

MINUTES - MORRO BAY CITY COUNCIL  
SPECIAL MEETING – MARCH 1, 2019  
VETERANS MEMORIAL HALL  
209 SURF STREET – 4:00 P.M.

AGENDA NO: A-2  
MEETING DATE: April 9, 2019

PRESENT:	John Headding Dawn Addis Robert Davis Jeff Heller Marlys McPherson	Mayor Council Member Council Member Council Member Council Member
STAFF:	Scott Collins Dana Swanson Rob Livick Scot Graham Steve Knuckles Eric Endersby Rick Catlett Jennifer Little Kirk Carmichael	City Manager City Clerk Public Works Director Community Development Director Fire Chief Harbor Director Acting Police Commander Tourism Manager Recreation Services Manager
FACILITATOR:	Garret Olson	

ESTABLISH QUORUM AND CALL TO ORDER  
<https://youtu.be/3tFlwqqgYzc?t=22>

Mayor Headding established a quorum and called the meeting to order at 4:00 p.m. with all members present.

PLEDGE OF ALLEGIANCE

SPECIAL MEETING AGENDA ITEMS:

- I. INTRODUCTION AND OVERVIEW OF CITY COUNCIL'S STRATEGIC PLANNING PROCESS  
<https://youtu.be/3tFlwqqgYzc?t=181>
- II. STATUS UPDATE ON EXISTING GOALS & OBJECTIVES  
<https://youtu.be/3tFlwqqgYzc?t=293>  
Scott Collins, City Manager, reviewed the Strategic Planning process and provided an update on the 2018 Goals & Objectives. He described the methods of public outreach conducted to date on 2019-20 goals and objectives and next steps.
- III. PUBLIC COMMENT  
<https://youtu.be/3tFlwqqgYzc?t=752>  
Facilitator, Garret Olson, described the methods of public outreach conducted thus far, including online survey via Polco, City advisory body input, and constituent emails to Council Members.

The public comment period was opened.

Don Maruska, Morro Bay business owner, suggested elevating to a major city goal short-term actions to stimulate improved business performance. Targeted Actions for Progress (TAP) program would provide a \$400,000 opportunity fund over the next two years for targeted investments with collaborating businesses providing a matching investment.

Rigmor, Morro Bay, suggested the need for a conference center.

Ken MacMillan, property and business owner, commented on his recent business development on Morro Bay Blvd. and suggested the City capitalize on that investment by way of tax breaks, seed money, etc. to encourage development.

Meredith Bates, Morro Bay, spoke in support of HEAP grant funding to create a warming shelter and opportunities to have more art in the public spaces.

Mike Manchak, Economic Vitality Corporation (EVC), spoke in support of the work the Chamber is doing, Mr. Maruska's proposal for economic development, and the importance of investing in our community before the next recession.

Lynda Merrill, Morro Bay, appreciated the work that is being done and detail provided.

Carolyn Brinkman, Morro Bay, spoke to the importance of 2-way communication between government and residents, and suggested affordable housing as an action item under fiscal sustainability.

Erica Crawford, Morro Bay Chamber of Commerce, reiterated statements regarding the need to invest in local businesses and the importance for developers to have a key point of contact. She summarized recent 4MB activities and need to select year 2 deliverables.

Tim Cowan, Morro Bay resident and business owner, appreciated the Chamber and training opportunities provided for local businesses. He agreed with points made by previous speakers about the importance of investing in business community. He suggested fiscal sustainability should be better defined.

Sandy Rowe, Morro Bay, spoke regarding the importance of senior and affordable housing.

The public comment period was closed.

Mr. Collins provided a summary of public input received thus far through online survey and emails to City Council and explained a more refined poll will be developed based on that input.

#### IV. COUNCIL DISCUSSION AND GENERAL DIRECTION FOR STAFF

<https://youtu.be/3tFlwqggYzc?t=3283>

Council Members provided individual comments, including:

- Consensus to deemphasize the WRF project and place it under Public Infrastructure.
- Consideration of a sales tax or transient occupancy tax ballot measure
- Economic Development and supporting business development is a top priority.
  - Ombudsman to serve as single point of contact for developers
  - Public /private partnerships
  - Support wind farm and future development of the power plant property

- Need for affordable workforce and senior housing is a challenge that can best addressed at the regional level.
- City infrastructure needs should be assessed and prioritized. Explore potential funding sources, such as HEAP grants and potential tax measures.
- Improved communication / collaboration with volunteer organizations and community members.
- Consideration of increased staffing to support key tasks.
- Shorter City Council meetings.

V. SUMMARY & NEXT STEPS

<https://youtu.be/3tFlwqggYzc?t=5425>

Mr. Olson shared from his perspective there was a high degree of public engagement providing the public with opportunities to weigh in on objectives and tasks. Mr. Collins summarized next steps for community engagement with a more refined list of discrete actions items likely brought back to Council in April.

ADJOURNMENT

The meeting adjourned at 5:34 p.m.

Recorded by:

Dana Swanson  
City Clerk