

CITY OF BRAWLEY
March 21, 2017

The City Council of the City of Brawley, California met in a regular session at 6:00 PM, Emergency Operations Center, 351 Main, Brawley, California, the date, time and place duly established for the holding of said meeting. The City Clerk attests to the posting of the agenda pursuant to G.C. §54954.2.

The meeting was called to order by **Mayor Couchman @ 6:00 PM**

PRESENT: Couchman, Kastner-Jauregui, Nava, Noriega, Wharton
ABSENT: None

Invocation was offered by **CM Noriega**

Pledge of Allegiance was led by **CM Nava**

1. APPROVAL OF AGENDA

The agenda was **approved** as submitted. m/s/c Noriega/Wharton 5-0

2. PUBLIC APPEARANCES/COMMENTS

- a. Ed Snively formally announced his candidacy for IID Director, Division 1 to the City Council.
- b. Eric Reyes thanked the City Council and City staff for all the help contributed to the upcoming Cesar Chavez event.
- c. Atul Kumar requested a letter of support from the City Council for a proposed "Independent Living" project being pursued in the City of Brawley.

3. CONSENT AGENDA Items are approved by one motion. Council Members or members of the public may request consent items be considered separately at a time determined by the Mayor.

The consent agenda was **approved** as submitted. m/s/c Nava/Noriega 5-0

AYES: Couchman, Kastner-Jauregui, Nava, Noriega, Wharton
NAYES: None
ABSENT: None
ABSTAIN: None

- a. **Approved** Accounts Payable: February 24, 2017
March 1, 2017
March 3, 2017
March 8, 2017
- b. **Approved** City Council Minutes: February 7, 2017

4. REGULAR BUSINESS

- a. Discussion and Potential Action to Adopt Resolution No. 2017-: Resolution of the City Council of the City of Brawley, California Approving and Authorizing a Request from AMG & Associates Seeking Execution of an Impact Fee Deferral Agreement to Support the Construction of a 40-Unit Two Story Income-Restricted Family Apartment Complex Referred to as Malan Street Apartments Phase II.

The City Council **adopted** Resolution No., 2017-12: Resolution of the City Council of the City of Brawley, California Approving and Authorizing a Request from AMG & Associates Seeking Execution of an Impact Fee Deferral Agreement to Support the Construction of a 40-Unit Two Story Income-Restricted Family Apartment Complex Referred to as Malan Street Apartments Phase II. m/s/c Kastner-Jauregui/ Wharton 5-0

- b. Discussion and Potential Action to Approve the Amendment to the Professional Services Agreement with HDR, Inc. for Industrial Pretreatment Program Support.

The City Council **approved** the Amendment to the Professional Services Agreement with HDR, Inc. for Industrial Pretreatment Program Support. m/s/c Nava/Noriega 5-0

- c. Discussion and Potential Action to Approve the Amendment to the Professional Services Agreement with the Holt Group for Interim Consulting City Engineer and Public Works Director Services.

The City Council **approved** the Amendment to the Professional Services Agreement with The Holt Group, Inc. for Interim Consulting City Engineer and Public Works Director Services. m/s/c Noriega/Nava 5-0

- d. Discussion and Potential Action to Approve Support Letter for AB 891: California Communities Environmental Health Screening (Eduardo Garcia 55th District).

The City Council **tabled** this item to a future meeting date, indicating more information is needed regarding the effects of the proposed legislation on agricultural commerce.

5. STRATEGIC PLANNING FOR FISCAL YEAR 2017/2018

- a. Overall Discussion and Staff Direction re: Fiscal Year 2017/2018 Budget Approach

Power Point Presentation* - Rosanna Bayon Moore, City Manager

CM Bayon Moore presented content in a PowerPoint format, including the City's new proposed mission statement, 2016/17 goals, projects completed to date and in progress. Existing and proposed priorities, business attraction and retention strategies, ordinance updates accomplished, and contingency planning were discussed. The topics of the Utility User Tax (UUT) expiration in May of 2018 and the City's financial stability were reviewed at length.

City Council Member comments are summarized below:

Noriega: Main Street cleanup is needed, including sidewalks. Malan Drain needs clean up. Video surveillance is needed to deter graffiti. Illegal dumping is visible everywhere. Signage discouraging illegal dumping is suggested. There are weeds all over town that need to be treated with pesticide. Perhaps the Beautification Committee can re-convene to assist the City.

Wharton: In connection with UUT renewal, revenue and expenditure data for the last 10 years is needed. The City could structure blight area incentives in the Downtown Specific Plan Area. By incentivizing owners and leveraging dollars, façade improvements could have a high impact in the downtown core. The City could build a program for revitalization and set a more aggressive pace. A matching program is one way to partner with owners. In the meanwhile, the City needs to enforce regulations involving vacant buildings and empty lots.

Nava: The City could extend assistance for 12-18 months or more for the downtown area. Assistance could be provided to address metering and backflow requirements and/or provide a service credit to water and sewer bills. The City might consider a “no fee zone” in the defined downtown to stimulate growth. A survey of business interests would assist with better understanding how to accomplish revitalization. Perhaps the City could establish a tax/fine to penalize owners of vacant buildings.

Kastner-Jauregui: Legal counsel should look at a tax for vacant buildings and implement a fine/penalty for failure to maintain private property. There are too many vacancies in the downtown area. More information on the owners is needed. The owners need to be held responsible for the state of these properties. The City needs to encourage cleanup or sale.

Couchman: With regard to business incentives, why is the 100 block of Main Street more successful achieving occupancy? Is it the rent, the landlords or location? These are important questions to answer. What type of incentives is Brawley going to provide businesses citywide? The City receives many requests to waive fees and waive infrastructure improvements.

The City Council confirmed that staff is on track with next steps and provided direction to proceed with budget preparation with their feedback in mind.

* Content is available upon request at the Office of the City Clerk or City of Brawley website

b. Discussion and Potential Action to Adopt Resolution No. 2017- : Resolution of the City Council of the City of Brawley, California Approving the City of Brawley's Mission Statement.

The City Council **adopted** Resolution No. 2017-13: Resolution of the City Council of the City of Brawley, California Approving the City of Brawley's Mission Statement. m/s/c Nava/Noriega 5-0

c. Discussion and Staff Direction re: Downtown Specific Plan Area Incentives

Further information is needed from businesses and property owners for the creation of incentives. A survey will potentially be conducted.

6. DEPARTMENTAL REPORTS

a. **Library Director, Marjo Mello** informed the City Council, staff and public of the various resources, amenities and attractions the Library offers at this time.

b. **Francisco Soto, Building Official** updated the City Council on Guidelines for the Housing Programs for HOME, CDBG and CalHOME

c. **Jack Holt, Interim Public Works Director/City Engineer**, provided an overview of the existing condition of Legion Road and its potential improvement. He provided background regarding the funding available for improvements and the potential approach.

7. CITY COUNCIL MEMBER REPORTS

Noriega: Attended the Imperial Valley Energy Summit and thanked the City of Brawley for the opportunity to attend this event.

Kastner-Jauregui: Attended the Imperial Valley Energy Summit, St. Patrick's Day party at "Paddy's at the Rock" and the Grand Opening of Victoria Park Homes.

Wharton: Attended the Imperial Valley Energy Summit, the State of the City for Imperial, Imperial Valley Expo Midwinter Fair, Doves Annual Fundraiser "Monte Carlo Night", NAF Blue Angels Air Show and "Paddy's at the Rock."

Nava: Attended the COLAB Breakfast, had a tour of Fiesta Tortilla, attended Imperial Valley Energy Summit, the State of the City for Imperial and had a tour of the City of Brawley with a reporter from Los Angeles as part of a story on Sergio Romo.

Couchman: Attended "Paddy's at the Rock," the Grand Opening of Victoria Park Homes, Doves Annual Fundraiser "Monte Carlo Night," Imperial Valley Renewable Energy Summit, Knights of Columbus BBQ, Pace Family lunch at Stockmen's Club and a number of Swearing-In Ceremonies for new City of Brawley Police Officers.

8. CITY MANAGER'S REPORT None to report.

9. CITY ATTORNEY'S REPORT None to report.

10. CITY CLERK'S REPORT

a. Reminder of upcoming League Dinner on March 23, 2017 at the Loft in El Centro.

11. CLOSED SESSION

a. PERSONNEL MATTERS (California Government Code §54957) Public Employee Appointment to the Position of Public Works Director

ADJOURNMENT @ 9:35PM

Alma Benavides, City Clerk