seacoast property owners if they want to create an assessment district for lighting, street and sidewalk cleaning, landscaping, public safety, and anything else.
7. Are there realistic ways to simplify and reduce building codes without harming the public's safety?
8. Assign staff to high priority projects to make sure they happen as quickly as possible.
9. Seek Council's early comments on projects so developers can receive feedback.
10. How to best let developers know that we're interested in public-private partnerships to make things happen?
  - a. Marketing, personal outreach—knock on doors
  - b. List all the tools we can that may prove helpful
11. Learn more about infrastructure districts and how the pending legislation may affect them.
12. Streamline entitlement process—explain how the program EIR works and again let the world know we have it.
13. How can we make the pedestrian experience more pleasant and fun in certain areas?
14. How best to market?
  - a. To outside developers and businesses
  - b. To the general public about Imperial Beach
  - c. To businesses in Imperial Beach

Who should be responsible for marketing? The Chamber? The BID? Other coalition of businesses?

What coalitions can be formed around the many opportunities—bicycling, hiking, nature walks, ocean, the bay, the new hotel, Seacoasters, horseback riding.

What organizations to involve in addition to the Chamber and BID—Seacoasters, the YMCA—Camp Surf, the Port's activation program, Seacoast Inn—Pacifica, Estuary staff, sailing and kayaking along the Strand, horse stables, Farmers Market, entertainment groups—who/what else?

15. Programming of events—see # 14 ideas
  - a. How can we simplify our processing of events, make it less costly and much faster?
16. Explore the feasibility of waiving development fees as well as make sure they cover impacts of development.
17. Finish survey of properties that present opportunities for development.
18. Contact property owners identified under #17. Work with them individually and well as in groups for assembly of land so it's more likely to be developed. Link property owners to potential developers.

19. Issues RFPs for property owners willing to partner with developers.
20. Signage: wayfaring signs, flags, banners. This is something that could be done through an assessment district.
21. Music events/ concerts—This goes with the programming/marketing actions.
22. Close the gap of quality and service between the new hotel and its surroundings. How? Must involve business people in the vicinity, Chamber and BID.
23. Let's get a map of the BID boundaries.
24. Explain how BID can work to promote its businesses.
25. How can the Chamber and BID be strengthened or create alternative organizations.
26. Can business unite to offer discount coupons through the hotel and each other?
27. How to make the hotel a hub of community and business activity? How to unify work and cooperation among the estuary, Camp Surf, the hotel, Sports Park, the Port, Bicycle Village, the Chula Vista Nature Center, and other South Bay activities. Also need to link to other San Diego activities such as SeaWorld, Old Town, the Zoo, Balboa Park, Safari Park, etc..
28. How to breakdown the psychological and physical distance between IB and the San Diego region?
29. How to link more with Tijuana and points south?
30. Neighborhoods—what incentives can we create to continue to improve neighborhoods?
  - a. Home improvement loans available to people of all incomes, energy efficiencies
  - b. Trees along parkways and on properties
  - c. Maintain high quality streets and sidewalks
  - d. Can we, should we re-energize neighborhood associations to do more for themselves?
  - e. Alley paving special districts.
  - f. Landscaping, lighting districts
31. In terms of “commercial neighborhoods”
  - a. Along Palm Ave-
    - i. Work with vacant property owners—Burger King, automotive parts place, Marissa's site, other properties identified on map.
    - ii. What can be done at Bernardo Shores and El Camino sites?
    - iii. Continue work to make Sudberry development happen
    - iv. Jim Algert's trailer park?
    - v. Other properties on Old Palm
  - b. Seacoast Drive
    - i. What are the businesses willing to do to help themselves?
    - ii. Mundt property
    - iii. Port properties and properties adjacent to Port property—bring owners together to create more value, investments and development
    - iv. Would Pacifica be interested in working with properties across the street?
  - c. Bayfront
    - i. Continue work to make Bicycle Village happen
    - ii. Pond 20
    - iii. Bernardo Shores/ El Camino
    - iv. Work with Port, federal and state agencies to get water access from IB to the Bay

