

**MINUTES OF A  
REGULAR MEETING OF THE  
CITY COUNCIL  
OF THE  
CITY OF CORONADO/  
THE CITY OF CORONADO ACTING AS THE SUCCESSOR  
AGENCY TO THE COMMUNITY DEVELOPMENT AGENCY  
OF THE CITY OF CORONADO  
Coronado City Hall  
1825 Strand Way  
Coronado, CA 92118  
Tuesday, September 16, 2014**

Mayor Tanaka called the meeting to order at 4 p.m.

**1. ROLL CALL:**

**Present:** Council Members/Agency Members Bailey, Denny, Ovrom,  
Woiwode and Mayor Tanaka

**Absent:** None

**Also Present:** City Manager/Agency Executive Director Blair King  
City Attorney/Agency Counsel Johanna Canlas  
City Clerk/Agency Secretary Mary Clifford

**2. INVOCATION AND PLEDGE OF ALLEGIANCE.** Floyd Ross provided the invocation and Mayor Tanaka led the Pledge of Allegiance.

**3. MINUTES:** Approval of the minutes of the Regular Meeting of the City Council/the City Council Acting as the Successor Agency of September 2, 2014.

**MSUC (Woiwode/Ovrom) moved to approve the minutes of the Regular Meeting of the City Council/the City Council Acting as the Successor Agency of September 2, 2014, with de minimis corrections. The minutes were so approved. The reading of the minutes in their entirety was unanimously waived.**

**AYES:** Bailey, Denny, Ovrom, Woiwode, Tanaka  
**NAYS:** None  
**ABSTAINING:** None  
**ABSENT:** None

**4. CEREMONIAL PRESENTATIONS:**

**4a. Proclamation: Fire Prevention Week.** Mayor Tanaka presented the proclamation to Fire Chief Mike Blood and Police Chief Jon Froomin.

**4b. Proclamation: Constitution Week.** Mayor Tanaka presented the proclamation to Councilmember Barbara Denny and Christine Jeter, members of the Daughters of the American Revolution.

**4c. Proclamation: Key to the City.** Mayor Tanaka presented the proclamation to Amanda Marks and Curtis Golden.

**5. CONSENT CALENDAR:** The City Council approved, adopted and/or accepted as one item of business Consent Agenda Items 5a through 5j.

Councilmember Ovrom suggested the addition of 11d and 11e. He also requested the removal of Items 5f and 5h.

Councilmember Denny requested that Item 11d and 11e not be included on the Consent Calendar. She will abstain on Item 5b because she does not feel comfortable voting yea or nay because in the past we had an ordinance where the Audit Committee reviewed the bills before the checks were cut and paid and this was enshrined in our ordinance. When this was brought up to our Council, instead of following the ordinance, the decision was made, and she didn't agree, to change the ordinance, to completely remove the internal financial control of the Audit Committee reviewing the bills before the checks were paid. It just seems like this action here today is just more of a rubber stamping action since the checks have already been paid so she will be abstaining on 5b.

**MSUC (Ovrom/Woiwode) moved that the City Council approve the Consent Calendar Items 5a through 5j with the exception of Items 5f and 5h.**

**AYES: Bailey, Denny, Ovrom, Woiwode, Tanaka**  
**NAYS: None**  
**ABSTAINING: Denny, on Item 5b**  
**ABSENT: None**

**5a. Approval of Reading by Title and Waiver of Reading in Full of Ordinances on this Agenda.** The City Council waived the reading of the full text and approved the reading of the title only.

**5b. Review and Approve that the Warrants, as Certified by the City Treasurer, are all Correct and Just, and Conform to the Approved Budgets for FY 2013-2014 and FY 2014-2015.** The City Council approved payment of City warrant Nos. 10102721 thru 10102928. The City Council approved the warrants as certified by the City/Agency Treasurer.

**5c. Approval of Acceptance of Bequest and Appropriation of \$50,000 for Digitization of Local Newspapers Currently on Microfilm at the Coronado Public Library through the California Digital Newspaper Collection at the University of California Riverside.** The City Council accepted and appropriated \$50,000 from the Judith Bond bequest made to the Coronado Public Library Board of Trustees for the funding of the digitization of the microfilm collection of local newspapers at the Coronado Public Library and implementation of the project through the California Digital Newspaper Collection at the University of California Riverside.

**5d. Authorization for the City Manager to Execute a Purchase Agreement for an Electronic Patient Reporting Program from World Advancement of Technology for Emergency Responders (W.A.T.E.R.) for an amount not to exceed \$40,000.** The City Council authorized the City Manager to execute the purchase agreement with World Advancement of Technology for Emergency Responders (W.A.T.E.R.) for an amount not to exceed \$40,000.

**5e. Review of 2014 Fourth of July Celebration.** The City Council reviewed and received the report.

**5f. Authorization to Advertise the Coronado Cays Channel Berms Stabilization Project for Bid.** Ed Walton, Director of Engineering and Project Development, provided a brief report on this item.

MSUC (Bailey/Ovrom) moved that the City Council authorize staff to advertise the Coronado Cays Channel Berms Stabilization project for bid.

AYES: Bailey, Denny, Ovrom, Woiwode, Tanaka  
NAYS: None  
ABSTAINING: None  
ABSENT: None

**5g. Authorization to Advertise the Golf Course Cart Barn Roof Structural Repairs Project for Bid.** The City Council authorized staff to advertise the Golf Course Cart Barn Roof Structural Repairs project for bid.

**5h. Authorization to Advertise the Installation of Screens at the Golf Course 15<sup>th</sup> Fairway for Bid.** Bill Cecil, Capital Projects Manager, provided a brief report on this item.

Councilmember Denny recalls that this item was last discussed in May. She asked how much has already been spent on this project and thinks it is somewhere around \$80,000.

Mr. Cecil asked if she is going back to when the City lowered the tee and so forth.

Ms. Denny responded that she is because this has been problematical for us and we are trying to fix it the best we can.

Staff will follow up with Ms. Denny on this. City Manager Blair King explained that the remediation that the City has taken has been to adjust the tee box, conduct a study, plant additional landscaping, and now have gone to the fencing proposal directed by the City Council.

Ms. Denny would like the itemization of the prices when staff has a chance.

**MSC (Ovrom/Woiwode) moved that the City Council authorize staff to advertise the installation of screens on the 15<sup>th</sup> fairway for bid.**

Ms. Denny will be voting no on this item, not only to be consistent with prior discussions and prior votes, but the reasons are best encapsulated in an email she received on May 7 from Mr. Curt Worley. Councilmember Denny read the e-mail as follows:

“As you know, I grew up in that neighborhood and still own property there but I think people have overreacted to fear and have been sold a bill of goods from golf course advisers and certain elected officials. I’ve heard that we spent almost \$80,000 on a non-fence solution and then gave up and opted for a fence. If that is the case, then \$78,000 was spent on building that very expensive and over-sized tee box and the other \$2,000 on small bushes. Why wasn’t a real hedge, six to eight feet tall by 30 feet long, put in with a Seward-designed tee box that would force the players to tee off next to it? That is what has worked on golf courses all over the world. I think that putting a fence on the 15<sup>th</sup> tee will be a big mistake and here are the two most important reasons why: 1. The proposed fence will not stop every golf ball from landing in the tennis facility. The reason is that the new tee box is too big. If the tee markers are located on the left side of the tee box, a fence will not be in position to stop errant shots to the right from entering the course. 2. The fences, after time, will become a real eyesore. The reason is that no matter what material the fence is made of, it will eventually succumb to sun, wind, salt air, and jet exhaust that we all are accustomed to here in Coronado.”

That was the end of Mr. Worley’s email and Ms. Denny asked if she could read that into the record. He agreed.

<b>AYES:</b>	<b>Bailey, Ovrom, Woiwode, Tanaka</b>
<b>NAYS:</b>	<b>Denny</b>
<b>ABSTAINING:</b>	<b>None</b>
<b>ABSENT:</b>	<b>None</b>

**5i. Approval of Installation of Two Electrical Vehicle (EV) Charging Stations at the Coronado Golf Course. The City Council authorized the installation of two electrical vehicle charging stations at the Coronado Golf Course.**

**5j. Authorization for the City Manager to Execute Purchase Agreements for an Amount Not to Exceed \$605,000 through Cooperative Purchasing Programs and a Sole Source Agreement for the Following Vehicles and Equipment: Three Ford Explorer Police Interceptor Sport Utility Vehicles; One Ford Explorer XLT 4x4 Utility Vehicle; One Ford F650 XLT with an Altec Aerial Device Body; One Vermeer Deluxe Stump Grinder; One Reelmaster Riding Mower; and one Load-N-Pack with a Front Dumping Box. The City Council authorized the City Manager to execute the purchase agreements for an amount not to exceed \$605,000 in order to replace six vehicles, a stump grinder and a Load-N-Pack which**

are programmed for replacement in the current FY 2014-15 Vehicle and Equipment Replacement (VER) Fund 135.

6. **ORAL COMMUNICATIONS:**

a. **Ella Croshier** attended the recent transportation meeting and would like to understand more about the building that is going to be built where the old radio station was. The traffic is going to be a problem. Realistically there were not that many people from the public there. The Chair reviewed all of the studies that were presented and she feels like it was a rather worthless meeting if the idea was to inform the public as there were only two people in attendance. She thinks there has to be some way of letting the people know how very serious this is. Highway 75 is already very impacted with what we have going on. Campuses can be built anywhere. She does not understand why the military or our City would say we should build campuses there and administrative buildings there when they could just as well be put anywhere. There is a lot of room on North Island itself. They could utilize that land for that. She really is opposed to any buildings going up that will interfere with the beauty there. That is a scenic highway. If we keep closing off the beach for public use, then it is just going to be a big loss for everyone, including all the tourists that come here. She is opposed to that. She is very much an American but there are a lot of places that these things can be done. With the report from the City Manager she would like to see, in addition to all the wonderful things that are being exposed and notifying the public about, some of the costs for these things. She is very concerned about the expenditures because when expenses are being expended here and there are other projects that come along that are really needed like the sewer then we have to go into charging more taxes and fees to pay for it. She would like very much to see the Council look at these things and be more frugal with the expending and if we have a little bit of extra money, how about paying down some of the bonded indebtedness that we have so that we don't pay for these bonds ten times over before they are paid for.

b. **Councilmember Denny** encouraged everyone to join CERT and CERO. She announced that the Public Safety Open House will be held on October 5, starting at 10 a.m.

7. **CITY MANAGER/EXECUTIVE DIRECTOR:**

7a. **Update on Council Directed Actions and Citizen Inquiries.** City Manager Blair King reported on three items. The City is continuing to work to install the countdown timers and the audible pedestrian devices, specifically at Tenth and Orange. That is a complicated intersection for us. There is a lot of infrastructure in that intersection. Work will be done tonight on this project and there will be noise.

Mr. King acknowledged that the Library, Recreation Department, and Police and Fire Departments are all working together to address residents' concerns regarding the heat. The Recreation Center has been open, especially for young people, on the minimum days. The gymnasium and the Library are both air conditioned. Along with the gymnasium, we have the Boathouse and the swimming pool, and the Police and Fire Departments are working together to make sure that we are checking on vulnerable seniors who are housebound and may not be able to get out.

In accordance with Council direction, Public Services met with residents in the 100 block of E Avenue regarding the removal of the Eucalyptus trees. There was a follow up meeting with the

residents and a subcommittee of the Tree Committee. The focus will be on identifying what the replacement plan will be. The trees are scheduled for removal on September 22, 23, and 24.

**8. PUBLIC HEARINGS:**

**8a. Public Hearing: Consideration of a Request for a Historic Alteration Permit, Including Relief from Zoning Standards, for the Property Addressed as 544 D Avenue and 545 Palm Avenue and Located in the R-3 (Multiple Family Residential) Zone (HAP 2014-10 Diane Johnson).** Tricia Olsen, Associate Planner, made the presentation.

Councilmember Denny asked what the vote was at the HRC.

Mayor Tanaka and Ms. Olsen responded that the vote was 4-0 and that Mr. Ryan had resigned from the committee prior to that meeting. There were four sitting commissioners at the time of that vote and HRC has a fifth sitting commissioner now.

Kevin Rugee, architect for the project, addressed the Council.

**Mayor Tanaka opened the public hearing and, seeing no one wishing to speak on the item, the public hearing was closed.**

Mayor Tanaka complimented the architect. The way he has designed that small little addition certainly makes sense with the symmetry of the building. He is very glad this resource has made it this long. He is always happy to see something being restored with an eye to what its original design was. He also thinks an important part of our historic preservation program is agreeing to make concessions to make older homes livable, to make it so that they make sense financially, so that they will last another several decades or hopefully another century or two. He thinks these changes are minimal, appropriate, and the HRC was correct to unanimously approve it.

**MSUC (Ovrom/Woiwode) moved that the City Council adopt A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO APPROVING THE REQUEST FOR HISTORIC ALTERATION PERMIT, INCLUDING RELIEF FROM ZONING STANDARDS, FOR THE PROPERTY ADDRESSED AS 544 D AVENUE AND 545 PALM AVENUE AND LOCATED IN THE R-3 (MULTIPLE FAMILY RESIDENTIAL) ZONE. The Resolution was read by title, the reading in its entirety unanimously waived and adopted by City Council as RESOLUTION NO. 8695.**

**AYES: Bailey, Denny, Ovrom, Woiwode, Tanaka  
NAYS: None  
ABSTAINING: None  
ABSENT: None**

**9. ADMINISTRATIVE HEARINGS: None.**

**10. COMMISSION AND COMMITTEE REPORTS: None.**

**11. CITY COUNCIL BUSINESS:**

**11a. Council Reports on Inter-Agency Committee and Board Assignments.**

**Councilmember Ovrom** submitted his report in writing to the City Clerk.

**Councilmember Bailey** will submit his report in writing to the City Clerk.

**Councilmember Denny** reported that on the next agenda the City will have a resolution to consider and the opportunity for public input on whether or not to support the permitting process for the Point Loma Wastewater Treatment Plant, which also includes the Pure Water project for wastewater recycling. She has been working very hard with the Metropolitan Wastewater JPA on behalf of Coronado and that is where this resolution will be coming from.

**Councilmember Woiwode** will submit in writing but wanted to highlight a couple of things. The Bike the Bay event was well run. There were 3,500 riders and was started in waves so that the congestion was manageable. One thing that they said they were going to do was to close the northbound bike path but that was ineffective. He reported on the FOCUS monthly meeting a few weeks ago. Mayor Tanaka was the guest speaker. The SAFE Coalition met this morning and they are focusing this year on the overload that students feel in school both because we are an affluent community and social pressures and so on. The focus is on slowing down, developing character intrinsically rather than focusing on extrinsic accomplishments. The new Student Resource Officer made a presentation on what she is doing which seems to be extremely well received by the school and he was gratified that we made the decision to fund that position. The Navy liaison announced that CAPT Sund is hosting another SEAL for a Day program and he is inviting kids from several of the schools.

**Mayor Tanaka** did a ribbon cutting for a new business, Bungalow 56, an interior design group; had a chance to meet the Secretary of the Interior in Imperial Beach. There is a new program in different parts of the Interior Department where you will be able to submit for it. He believes they received something like \$1 million of funding for the programs that they do down in Imperial Beach near the end of the Bay. There was a lot of interaction with students, which is the point of their programs, and the reason why they were selected by the Secretary of the Interior. Mayor Tanaka dined with Vice Admiral and Mrs. Buss at Quarters A; attended the annual meeting of the CCHOA; had a chance to welcome the Women's Dependent Golf Tournament to North Island; attended a few different meetings of the Naval Complexes Coordinating Committee along with Mr. Woiwode; had the opportunity to speak with the FOCUS group; did some lawn bowling with the Lawn Bowling Club; courtesy of CAPT Sund and Navy Region Southwest he had the opportunity to visit San Clemente Island. Mayor Tanaka announced that the next Mayor's Movie of the Month is next Thursday and is the movie "Stand and Deliver." He did a ribbon cutting for the Hotel Marisol.

**11b. Consideration of Appointment of Two New Members to the Residential Standards Improvement Project 3 (RSIP-3) Committee.** Mayor Tanaka explained the process to be used to fill these positions. He invited the candidates to introduce themselves to the City Council.

Martin Crossman spoke to the Council about his background and his interest in serving on the committee.

Bob Spear spoke to the Council about his background and his interest in serving on the committee.

Aaron Sturm spoke to the Council about his background and his interest in serving on the committee.

Councilmember Woiwode reported that the Council received a letter from the current chair of the RSIP-3 committee. Mayor Tanaka explained that the chair of the RSIP-3 Committee asked the City Council to fill the vacancies on the committee and asked that some screening be done to encourage the inclusion of an individual with a certain background. Mr. Woiwode clarified that she was interested in individuals with professional design and/or construction experience in the R-3 zoning and multi-family development. Mayor Tanaka went on to say that the way the City worded these vacancies included that wording but did not limit itself to only being able to select people with that background.

The City Clerk read the names and recorded the votes for the first round of voting as follows:

Martin Crossman	five votes
John E. Hermann	three votes
Geraldine (Gerry) MacCartee	three votes
Robert M. Spear	five votes
L. Aaron Sturm	five votes
John N. Watson	four votes

The City Clerk read the names and recorded the votes for the second round of voting as follows:

Martin Crossman	four votes
John E. Hermann	two votes
Geraldine (Gerry) MacCartee	two votes
Robert M. Spear	four votes
L. Aaron Sturm	four votes
John N. Watson	three votes

The City Clerk read the names and recorded the votes for the third round of voting as follows:

Martin Crossman	four votes
Robert M. Spear	four votes
L. Aaron Sturm	five votes

**MSUC (Tanaka/Ovrom) moved that the City Council appoint L. Aaron Sturm to the RSIP-3 Committee.**

<b>AYES:</b>	<b>Bailey, Denny, Ovrom, Woiwode, Tanaka</b>
<b>NAYS:</b>	<b>None</b>
<b>ABSTAINING:</b>	<b>None</b>
<b>ABSENT:</b>	<b>None</b>

The City Clerk read the names and recorded the votes for the fourth round of voting as follows:

Martin Crossman	three votes
Robert M. Spear	five votes

**MSUC (Tanaka/Ovrom) moved that the City Council appoint Robert Spear to the RSIP-3 Committee.**

<b>AYES:</b>	<b>Bailey, Denny, Ovrom, Woiwode, Tanaka</b>
<b>NAYS:</b>	<b>None</b>
<b>ABSTAINING:</b>	<b>None</b>
<b>ABSENT:</b>	<b>None</b>

**11c. Receive Report and Provide Direction to Staff on the City's Business License Tax Including Consideration of a Business License Tax Holiday for 2015.** Blair King, City Manager, provided a presentation for this item.

Councilmember Denny asked how we get from a request from Councilmember Bailey to review business taxes to a recommendation for a business tax holiday.

Mr. King responded that the issue of business tax licenses and registration fees are topics of conversation among municipal managers. Most business license taxes are fairly low. Most businesses license taxes are difficult and inefficient to collect. Most business license taxes have a difficult time identifying all the targets. That is a topic of conversation. In January, Councilmember Bailey put together a request before the Council to ask for a report on the business license tax program. The Council granted that request. It has taken staff until now to bring this forward. Staff thinks it is a legitimate request for the Council to consider whether it wants to continue with the business license tax. Staff has offered an alternative with regard to the regulation portion but if the Council is interested in looking at that, staff would also suggest that the City not spend any more money. If the Council is not interested in looking at the business registration program, it would be good for staff to hear that from the Council now and the City will continue with the business license tax.

Ms. Denny commented that does not answer her question as to how we get from a general request from a Council member to a suggestion of a business tax holiday. Is it fair to say that Mr. King is speaking with his city management circles and the topic came up to declare a business tax holiday?

Mr. King responded that the business tax holiday is purely a staff recommendation that if the Council is interested, from a practical standpoint, you would want to take time.

Ms. Denny asked about the \$145,000 listed in the fiscal impact and then you add the \$135,000 in tax revenue and then the \$2,450 in fees for the home occupation permits and then it is even higher when you add the \$7,140 for business occupancy permits. Then when you subtract the \$70,000 that is listed as the amount needed to enforce the business tax collection aspect, it looks like we are getting much more than the \$70,000 that was mentioned.

Mr. King explained that the \$70,000 is net revenue. It is separately covered. The business license tax is in the code. The home occupation/business occupation permits, as Ms. Denny pointed out, is about \$9,590 based upon the fiscal impact. That covers a cost that may or may not be the entire cost for that particular service.

Ms. Denny thinks that is an important distinction. Still on this topic, Mr. King mentioned earlier in his report that there is a software and an integration piece to this. Over and above the software, what steps or what considerations has staff come forward with, because there aren't any in the staff report as it was pretty brief, in order to reduce the cost of collection of the business tax.

Mr. King responded that to reduce the cost the current system is an annual system and that could be changed. The City sends out an annual notice. Staff has indicated that it is sending out an annual notice to about 2,400 different businesses. The notice gets mailed out to each business and each business responds. The City has almost a full time person dedicated to that task alone. They send out the notice; the notice is responded to; they are keeping track. Meanwhile, throughout the course of the year, other businesses are coming in to pay the tax. It is the personnel cost that is the highest cost involved in this process. There are support costs also associated with that as well.

Ms. Denny clarified that the \$70,000 represents the staff costs and other associated softer costs associated with the collection of the tax. So, other than changing the software, it is fair to say that there hasn't been any other consideration by staff to reduce the costs other than integrating software.

Mr. King commented that the options are very limited.

Ms. Denny's final question is something that has come from residents. Quite a few, over the years, have asked her who gives oversight to the collection of the business taxes. She feels that Mr. King answered it well by saying that to approximately 2,000 businesses letters go out annually and then she assumes they are tracked to make sure everybody's responded.

Mr. King concurred.

Ms. Denny asked who has oversight on the TOT. Mr. King mentioned earlier that the hotels have the burden of collecting and responding and giving over the TOT. What role does staff play in that?

Mr. King responded by saying that these are two different forms of tax, two different forms of collection, two different objectives.

Ms. Denny feels that the question comes up more on the second one than the first one and Mr. King has already answered the first one. Now she'd like him to answer the second one.

Mr. King is fine with that but he wants to make it clear that we don't start mingling those in. The TOT, by code, is a tax that is a responsibility imposed on the innkeeper to collect the tax on the City's behalf. The innkeeper remits the tax to the City. The City has the ability to audit the innkeeper to see that the tax has been remitted. We are, therefore, dealing with a smaller base. It is the obligation of the innkeeper and we are then dealing more with an accounting of the proceeds

coming in from the innkeeper versus the City being the first line on the business license tax and are sending out the notices and collecting it.

Ms. Denny asked about Mr. King's comment that the City has the ability to audit the innkeeper. Give us a little bit, for the record, for those residents who are interested, about how these audits are done, how frequently they are done. What triggers an audit?

Leslie Suelter, Director of Administrative Services, explained that the City has about 15 hotels. Each hotel is not audited every year but is on a cycle. The City looks at five hotels every year. The City hires its auditors to go out and test their records. The auditor produces a report as a result of that and if there are any errors or omissions on the part of the hotel, the City sends them subsequent notification that they need to correct and repay any back penalties or interest or anything that they didn't do. Every once in a while a hotel might have an error. It is typically something the auditors might catch that the hotel didn't do correctly.

Ms. Denny asked if it is fair to say that the City contracts out to do the hotel audits.

Ms. Suelter agreed.

**The Mayor asked for public comment.**

Ella Croshier is a business person in the City. Based on what she hears, from what is going on, since there is not a lot of money being made from this, why doesn't the City just wipe it out and give the people a break. The City doesn't provide the business person anything but is just basically saying that the business has to pay a fee. She thinks that is just another tax on people that we can do away with. Every time you tax a city or an entity, the money actually goes back to the consumer, the collection of funds, because they have to raise the money from somewhere to pay for these things so consequently it just creates inflation in her mind. You aren't going to make a lot of money here. These hotels don't have any oversight. It is all on a trust basis so she would think that would be very important because there is so much tourism in the town. That seems to be the big thing here in our City. She thinks the people deserve not to have to pay this tax. There is enough taxes on everything. If this gives the City an opportunity to do away with this tax, she would say to do it. The City has enough money. She would suggest that if the City is only going to make \$70,000 net on this that maybe the City could avoid giving these little donations to people and these other little things that it is doing and just forget about it.

Mayor Tanaka began by saying that he thinks we are trying to fix something that isn't a problem. If we are collecting in excess of \$100,000 and we are spending \$70,000 to do it, he doesn't have a problem with that. The problem is not that we have a business license tax that we collect. The problem is that we have an antiquated system to collect it. He is sympathetic with that but he doesn't think saying that we have an antiquated system is a reason to get rid of the tax. He thinks it is compelling that on page 198 it says, "...regardless if a tax is paid, the data collected by the business license/business occupancy/home occupation applications is useful and necessary in order to determine the appropriateness of the business given the myriad regulations that may impact a business's location and operations." There is a benefit to the City. It gives the City a chance to know what is going on within the City, particularly with so many people who operate businesses out of their homes. This gives the City a chance to make sure that whatever they are doing is compliant with the City's codes. He does not think the amount charged is terribly onerous

but he would be willing to take a look at what we are charging but not charging is not an option to him. Switching systems is not an option to him. To him, the question is how the City should go about collecting the fees and doing it in a way that hopefully is less onerous on our staff and creates efficiency. There was talk in the staff report about switching to TRAKiT. He would be happy to do that. The amount of money that was going to be needed to switch to TRAKiT was \$15,000 with yearly maintenance fees of \$3,000. He thinks that is less than the City is paying for the software that is not integrated with the City's system. He would be happy to support the idea of switching to TRAKiT if that makes things easier on City staff. That dollar amount is certainly within the profit margin. We seem to be clearing something like \$60,000 to \$70,000 a year so we can afford to make a switch on that basis. He also thinks it might make sense to create an incentive for people to pay or renew online. That will cut down on staff time if we make it easy for people to pay. Most people expect to be able to pay with a credit card online for things. If the DMV can do it, he doesn't know why we can't. He does not want to switch systems but he is certainly willing to support ideas that will make our current system more efficient. He does not want to switch to calling it a fee. He does not want to move that around. Mayor Tanaka thinks the real question is how we can do this on an annual basis where we touch base with 2,000 people but we do it in a way that is not labor intensive. He would also suggest that, if it is that onerous, there is enough money left over through this program to bring in someone on a temporary basis to process these applications. So if we have one full time person who feels overwhelmed by this, he doesn't understand why we can't pay someone \$15/hour for 10 or 20 or however many hours is needed to help supplement the person so that they don't feel burnt out processing what he thinks we need to process in order to keep track of who is doing business within the City of Coronado.

Councilmember Bailey explained that this was brought to his attention back in January by a local business owner. It was kind of an off-hand comment about how every single year he goes in and fills out this form and it seems to be kind of inefficient. As a local business owner, he did not see the value in it. Mr. Bailey has sat with members of staff to try to understand the entire process. He went into it not understanding what the benefit is. If a person is conducting a business illegally, it is still illegal regardless of whether or not a person fills out a business license form. The more he spoke with staff the more he realized that yes, the business license tax is inefficient, it is a burden on staff for a couple of reasons, the biggest one being that the business license tax expires on December 31 of every year so you need to renew it every year which creates a large wave of applications at the beginning of the year. After looking at the process more, he did come to the conclusion that this information does add value. It obviously doesn't add value for the business that is providing it but it does add value for staff to be able to field requests from residents about what a neighbor is doing or something like that. The question for him is, given that this is an inefficient tax, and given that most of these fees will never be enforced proactively as is shown on page 208, the amount that we collect on the tax will never be enough to actively enforce the collection of it. He wants to know how we can provide the information needed by staff and eliminate the administrative burden to the fullest extent possible. To him, the answer is pretty simple - a registration system that requires the businesses to register one time and only if they have a significant change in business activity or circumstance would they be required to register again. This one-time registration would essentially eliminate the need for staff to perform any updates or at least it would cut down on their need to perform those updates significantly and it would spread it out over the course of the year instead of only happening in the first few weeks of January. That is the direction he would like to see staff go. It provides the best of both worlds. It eliminates, to the fullest extent possible, the burden on staff and still provides the information needed by staff to answer and respond to resident requests.

Mayor Tanaka asked if the counter to that would be that a one-time only system would lead to inaccurate data. If people have to renew this every year, the City can respond and say that a business does hold a valid permit then the data is accurate. If you only have to do it the first time and never again, you won't have accurate data.

Mr. Bailey is not saying that we only do it the first time. We do the first time and if something significant changes to the business such as type of business activity, change in ownership, change in address, then those things would also require a new registration.

Mayor Tanaka wants to know what the reporting mechanism would be. Why would you be confident that person would self-report that?

Mr. Bailey responded that it is just the same as being confident that someone is going to self-report on the current business license tax. There is no proactive measure here right now. The data right now is being self-reported. If there are people conducting business in their homes without having filled out the business license tax, currently we don't know who they are because there is not enough money to actively go out and enforce it. It is unlikely you will ever be able to go out and raise this tax enough to have a proactive business license tax enforcement activity. Because of that, he looks at it and says that if someone is willing to do the business license tax right now they are also going to be willing to fill out a business registration form one time and then every time after there has been a change to their business activity. It is currently on the honor system.

Councilmember Ovrom observed that the City needs to know the information. With the current system, the dollars are okay and are not excessive. He has heard a number of times a request for more electronics, which he agrees with, and looking at the forms themselves. As a business owner, why couldn't he simply pull that form up online, fill it out, submit a credit card payment and know it is taken care of and then each year there is a reminder from the City, electronically, that you have to go back in and either say positively that none of the information has changed or reflect the things that have changed. That is a much more efficient system.

Councilmember Denny commented that the vast majority of Coronado residents and taxpayers, especially property taxpayers, don't get a tax holiday so she thinks this really smacks of political pandering and it's not sitting well with her. While some good points have been made, especially by Ms. Croshier, at the same time, the fact that voters wouldn't approve of this if this was sent to the ballot box really should be the end point for anyone considering this. If the voters aren't going to approve this, for sure, it is not something we should do. In response to her questions earlier, it has been brought out that the City hasn't explored ways to reduce the cost of collection and enforcement to increase the net from the business taxes and so with that not being explored she thinks this would be additional reason to vote no on the staff recommendation. She is nonplussed by it and she doesn't think it is a good idea. Everyone – in our private business, in our own personal lives – has to do more with less now. We are in a dreadful economy. That is just something that our City has to do and not to pass the costs on to taxpayers. She does not agree with hiring someone extra, be it part time for \$15/hour or whatever has been said. That would just increase our costs. While she is very empathetic to staff and how hard they work, that is just the environment we are in right now. She doesn't think it is fair to pass additional costs of collection and enforcement onto our residents and taxpayers. We need to just do more with less. We have \$300 million of pension liability that we need to think about paying down. We have around \$300

million of redevelopment debt. We hope we will be collecting all of that from the State or recovering that but the political environment, such as it is, it is unlikely that we will be retrieving all of that. We have already lost some for sure and so she just thinks this is a really bad move and so she couldn't support the staff recommendation.

Councilmember Woiwode doesn't have a strong feeling about this either way. It is certainly an inefficient tax. The fact that the main purpose of it is to collect a tax, collect revenue, if we switch to a fee system and you set the fee for the amount that it takes to recover the cost of running the program and that can be adjusted as that cost changes. Inevitably that will be a lower number than the tax that is being charged. It would be a nice idea to be able to cancel a tax. That would be pretty cool. It is a fact that if the City ever wanted to adjust that amount that would have to be done with a vote of the people. There are a lot of aspects of this that are outdated. Another thing he was hoping to get out of the survey of other cities is those who have switched from a tax to a fee and whether that was a good decision. He is waiting to be convinced one way or the other.

Mayor Tanaka would propose to the Council that if there are not three people, at least, on this Council, that clearly want to move in a particular direction, one direction that could be given to staff is to table this. He reiterated his position and does not see a problem with the tax we are collecting. He only sees perhaps a problem in the way we are collecting it. The Council does not usually tell staff how to do its job. They have asked the Council to go in a different direction but he does not want to go in the direction they are proposing. He is willing to support switching software. If this is so difficult to collect, he is willing to listen to other ways that still maintain, more or less, the rate structure. He agrees with Mr. Ovrom that we certainly should do everything we can to make paying this easy. He hasn't heard three people wanting to go in any one direction.

Mr. Woiwode has paid his online for the last several years and hasn't found that difficult at all. It is irritating that he has to go back and enter basically the same data year after year. If the application asks if anything has changed, yes or no, that might be helpful. That would not be a function of whether it is called a fee or a tax. That would simply be an annual verification of the information. Other than looking at the fact that fees are set to recover costs and taxes are set by a vote of the people that, to him, is the fundamental difference between the two. He thinks administratively it can function the same way, regardless of what it is called.

Mayor Tanaka asked Mr. Woiwode if he sees an advantage to switching what is currently being done.

Mr. Woiwode does not and neither does Mayor Tanaka.

Ms. Denny doesn't see any benefit in switching. It doesn't matter if you call it a fee or a tax or a ruby throated hummingbird. It is just coming out of someone's wallet and so, for all intents and purposes, as defined in the law, it is a tax and so there is no benefit to changing over and, just to underscore, a very key piece of information is that every single city in San Diego County collects this. She thinks we should continue on our same path and look for ways to save costs.

Mayor Tanaka asked if anyone on the Council would object to telling the City Manager that feedback has been provided for staff to consider.

Mr. Bailey thinks that the benefit to the staff of moving to a registration system is similar to what Mr. Woiwode was getting at. The benefit to the staff is that they are only collecting information again if something has changed. The benefit to the business community is that they only have to provide information to staff if something has changed if we move to a registration system versus what is in place today. Both systems, the business license tax and the registration system, are largely on the honor system. No one is actively going out there and knocking on doors and checking in homes. He is not concerned about the information being accurate. He thinks it would be just as accurate with the registration program as it is currently. As Mr. Woiwode said, eliminating a tax is kind of cool. We are already at the State mandated minimum for sales tax, and the State mandated minimum for property tax. We have a fairly large surplus each year. If we don't need to collect the money, let's let the business owners keep their own money, especially if we can provide the same value to our residents and staff through an online registration system.

Mayor Tanaka's fundamental disagreement with what Mr. Bailey is saying is that if this is done on an annual basis you get annual data. If they stop, the City will notice that they paid in 2014 but stopped paying in 2015. There is a mechanism for that. We do notice those things. If we do it as a registration system where you do it just once, he is not confident that the switch will produce better data. He thinks that the system we have in place does produce data that is useful, particularly when people want to know if someone is running a valid business in Coronado. It is not perfect but he thinks the City is able to give people data that has some value. The tax the City is collecting pays for it to maintain that data.

Mr. Bailey guesses we would notice if someone stopped paying from 2014 to 2015 but we don't actually have the means to go out and actively enforce it. Paying \$87 isn't enough to pay someone to go and track these people down.

Mayor Tanaka recalls that we have known enough to not do ribbon cuttings and things of that nature in the past. We know if people are not in compliance.

Mr. Bailey thinks you will have that same extent with a registration system.

Mr. Ovrom pointed out that the recommendation is to accept the report. The City Council can and has done that. It is also to provide direction and it would seem to him that the direction suggested was that staff go back and look at this one more time. He does not support changing the way we are doing business yet because he does not think there is enough information here. He thinks he heard enough of a consensus to look at the way we collect the data and do it more efficiently and electronically and take a look at our forms and that kind of thing. That can be the direction the Council gives to staff right now. If that means we need a new software system and that software system happens to be TRAKiT, so be it.

**MS (Ovrom/Bailey) moved that the City Council accept the report and provide direction to staff to take a look at how we can make this work more efficiently, with an electronic interface, and if that requires a new software system to bring that information back to the City Council with cost information.**

Ms. Denny offered a friendly amendment to change ‘efficiently’ to ‘cost efficiently’ as that is really what we are looking at – reducing the costs of collection and therefore increasing the net. That should always, always, always be our goal as a government agency.

**MSUC (Ovrom/Bailey) moved that the City Council accept the report and provide direction to staff to take a look at how we can make this work more cost efficiently, with an electronic interface, and if that requires a new software system, to bring that information back to the City Council with cost information.**

**AYES: Bailey, Denny, Ovrom, Woiwode, Tanaka**

**NAYS: None**

**ABSTAINING: None**

**ABSENT: None**

**11d. Review and Comment on the Draft Environmental Impact Statement Prepared for the Naval Base Coronado Coastal Campus.** City Manager Blair King introduced the item and Ann McCaull, Senior Planner, provided the staff report for this item.

Councilmember Denny commented that the last time we were here with the federal government, Department of Defense, as we call it, US Navy, EIS, EIR, was it for the training, the increase in training up and down the Strand area, and we made our comments and we went through this process?

Ms. McCaull responded that the Silver Strand Training Complex came first and that was approximately two years ago and then that was followed by the environmental assessment that was completed for the helicopter wing realignment project.

Ms. Denny referred to the Imperial Beach letter. Have they talked about or spoken about a concept that might not be known to the public as the remote front gate?

Ms. McCaull did not see that in the letter.

**The Mayor asked for public comment.**

Cauleen Glass is amazed at how wonderfully the new comments to the report are stated. It is superior. She thanked staff for what they have mentioned and how they have presented the comments from the Coronado Transportation Commission.

Liza Butler also thinks that the staff report continues to be improved upon which is hard to believe but it is true. This project does not make any sense to her. The report from the Navy is just not a responsible or a credible study. The impacts of building a small little city right across the street from a national wildlife refuge makes no sense to her. This is a tremendous resource, not only for our environment and for the millions of dollars that have been spent to increase the integrity of the South Bay, and it just doesn't make any sense to her. The Navy has a lot of land up here in town, a lot of land on the Base and she would wish that they would use the footprints that have already been disturbed that have tremendous heights. That would be her wish. In closing, she commented that the Cays has already been enormously impacted in the past six or seven years. They have air

traffic and training, they have jets, and now they have helicopters, not only from the Navy but from various other agencies. There is pollution and most of the people in the Cays do not know about this report. Their life, their economy, the economy of the City has been and will continue to be unfortunately impacted.

Carolyn Rogerson called attention to the traffic concerns. While she is not personally daily fearful of natural disasters, she pointed out that the emergency evacuation route in the event of tsunami or earthquake events is southbound on SR 75. For the Coronado Cays, Navy Housing, the State Park and probably Fiddler's Cove as well as the Silver Strand Elementary School all this evacuation would be going south and if the Navy builds this huge facility south and it includes parking for the employees and personnel that would be housed there, trained there, located there on a daily basis would be a significant impact, a negative impact, on any emergency evacuation that would have to take place. She and her neighbors would like to see whatever the Navy puts there, and they will put something there, that Navy personnel parking be limited to only the most essential and that trams and vehicles to transport regular employees and the enlisted who are being trained all be provided with off-site parking and she really feels strongly that this is an issue that should be studied, just a simple evacuation route. She keeps one on hand for her family and guests. It is possible that the Bridge could be unusable and all of the Village could also be heading south to evacuate. She would appreciate it if the City could give this some consideration.

Councilmember Ovrom asked for some staff comments on the evacuation plan.

Fire Chief Mike Blood commented on the emergency plan noting we have evacuation corridors in the emergency plan. We live by the philosophy of moving people inward and upward within the City. We evaluate the threat at hand and move people in directions that are safe.

Councilmember Denny clarified that the plan for a tsunami is for people to go inward and upward. She thinks Ms. Rogerson brings up a good point because if this is an earthquake or a devastating fire or there is a reason to leave the island, evacuation is important and she wondered if Chief Blood knew where the residents could get a hold of the evacuation plan for the City.

Chief Blood responded that the City's Emergency Plan is not necessarily an evacuation plan and is available at the Library. Also, he feels it is important to express to the Council, as far as communication and coordination go, as late as today the federal fire chief, the Imperial Beach fire chief, and he talked and will continue to talk about some of the challenges as they relate to the Stick. It is not happening without them corresponding with one another.

Mayor Tanaka clarified that Chief Blood is talking about firefighting and emergency medical response with Imperial Beach, the City of Coronado and Federal Fire in the area proposed.

Chief Blood commented that they have talked about not only fire response but emergency medical response, what resources they have available, which ones we have available and all the challenges this will create.

Mayor Tanaka added that there is a need to make sure that there is an integrated system for all three agencies to work together.

Ms. Denny knows that the Emergency Plan, but not the Evacuation Plan, is available at the Library but she asked if it is also on the City website. If it is not, she asked if the State could put the Emergency Plan on the website as not everyone can get to the Library.

The City Manager will take that under advisement.

Councilmember Ovrom asked if there is anything in our response that talks about this.

Mr. King responded that our letter asks for coordination of public safety and asks for additional evaluation with regard to public safety. We could expand it to look at any issues. Under most of the emergency scenarios that can be identified, it is not a situation of trying to get across the Strand or the Bridge but it is getting to higher ground – in and up. Nevertheless, he thinks we can expand a little bit on the comments that we have. We asked the Navy to respond to additional public safety services with regard to this project.

Mayor Tanaka asked if staff has time to add that into the letter and if that will impact the letter.

Mr. King explained that the City has until September 22.

Mayor Tanaka continued by saying that, theoretically, if a motion was made to approve the transmittal, the Council could advise that piece be added.

Ms. Denny commented that to make that change we should be specific and give staff direction now as to what kind of additions or editing we would like. For example, we want to say the term ‘emergency’ or ‘evacuate’. We want to be very specific so that they will know exactly what we are talking about. She has a couple other comments.

This is a very important issue for Coronado residents. She thinks we are missing an opportunity to talk about the remote front gate. This has been circulated to the Mayor and Council and City staff. She is not sure if Imperial Beach is aware of it. We have a resident in Coronado named Paul Friedl and he sent extensive materials and a PowerPoint presentation on remote front gate. She thinks that would be excellent. It would not require a lot of editing but if we were to get that into this response that would be excellent and you could even attach his attachments. The remote front gate really brings together some of the big six in transportation. It takes things like carpooling or Navy van and bus pools and Navy express busses and gets those three out of the big six transportation modes here to reduce traffic. That is really what saves us is the reduction of the amount of vehicles in Coronado and what is so overwhelming to our residents, as to the residents of Imperial Beach, is the increased traffic we are expecting. We have heard Ms. Rogerson and others say about remote parking or off-site parking and we really need to draw that out and say the concept of remote front gate. She thinks that will be something that can really definitely help us. That is thanks to Paul Friedl. He is a retired IBM engineer and he spent a lot of hours working on this and has a very feasible program. A couple of years ago she was able to introduce him personally to some folks at the Navy and she believes they had a discussion there at that level. If we could add the remote front gate into this that would be excellent.

She also wanted to thank Mrs. Rogerson for her emergency evacuation issue because that is very important. She also wanted to say that she thinks that when we look at the risk assessment or the chances of success with what we are trying to do here to protect and defend our residents from

increased traffic, increased noise and so forth, that is our job. That is what we are advocating for. We really have to be realistic. She is not saying anything that hasn't been said before in prior EIS iterations for different projects of the federal Department of Defense. What happens is, when this is analyzed to see if our ideas are taken into consideration to help relieve the stress of increased development on the Navy Base, they look at what we have been doing here in Coronado. They have said it before and they are going to say it again. We tend to give exemptions for our parking requirements and we tend to over develop and that pattern of development here in Coronado makes it very easy for the federal government to say that people in glass houses shouldn't throw stones. If you are over developing our island, if you are swamping it with vehicles, you really can't point fingers at the Navy and say that their over development is problematic for us. It is problematic for us but the argument will be that we are doing it to our own island also. We made this argument in the past. It was even talked about on the news and so she just wants the public to understand that is something that is going to happen in the future.

**M (Denny) moved that the City Council accept this excellent letter, as amended to include the two points about the emergency and/or evacuation and/or disaster and to use the term of the remote front gate concept.**

Mayor Tanaka is not in favor of making a lot of changes to the letter that is already in great shape.

Ms. Denny asked if Mayor Tanaka is opposed to the remote front gate. She doesn't feel it would be a lot of changes. It could be one sentence.

Mayor Tanaka is simply explaining why he won't support the motion as it was made.

Ms. Denny feels it is very important to let the residents know whether we support remote front gate. That is the key to everything.

The motion died for lack of a second.

**MSUC (Woiwode/Tanaka) moved that the City Council approve the revised letter with the inclusion of additional emphasis on emergency response.**

<b>AYES:</b>	<b>Bailey, Denny, Ovrom, Woiwode, Tanaka</b>
<b>NAYS:</b>	<b>None</b>
<b>ABSTAINING:</b>	<b>None</b>
<b>ABSENT:</b>	<b>None</b>

**11e. Review and Acceptance of the 2012 Annual Traffic Report.** Ed Walton, Director of Engineering and Project Development, provided the staff report on this item.

Councilmember Denny asked Mr. Walton to explain why this is the 2012 report and we are more than a year behind.

Mr. Walton reiterated that staff does not have the data from the Statewide Integrated Traffic Reporting System - SWITRS. Because we don't have the data compiled, the only way we could do that is manually enter every accident into our maps and statistics. This is very labor intensive.

With SWITRS, it is all automated. Staff relies on them to get the data entered and they are backlogged 12 months.

Ms. Denny asked what the methodology is for determining the vehicles per day.

Mr. Walton explained that when he talked about the vehicles coming in and out of Coronado that is average vehicles crossing the Bridge, in and out, over 365 days, divided by 365, so that includes weekdays and weekends. There are physical counters at the end of the Bridge and near NAB which constantly count the vehicles travelling.

Ms. Denny asked how we get the number of vehicles on the Strand.

Mr. Walton reiterated that there are counters right in front of NAB in each direction.

Ms. Denny referred to page 3 of the report. It is an excellent table that shows historical data for annual average daily traffic and it starts in 1977 and goes up to 2012. It has been going up. It has been going down. It is now not at its peak so we have that to be thankful for. The methodology sure has changed over time. Can Mr. Walton describe how we got the numbers in the '70s, '80s, '90s and beyond?

Mr. Walton does not believe the methodology has changed. There was a trend when we were seeing increases from when the Bridge initially opened with a pretty constant increase each year and recently that has tapered off. In 2012, we actually saw a reduction in traffic in and out of Coronado of less than one percent.

Ms. Denny circled all the times that it went down. In 11 different years there has been a decrease in traffic and then it balances out with an increase in another year. Is it fair to say that we have had the same counters there since the 1970s?

Mr. Walton responded that these are inductive loops so they count vehicles much like a traffic signal loop.

Ms. Denny asked when Mr. Walton thinks we will get the 2013 data.

Mr. Walton reiterated that SWITRS is backed up over 12 months. It will probably continue as it is unless we change and do manual entry.

Ms. Denny referred to page 6, Table 5. She pointed out different blocks and asked how the samples were chosen or why those streets were chosen for sampling.

Mr. Walton explained that there is periodic sampling of various streets so there are some the City is generally collecting information for periodically, say every year, every third year. Also staff does special studies when looking at specific requests so staff will put out counters and capture that data as well.

Ms. Denny asked if Avenues A, B or C have ever been chosen for sampling.

Mr. Walton is sure they have but he doesn't have numbers in front of him. He knows we have done studies on those streets.

Ms. Denny thinks it would be important for us to show them to the public. There seems to be a movement in the City or rumblings to add stop lights on A, B or C, it looks like B Avenue and Third and Fourth, which will have a great impact on not only B but A and C. Her concern is that this is outside of our General Plan, outside of our Circulation Element, and would actually be not just outside but in violation of and her concern for the City is that we would be so easily subject to an injunction by residents looking to avoid the violation of the General Plan and the Circulation Element with stop lights on Third and Fourth primarily at A, B or C. It looks like B is a popular one. And/or not just an injunction but a law suit. She is looking to protect the City liability.

Councilmember Woiwode feels that first is the question about what to do with this report. How does this information translate into projects and next steps?

City Manager Blair King explained that staff is also taking a look at these reports and the report is broken down into accidents, speed, volume. In some of the areas, for example, there has been a general discussion in terms of accidents and accident trends. Something that has been a concern was bicycle and pedestrian accidents. So, knowing that bicycle and pedestrian accidents are a concern, this annual information, although a bit dated, does provide a platform for the Council to provide direction to staff. Staff, at the Council's direction, did pursue an active transportation grant through the State. It was funded in late August for about \$35,000 to provide additional education for cycling at the four school sites. What we might be able to trend over a long period of time is if our accident rate involving cyclists and pedestrians would go down and we can see if there is any cause and effect relationship. That would be an example where the data has been collected and provided to the Council. Staff is looking for relationships with the data which is an ongoing task but out of that a grant application was submitted based on data that has been collected and we were successful in securing that. The downside was that we were successful because a need was identified in that Coronado had some of the highest, on a ratio, of cycling accidents per capita.

Mr. Woiwode realizes it is not on the agenda to take action on this report today but there are a lot of things that are raised. He looks at intersections and the unsignalized intersections show up with Fifth and Orange being the most disastrous with thirteen accidents. Is that Caltrans' responsibility or our responsibility to react to that?

Mr. Walton responded that the particular intersection referred to is within Caltrans right-of-way but he thinks there is a joint partnership there. They recognize that the intersection has had accidents and the City is looking at it as well. The State has a triggering mechanism when they receive data that shows that particular intersections or particular segments are higher than the State average and they have to take action. This is one that the City has spoken about with Caltrans. This information would lead staff to ask what the cause is of the accidents to see if something can be done to eliminate that cause.

Mr. Woiwode concluded that the purpose of this report is to give the City information and not necessarily to lead us to next steps.

Mr. Walton agreed that it provides information. It is very useful for him and his department in looking to see if there are ways to improve safety on our streets.

Mayor Tanaka commented that the staff recommendation is to review and accept this report.

**MSUC (Woiwode/Bailey) moved that the City Council accept the report.**

<b>AYES:</b>	<b>Bailey, Denny, Ovrom, Woiwode, Tanaka</b>
<b>NAYS:</b>	<b>None</b>
<b>ABSTAINING:</b>	<b>None</b>
<b>ABSENT:</b>	<b>None</b>

**11f. Information Regarding the Cost to Add Holiday Lighting to the Palm Trees on Orange Avenue.**

Mayor Tanaka opened this by saying that in various Decembers he has enjoyed how our lights are currently displayed and lit up but he has also privately thought that if we added white lights on some of the palm trees that might add a more positive effect on Orange. He had asked the City Manager if that is something he can do under his own authority. Mayor Tanaka did not think about electrical needs but just considered that we already light some trees. Mr. King was willing to look at it but the more he investigated the possibility of adding a spiral of white lights on palm trees, the more he realized that the undergirding power needs were not there for that. Mayor Tanaka is a little shocked that it would be so expensive to do something as simple as put lights on palm trees. He would imagine that the Council could go in one of two obvious ways. A possible suggestion he would throw out there is that the City Manager did report what it would cost, in a ballpark way, what it would cost per median. He said that, per block, it could cost as much as \$21,500 per median. His preference would be to see if perhaps the Council was interested in finding one block and not necessarily moving forward but just asking the Manager to get firmer numbers and then coming back to see if the Council liked the option or not.

Councilmember Denny feels it is a nice idea but she doesn't think we need to add to the taxpayers' burden at this point for something like this. Perhaps we could explore ways that the Chamber of Commerce or MainStreet might want to contribute to lighting a block but she doesn't think it is fair to make the vast majority of Coronado taxpayers pay for this. It would be nice to have it lit but we have other expenses, especially \$300 million of pension and \$300 million of redevelopment debt. This is almost like fiddling while Rome burns.

Councilmember Woiwode feels that the problem of the suggestion of looking at one block and putting more effort into this is that he would not like to see us light one block. That would be unsightly and uninteresting. He would think we would need to do it uniformly, yes or no. He thinks we ought to be either all in or all out. At this point, he likes the median as it is at Christmas time. He would rather wait for another year.

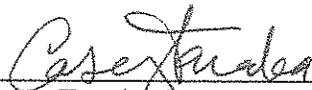
This item was tabled.

**12. CITY ATTORNEY: No report.**

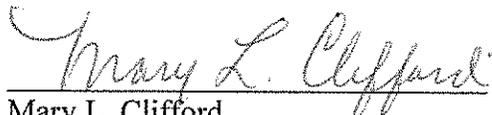
**13. COMMUNICATIONS - WRITTEN: None.**

14. **ADJOURNMENT:** The Mayor adjourned the meeting at 6:25 p.m. in honor of Councilmember Frank Tierney who died over the weekend. Councilmember Tierney served from 2002-2006.

Approved: October 7, 2014

  
\_\_\_\_\_  
Casey Tanaka, Mayor  
City of Coronado

Attest:

  
\_\_\_\_\_  
Mary L. Clifford  
City Clerk