

## MINUTES

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

OCTOBER 12, 2011

WORKSHOP – 6:00 P.M.

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

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

MAYOR JANNEY called the Workshop meeting to order at 6:00 p.m.

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

Councilmembers present:	King, Bragg, Spriggs
Councilmembers absent:	None
Mayor present:	Janney
Mayor Pro Tem present:	Bilbray
Staff present:	City Manager Brown, City Attorney Lyon, City Clerk Hald, Finance Director McGrane, Community Development Director Wade, Public Works Director Levien, Public Safety Director Clark, Human Resources Manager Leichtle

### **PUBLIC COMMENT**

None.

### **REPORTS**

MAYOR JANNEY changed the order of the items to be discussed to ensure enough time to discuss the budget, economic opportunities along Seacoast Drive and housing.

## **2. BUDGET REVIEW**

FINANCE DIRECTOR MCGRANE gave a Power Point presentation on the budget for Fiscal Year 2010-11, the potential impacts from the elimination of the Redevelopment Agency, an overview of the economy as it relates to property tax revenues, interest rates and PERS earnings, and he summarized the efforts towards a budget savings of over \$500,000.

In response to City Council's concerns about the budget, CITY MANAGER BROWN stated that he will return to City Council early next year with a list of cost saving measures as well as a list of revenue enhancement ideas.

## **1. CAPTURING ECONOMIC OPPORTUNITIES ALONG SEACOAST DRIVE**

COUNCILMEMBER SPRIGGS spoke about the need to focus on Seacoast Drive as a major source of revenue generation.

PUBLIC WORKS DIRECTOR LEVIEN gave a Power Point presentation on Seacoast Drive improvement projects.

BOB MILLER spoke in support for meeting with property owners and business owners on improving the neighborhood around the new hotel as soon as possible (he submitted a letter that was provided as last minute agenda information).

In response to concerns of City Council about capturing economic opportunities along Seacoast Drive, staff will return to City Council with renderings of development opportunities along Seacoast Drive. City Council discussed creating a work plan on how to capture opportunities created by the new hotel, sending letters to and meeting with business owners and property owners to discuss ways to improve the neighborhood around the new hotel, seeking funding from the Port of San Diego for projects, reviewing/reprioritizing the CIP, cleaning up the sidewalks, improving law enforcement, inspiring investments, promoting the City through marketing efforts, encouraging the cleanup of dog waste and contacting the City of La Mesa about holding a joint meeting with a consultant about possible economic opportunities relating to nightlife.

#### **4. HOUSING**

CITY MANAGER BROWN reviewed a diagram showing \$1.1 million in funding for the Housing Program and he noted that staff will return to City Council for formal action on how to allocate the funds.

#### **6. ZONING CODE CHANGES**

COMMUNITY DEVELOPMENT DIRECTOR WADE gave an update report on the zoning code changes. He anticipated circulation of the Environmental Impact Report by the end of the year with approval of the zoning code changes by City Council in February or March.

#### **3. PARTNERSHIPS TO REDUCE CRIME IN RENTAL UNITS**

PUBLIC SAFETY DIRECTOR CLARK reported that of the 1,768 residential rental properties in Imperial Beach, 11 have high calls for service. Staff, along with property owners, tenants and property management companies, will work voluntarily to solve problems. If compliance becomes a problem, staff will return to City Council with an ordinance.

#### **5. SOCIAL MEDIA**

CITY MANAGER BROWN announced the City will launch a new Twitter page once a social media policy is in place.

#### **7. GENERAL COMMENTS ON OTHER TOPICS OF INTEREST**

None.

#### **ADJOURNMENT**

MAYOR JANNEY adjourned the meeting at 8:35 p.m.

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/s/  
James C. Janney, Mayor

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/s/  
Jacqueline M. Hald, MMC  
City Clerk