

**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, April 19, 2016**

Mayor Tanaka called the Closed Session to order at 3:29 p.m.

ANNOUNCEMENT OF CLOSED SESSION

- 1. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION**
AUTHORITY: Government Code Section 54956.9(a), (d)(1)
NAME OF CASE: Harold Mosley v. City of Coronado, et al.
United States District Court Case No. 16cv00065-H (DHB)

- 2. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION**
AUTHORITY: Government Code Section 54956.9(a)
NAME OF CASE: Marvin Quon v. City of Coronado
WCAB No. ADJ996-4280

- 3. COMMUNICATIONS - ORAL: None.**

ADJOURN TO CLOSED SESSION 3:30 p.m.

The Closed Session reconvened at 3:39 p.m. Mayor Tanaka announced that direction was given to staff.

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

1. ROLL CALL:

Present: Councilmembers/Agency Members Bailey, Downey, Sandke, 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 April 5, 2016.

MSUC (Downey/Woiwode) moved to approve the minutes of the Regular Meeting of the City Council/the City Council Acting as the Successor Agency of April 5, 2016, with de minimis corrections. The minutes were so approved. The reading of the minutes in their entirety was unanimously waived.

AYES: Bailey, Downey, Sandke, Woiwode, Tanaka
NAYS: None
ABSTAINING: None
ABSENT: None

4. **CEREMONIAL PRESENTATIONS:** None

5. **CONSENT CALENDAR:** The City Council approved, adopted and/or accepted as one item of business Consent Agenda Items 5a through 5j with the addition of Items 11b, 11c, 11d, 11e and 13a.

Councilmember Sandke suggested the addition of Items 11b, 11c, 11d, 11e and 13a.

Councilmember Bailey requested that Item 5h be continued.

City Manager Blair King and City Attorney Johanna Canlas offered comments to explain that the continuation of Item 5h would not pose a problem for the City.

Councilmember Downey commented on Items 5e, 5f and 5g. She thanked City staff for working with the CCHOA on the median gardens. On Item 5f, one of the concerns is that we had to repair a portion of the bulb-out because an unknown vehicle or vehicles drove over the top of the sidewalk. This was just during construction and things weren't marked well. She recommends that we do a better job of marking this as it is unusual. For Item 5g, she pointed out to the public that we are going to have a wonderful new restroom constructed that will also have cement pads for portable restrooms for large crowds and there will be temporary portable restrooms at the playground. She didn't see, in the designs for the ones by the playground, a reflection of making them just a little bit nicer.

Councilmember Sandke applauded City staff for its efforts on Item 11e.

Councilmember Woiwode commented that on Item 11d, MTS has decided to move the bus stop that is at Avenida de las Arenas onto SR 75 and is aware of the schedule and is working with Caltrans and City staff to get that done by May 27.

Mayor Tanaka thanked Jeff Tyler, Cultural Arts Commission Chair, for the Commission’s efforts on Item 11b.

Helen Kupka thanked the Council, staff, the CTID, and the Loews for making the shuttle happen for the Coronado Cays.

Ms. Downey commented that the Board of the Coronado Promenade Concerts are also excited about the shuttle.

MSUC (Downey/Sandke) moved that the City Council approve the Consent Calendar Items 5a through 5j with the addition of Item 11b - Approve the Acceptance of the “Naked Warrior” Sculpture and its Placement in Glorietta Bay Park; Appropriate \$50,000 for the Project; Authorize the City Manager to Execute a Gift Acceptance Agreement; and Authorize To Bid the Project; 11c - Introduction of “An Ordinance of the City Council of the City of Coronado, California, Amending Section 32.08.020(A) of Chapter 8 of Title 32 of the Coronado Municipal Code to Allow Leashed Dogs at Bayview Park”; 11d - Authorize the City Manager to Execute Contracts with the San Diego Metropolitan Transit System to Operate the Free Summer Shuttle and with Loews Coronado to Operate the New Free Silver Strand Summer Bus and Allocate \$60,000 to the Fiscal Year 2015-16 Budget for this Fiscal Year’s Portion of Costs for these Services; 11e - Approve the General Zone Locations of Vehicle Speed Feedback Signs along Third and Fourth Streets and Alameda Boulevard; and 13a - Consideration of Request from Mayor Tanaka for the Council to Review a Request from Michael and Jackie O’Keefe to Waive the Alcohol Prohibition for a Gathering in Spreckels Park on Friday, July 8, 2016, from 4 to 7 p.m.

**AYES: Bailey, Downey, Sandke, Woiwode, Tanaka
NAYS: None
ABSTAINING: None
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/Agency Treasurer, are all Correct, Just, and Conform to the Approved Budget for FY 2015-2016. The City Council approved payment of City warrant Nos. 10112007 thru 10112218 and City of Coronado Acting as the Successor Agency to the Community Development Agency of the City of Coronado warrant No. 90005595. The City Council approved the warrants as certified by the City/Agency Treasurer.

5c. Adoption of a Resolution of the City Council of the City of Coronado Approving the 2016 Coronado Apartment Vacancy Factor Pursuant to Subsection 82.40.100(F) of the Coronado Municipal Code. The City Council adopted A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CORONADO ADOPTING THE 2016 CORONADO APARTMENT VACANCY FACTOR PURSUANT TO SUBSECTION 82.40.100(F) OF THE CORONADO MUNICIPAL CODE. The Resolution was read by title, the reading in its entirety unanimously waived and adopted by City Council as RESOLUTION NO. 8797.

5d. Acceptance of the Coronado Cays Fire Station Americans with Disabilities Act (ADA) Access and Parking Space Project and Direction to the City Clerk to File a Notice of Completion. The City Council accepted the Cays Fire Station ADA Access and Parking Space project and directed the City Clerk to file a Notice of Completion.

5e. Appropriation of Funds and Authorization for the City Manager to Execute Change Order #1 to the Conversion of Turf to Drought Tolerant Plants in the Coronado Cays Medians Agreement with the Urban Corps of San Diego in an Amount Not to Exceed \$30,000.. The City Council appropriated funds and authorized the City Manager to execute Change Order #1 in an amount not to exceed \$30,000 to cover the cost of additional materials and work necessary to correct several discrepancies in the plant coverage and material selection of the original contract.

5f. Authorize the City Manager to Approve Change Orders for the Bulb-Outs at Second Street and Orange Avenue Project in Excess of 10% of the Contract Amount. The City Council authorized the City Manager to execute change orders for the Bulb-outs at Second Street and Orange Avenue project in excess of 10% of the contract amount.

5g. Authorization to Advertise the Spreckels Park Restroom Project for Bid. The City Council authorized staff to advertise the Spreckels Park Restroom project for bid.

5h. Award of a Consultant Services Contract in the Amount of \$159,810 to Chen Ryan Associates, Inc. to Create a Comprehensive Active Transportation Plan. This item was continued to May 3.

5i. Approval of a Two-Year Extension of the Marina Management Agreement with California Yacht Marina-Chula Vista, LLC to Continue Serving as the Manager/Agent for the Glorietta Bay Marina. The City Council authorized the City Manager to execute a Two-Year Extension of the Marina Management Agreement with California Yacht Marina-Chula Vista, LLC (CYM).

5j. Authorization for the City Manager to Execute a Multi-Year Purchase Agreement for Occupational, Pre-Employment Health Services with Sharp Rees-Steely and UCSD, for an Amount Not to Exceed \$60,000 per Year. The City Council authorized the City Manager to execute a multi-year purchase agreement with Sharp Rees-Steely and UCSD for provision of pre-employment evaluations including physicals and drug testing, as well as care for work-related injuries and illnesses which includes the assessment, treatment, and rehabilitation of employees after an injury or illness.

6. ORAL COMMUNICATIONS:

- a. **John Orlowski** commented that if you again restrict access to A, B and C Avenues the traffic will move to D, then E, which occurred in 2003 since the 300 block of Orange Avenue lacks the capacity. He showed photos that reflect that the 300 block of Orange Avenue lacks the capacity to absorb any additional traffic. The City needs a real long-term solution and not just move traffic from one street to another.
- b. **Rita Sarich** announced the 26th Annual Car Show, Motorcars on MainStreet that is upcoming this Sunday from 10 a.m. to 3 p.m. She thanked City staff for being so easy to work with.
- c. **Laura Crenshaw** thanked everyone for participating in the Coronado Flower Show this past weekend.
- d. **Sue Gillingham**, Coronado Chamber of Commerce, spoke about the Coronado Salute to the Military Ball this past weekend. She thanked everyone for their support and efforts.
- e. **Councilmember Downey** commented that April is National Volunteer Month. She volunteers in a lot of organizations in town but what she saw last weekend at the Flower Show was full community participation. She hasn't seen that in any other event as profusely.

7. CITY MANAGER/EXECUTIVE DIRECTOR:

- 7a. **Update on Council Directed Actions and Citizen Inquiries.** No report.

At this point in the meeting, Mayor Tanaka took Item 10a, Report from the Port Commissioner Concerning Port Activities, out of order.

8. PUBLIC HEARINGS:

8a. **Public Hearing: Approval of the Annual Report from the Coronado Tourism Improvement District (CTID) Advisory Board and Adoption of a Resolution of the City Council of the City of Coronado Declaring Its Intent to Continue to Levy Two One-Half Percent (0.5%) Assessments on Four Hotel Businesses within CTID I and CTID II during Fiscal Year 2016-17.**

Councilmember Sandke recused himself due to a financial interest.

Assistant City Manager Tom Ritter gave the presentation. CTID Executive Director Todd Little gave a presentation.

Mayor Tanaka opened the public hearing.

Myra Durbin is surprised at what she heard. What she sees in the newspaper is that the people who live in Coronado do not want more tourists. They have been very successful on what they have done for the little guy and the big guys but she doesn't hear where they have been successful for the homeowners in Coronado and that leads her to feel that perhaps more needs to be done to

not have so many tourists. It is not just the vehicle volume. Living on Tenth Street she has the tourists walking past her house continually. There is no off season anymore.

Susan Keith spoke against the resolution. She thinks that if the Council were to interview ten Coronado residents, nine of them would agree with the woman who just spoke. There are certainly enough visitors in this town. We don't need to advertise for more. She would like the Council to particularly look at the difference between District 1 and District 2. If she understands correctly, District 2's monies are limited to advertising for heads in beds, conventions. She has no problem with that. Most of those people arrive in town using public transportation, walk everywhere, and they do go to our restaurants and stores. It is the daytime visitors that they are advertising for with the monies from District 1 which are being advertised locally. The locals in San Diego County bring everything they want to Coronado when they come and then they leave it. They leave it on her front yard or down at the beach, maybe in trash cans, maybe not. All we do is clean up after these people. They do not add anything to our community. She would like the Council to take a look at the difference between those two districts and please consider restricting District 1 to no longer advertising in the San Diego County area. That is just ridiculous. Let's go for the heads in beds but not the daytime visitors. Local visitors to Coronado do not add anything to our economy and all they do is cost us money as we clean up after them. Please reconsider how these two districts are formed and approved and what monies they can spend where.

Gerry MacCartee has been co-owner of two businesses in Coronado, one of which still carries on after 35 years, Coronado Touring. This is a business that relies on our visitors. They make a point on all their tours of sharing the names of restaurants, shops, where to go, what to see. We have the extreme privilege of beginning their tour in the beautiful Glorietta Bay Inn. We are part of an effort to promote the tourist industry. She is also a resident and she looks to the City to protect this village and our way of life, to make sure her streets are safe, the traffic is calmed and the magic of what our guests call paradise is preserved. She fully supports the promoting of our hotels but she does not feel that dollars should be used to invite throngs of day visitors, certainly not until we have solved the enormous traffic nightmare. At the same time, these crowds keep away the very locals and hotel stayers who want to use our restaurants. To see our town being sold on a TV commercial at the dinner hour is very scary. Believe me in this, Coronado sells itself. It always has. There will come a time, if we continue in this direction, when people will simply opt not to come over to a place which is known to be jam packed and congested. Please think carefully. Do not kill the goose that has so laid this golden egg.

Jennifer Dunham, TMB Marketing, on behalf of Coronado Ferry Landing, spoke on behalf of the management and marketing team at the Ferry Landing. Over the last year, they have done a lot of changes to turn over a lot of the shops and the merchant storefronts we have there. Smart Growth is something that is very important to them. In their staffing team for events they say every day, more customers, not more cars. Things like the Uber program that was connected to the San Diego Restaurant Week are great programs that we adopted this year and also spread across many of the other events that we had. They look to CTID for inspiration on how to have events to increase traffic but not the traffic with cars and they also look to CTID to support them when it comes to the off-season which the merchants can directly speak to with the numbers that drop.

Doug St. Denis spoke on behalf of the Coronado Island Film Festival. Their experience with CTID was much like the experience of the Film Festival itself. It was four days of a magical mix of residents and visitors, all coming together to have so much fun watching 85 films. They filled up

the restaurants and the hotels. They didn't want them bringing cars so they went to the CTID and worked to get a free trolley for the festivalgoers. The trolley was so successful that there was demand for a second trolley. She thanked the CTID for its part in making the festival so successful.

Roberta Korte, Coronado Taste of Oils, is also a resident and spoke to support the CTID. She is a direct beneficiary of the efforts of the CTID. We need these events and the off-season people.

Tim Rohan commented that, on the surface, a vote to continue the 1% assessments against the four largest hotels in Coronado to fund the CTID seems like a no brainer. In 2015, it brought in approximately \$1,170,000 at no monetary cost to the residents. However, when we look deeper into what the CTID does, we see that while there is no monetary cost to the residents of Coronado, there is a rather large impact to our lifestyles. The CTID spends approximately 2 to 4% of its budget on programs that might actually alleviate congestion. Those programs probably do make the residents of Coronado's lifestyles minutely better. However, the CTID spends 96 to 98% of its budget, over \$1.1 million, in efforts which directly hurt the residents of Coronado. The CTID efforts lead to increased density, more gridlock, more parking woes, more danger to our children, longer waits, and higher prices everywhere in Coronado. In allowing this assessment to go through without significant and specific directives in how a large portion of the CTID budget should and will be spent, i.e., something like 40% towards improving traffic and parking mitigation, the Council and Mayor will, once again, be siding with business over the residents of Coronado. We all know more people in Coronado does not make our lives better. It actually makes our lives worse.

David Wright owns a business in town and is a homeowner. He wears the two hats of the business owner and resident. He thinks the CTID has done a wonderful job and his business has grown quite a bit since purchasing it in 2012. The town really does depend on tourism. He thinks we are all kidding ourselves if we don't admit that. He really does feel what the people are saying about the traffic and congestion. They have no idea what traffic congestion is until they try to cross a street on Pacific Coast Highway in the middle of the day in Corona Del Mar. He knows we will never get there and doesn't think there is any possible way we can. This is nothing compared to some of the beach communities we draw from. It is probably impossible to quantify how much business we get from CTID efforts. The people do come from all over the world and he does think that is, in large part, due to the efforts from the CTID. He also employs six people, all of whom live in Coronado. Virtually every business in the Spreckels Building would voice exactly what he is saying. They get a huge amount of help from the CTID. He thinks they do a terrific job.

Keith Butler, Associate Superintendent, Coronado Unified School District, read a letter from Dr. Jeffrey Felix, Superintendent. "In addition to a highly qualified and hardworking staff, and a community of motivated and high achieving students, Coronado Unified School District is also home to a unique collection of modern facilities. Many of these facilities are also used by community or outside groups. While student achievement remains the primary focus of our staff, the significant task of managing and maintaining the over \$500 million in CUSD facilities cannot be overlooked. Responsibility for facility funding decisions falls ultimately under the fiduciary duty of the School Board. This requires long-term planning combined with thoughtful decision making along the way. CUSD is one of the many jewels that make up the Crown City; our environment, culture and facilities are very much integral to our success. One such facility is the world-class Brian Bent Memorial Aquatic Complex, the BBMAC. Despite a rocky start, it is now, by any standard, an asset to our entire community including local businesses, City coffers, school

athletic programs, and physical education curriculum. Today, this facility can boast that not only is it not a financial drain on the district, it is in fact a revenue producer for Coronado. Some facts related to that: we now get teams from over 20 countries visiting; over \$400,000 of winter tourism and TOT revenue is generated by BBMAC; there are 30 days of swim instruction in water safety for many CUSD students in the current year; and our students gain time and the District spends less money by being able to have teams not practice elsewhere. As many Coronado retailers, restaurant owners, and hoteliers can attest, the BBMAC is a major reason why the winter and spring tourist season has become more robust. The BBMAC has been successful in marketing the Coronado community with the assistance of the CTID. With a generous grant from the CTID, BBMAC proudly announces that the US Open Water National Swim team will train at Coronado's BBMAC this August, their last training camp before departing to Rio de Janeiro for the summer 2016 Olympics. We have had many teams including the five mentioned by Mr. Little that have come to BBMAC as a result of CTID in the off season. With this good news, and another year of funding from CTID, the BBMAC will continue to bring teams of people from all over the world to Coronado during the season's off-peak tourism months. I strongly support the continued funding of the Coronado Tourism Improvement District under the strong leadership of the Executive Director Todd Little, the CTID Board of Directors, and the advisory board to the City Council. Sincerely, Jeffrey P. Felix, EdD"

Kris Grant, *Coronado Lifestyle* magazine, is a member of the International Food, Wine and Travel Writers' Association and was just at an organizing meeting at Loews Coronado Resort because they are going to be having their international conference here in October. These are travel and food writers from all over the United States and Australia. The organizers of the event turned to the CTID for help in bringing the convention here. It will probably be about 60 to 100 travel writers. She thanked the CTID for its help in putting this conference together.

Sue Gillingham spoke on behalf of the Coronado Chamber of Commerce. The Chamber supports the CTID organization. Not all residents are familiar with the Chamber and sometimes they are mixed up with the CTID. The Chamber is a membership group of several hundred local businesses. Their mission statement is to help businesses succeed so that our community prospers. Many of the member businesses are very familiar to the residents. Chances are the residents' children got their first job at one of the Chamber businesses. The CTID is a separate organization from the Chamber and it is focused on the hospitality industry. Its mission is to promote Coronado as a year-round destination while contributing to the vitality of the community. The governing board consists of nine members, four of which are from the hotels. The Chamber has participated on this board since its inception along with Coronado MainStreet, and the Coronado Historical Association and Visitor Center. The hotel members are eager to receive feedback from the Chamber, CHA, the Visitor Center, and MainStreet. The Chamber believes that they continually evaluate the benefit CTID marketing efforts bring to their properties while trying to mitigate negative impacts on the residents. The truth of the economic situation in Coronado is that many of the favorite restaurants and shops could not survive without the income generated by off-island visitors. We also need to remember that the TOT, paid by overnight visitors, funds over 30% of Coronado's City services. In FY 2013, TOT brought in \$13.7 million to our coffers and \$6 million more than it did in 2010. That money has been invested in us. The Chamber strongly believes that our civic organizations should all work together to retain Coronado's precious balance between being a resort town and a residential village. They look forward to another year of collaboration with CTID to this end.

Jacques Spitzer added that what he has seen by paying close attention to what the CTID has done over the last three years is fulfill that promise of Coronado Tourism **Improvement** District. The 'I' gets lost sometimes in the fact that not only are they thinking of really creative ways to increase tourism in smart ways during off peak times but they are really doing everything they can to avoid what is already the peak season. The CTID is doing incredible things for off-peak marketing seasons. He runs a marketing agency that has worked with over 30 local businesses and he thinks people see how busy it is in the summer and assume that every business is doing well but the magic of Coronado is that there are so many small businesses that are supported by these year-round tourism efforts.

Mayor Tanaka closed the public hearing.

Mayor Tanaka began by saying that he first ran for Mayor in 2008 and that was when the economy was in shambles and he remembers after taking office that he would be approached by small business owners. He often was met with frustration in that they felt that the City Council didn't do enough or very much to help them. That was the spirit in which the Council supported a CTID 1 – it wanted to do something that would help the small business owners. One of the ways the CTID was constructed was by putting people on that board that were representative of small town Coronado. There are two at-large members out of the nine, Mary Ann Berta and David Spatafore, who are on that board for the purpose of giving that locals' feedback and then representatives from CHA, the Chamber and MainStreet were put on that board as they understand Coronado and could be trusted to vote in favor of protecting our City and not selling it out. What he also has been very impressed with, though, is that the four hotels involved have been very civic minded in terms of how they have lent their expertise. We have been very fortunate to have two general managers of the Hotel Del while he has been in office who are really on top of their game and a lot of the success we have had as a City, in terms of bringing in the types of businesses we have talked about in off peak, a lot of that expertise has come from those hotel general managers. Coronado is unique in its size. You don't see a city of our size so competitive in terms of hotel space and number of beds and he is really excited at how well those hotel GMs work together. The bottom line is that the CTID and its successor, CTID 2, are successful. It is obvious and prudent that you support things that are successful. The people who have spoken against the CTID or have thrown the cautionary tale should be listened to. One way forward is, if the Council supports CTID 1 and 2 today, to trust that board of nine people and to provide feedback on not to market to day trippers as much and so on he believes they will listen. He thinks that the worst thing the Council could do would be to try to micromanage that board or its director. They have heard the comments made. He thinks the CTID works and should be supported. He thinks it has acted prudently and he doesn't want to do anything to send any mixed messages.

Councilmember Woiwode commented that a couple of interesting successes were highlighted and are important for us all to bear in mind. When he ran for office, vacancies of businesses was one of the topics he heard about. Storefronts have been much more successful and he believes, in part, that is because of the work of the CTID. The BBMAC is an interesting example. When he first came on the Council that pool was in trouble and there were people advocating for the City to take it over. What we did was to work with them to come up with fee structures, and so on and move programs around and they became very aggressive about marketing the pool and the CTID has given them the missing link to make that program successful. That alone has saved the City of Coronado a lot of money. He is very concerned about the point Mrs. Keith makes about the types of visitors who come not adding anything, leaving trash, etc. One of the things we have to keep

in mind is that there are 800,000 more people in the region than there were 20 years ago and there will be another million people in the next 20 years in the region who sometimes go to the beach. Whether or not the CTID is working to bring those people in here, clearly that is not something we want. We don't want people to just show up here to leave trash and not benefit our businesses. The CTID has heard that message and to the extent that we can bring people to restaurants in Uber and other ways and not contribute to the traffic and keep everything functioning without increasing traffic certainly is the direction we want to go in. CTID 2 is focused exclusively on that and very effectively. He is certainly sympathetic to the idea of whether or not there are tourists coming here that detract from the quality of life of the residents and he would just challenge the CTID Board to keep in mind whether or not any of the programs contribute to that, again, accepting the fact that there is pressure just built in the region that is going to continue moving in that direction. We certainly don't want to aggravate that. At this point in time, he is supportive of continuing the programs.

Councilmember Bailey thinks Ms. Gillingham hit the nail on the head that it is up to the Council to try to maintain this precious balance to the greatest extent possible. Oftentimes there are factors out of our control. He is glad to see the CTID transition more to a group convention business model because they bring over the least impactful type of tourists. The day trippers tend to bring their cars and leave their trash versus the conventioners who tend to leave their cars at home and spend their money at our local businesses. We have all heard from the local business owners that they can't make it on local business alone. He appreciates that. He hopes CTID will continue to pursue that type of business model. He referred to Mayor Tanaka's comment about not wanting to micromanage the CTID and he completely understands and respects that. What seems to give our residents a little bit of heartburn is the perception that we are actively advertising our City when we don't need to anymore. Looking through the CTID's budget, their advertising on TV accounts for less than 4% of their entire budget. As Mr. Woiwode said, our region is growing and people are going to continue to come here whether or not we advertise. He wouldn't mind seeing that \$40,000 going to other forms of attracting tourists such as the Uber program or subsidizing ferry rides. He thinks that decision should be left up to CTID but if we are listening to our residents, our residents are telling us that they don't really want us advertising any more on TV. He is mindful of that. He would be happy to move forward with continuing CTID 1 and 2 if we were to limit their TV spending.

MS (Bailey/Tanaka) moved that the City Council move forward with CTID 1 and CTID 2 with a limitation on TV spending.

Mayor Tanaka pointed out that it is perfectly reasonable in 2016 to say what we are saying but in 2010 some of the things we are talking about were asked for and approved. It is one thing for the Council to legislate from the dais but he will say that he does not think it is necessary to tell them that because they have ears and can hear that there is a lot of pressure on the Council and on them to maybe curb that practice but one of the things in Mr. Little's presentation is we can't forecast the future. Mr. Woiwode referenced what was going on along Orange Avenue in 2008. Some of the people who are speaking up today might have a different point of view but there might be a rationale for doing what they are doing and 4% doesn't seem like a big investment. He is not sure the stipulation is needed.

Councilmember Downey has struggled with this. She also ran for election for her second term in 2008 but more importantly she listed to former Hotel Del manager Todd Shalan when he

explained that during the downturn his hotel wasn't full so he couldn't send people over to the Glorietta Bay Inn and the shops in the Hotel Del then weren't surviving because there just were not enough people in town. When the hotel folks got together and proposed this whole idea to the City, one of the parts of the original CTID proposal was they wanted to try to find a way to consolidate and help promote tourism for the City in a way the City wanted. There was a time when it was in the City budget to promote the Visitor Center and we had issues over how much money the City should be spending to promote it. What our City residents said to the Council was that we will always have tourists. We should be servicing those tourists that are here and finding ways to help our hotels survive but not impacting residents. We came up with some different things that would do that. The CTID is the next iteration of that idea. How can we best accommodate the tourists with less impact on our citizens? She was thrilled when the Loews and CTID stepped up to help fund the free summer shuttle in the Cays. That is something she has championed for a long time and we couldn't figure out how to do it. This provided the money to do that. This provided an opportunity. That is not just out of benevolence. There is a hope that more people will come to the Loews because of this and there will be more businesses that get people buying because of this but it also helps all our residents. But she does hear what the residents have been saying. It took her a while to figure it out. She had to get smart on what a media buy is. She agrees with the Mayor that maybe this next year, since businesses have been doing better and tourists are doing better, maybe the CTID can look at ways to cut down on that but we need to give them that option. They know how to do a media buy so that it is helping the businesses that need it and not bringing in folks that we don't need at the times when we don't need them. She does understand the concern because she was taken aback when she heard the CHA advertisement on the radio. She is sure the residents had the same reaction when they are watching the news. She would encourage our CTID members to think about how that local advertising is done. We talked about how we buy local on TV because we can afford it but maybe we shouldn't. Maybe we should save up and do a big buy on the national ones so we are getting the people that fly in and aren't driving in. She doesn't want to micromanage. She would like the CTID to figure out how to do it from listening to the residents and what they want. She won't support the motion because Mr. Bailey has tried to direct how they do it. She would support the motion to renew both CTID 1 and CTID 2 requesting they take into account, as they are forming their budget in the next year, what we really don't want to hear on the TV and radio stations.

Mr. Bailey clarified that his motion would include simply only restricting advertising to day trippers. However CTID wants to interpret that is fine. He trusts they would understand the intent of that motion. The purpose of the motion is not to tell them what they can't do but to be representative of what the public is saying that they don't want them to do.

Mayor Tanaka asked if the restriction would have a duration of one year as this comes back to the Council for review on an annual basis.

Mr. Bailey concurred.

Councilmember Woiwode looked at the section of the report called, "Welcoming San Diegans" on page 121 of the agenda. It talks about the Play Across the Bay campaign which is intended on bringing customers to Coronado stores during the off season and the advertising that is described there. It ends April 30, well in advance of the off season. He is guessing that when Mr. Bailey says TV advertising he means all these other media as well and he means this target set and not just TV advertising. Is that correct?

Mr. Bailey responded that the intent is for day trippers. It is to restrict advertising to day trippers.

Mr. Woiwode clarified that it is even during the off season and shoulder seasons.

Mr. Bailey agreed and would hope that CTID would continue to be creative in their efforts to attract people here during the off season and use the funding to attract people here through methods such as the Uber program they did during restaurant week and other similar programs so we are having the benefit from tourists without the negative consequences our residents are telling us they don't want to see.

Mr. Woiwode commented that something like the Uber program would have to be advertised. Is the condition he wants to put on here anything that is advertised in the off season would not contribute to traffic? He is thinking of the effects here rather than trying to manage the behavior. Do we want to focus on the effect?

Mr. Bailey could support something like that.

M (Downey) moved that the City Council supports reauthorizing CTID 1 and CTID 2 without any specific restrictions but encouraging the Board to listen to the input they have heard from the Council and public about concerns with advertising to locals.

She continued by saying that the program Play Across the Bay concerns her as it concerns the locals so asking the Board to figure out how to maybe do exactly what Mr. Bailey is asking for but not direct how to do it from the dais.

The substitute motion died for lack of a second.

Mr. Woiwode would rather focus direction on effect than process.

MSUC (Bailey/Tanaka) moved that the City Council extend CTID 1 and CTID 2 provided that the Board take into consideration how their advertising would affect parking and traffic congestion.

Ms. Downey wants to be sure she understands the motion. The CTID can advertise if they are advertising in a way that decreases traffic? She is not sure how she would interpret that if she was on the Board of the CTID.

MSUC (Bailey/Tanaka) moved that the City Council extend CTID 1 and CTID 2 and recommend to the CTID Boards that they strongly take into consideration their decisions in terms of advertising and how it affects parking and traffic congestion within the City of Coronado.

Mayor Tanaka thinks that what Mr. Bailey has been gracious enough to do is to take out wording that requires something but again gives a clear signal. He thinks all four Council members are trying to give that clear signal. He thinks this still gives the Board flexibility to interpret that and it is only a one-year authorization.

Ms. Downey wants to be sure that the Council is in agreement that there is no legal issue. That is her concern. She wanted to be sure that the Board knows what it can and cannot do. She said she is fine with the motion.

AYES:	Bailey, Downey, Woiwode, Tanaka
NAYS:	None
ABSTAINING:	None
ABSENT:	None
RECUSED:	Sandke

8b. Public Hearing: Consider Request from Resident for the Removal of Podocarpus Fern Pines Located on the Public Parkway Fronting 1001 E Avenue. Director of Public Services & Engineering Cliff Maurer provided the report. City Attorney Johanna Canlas noted that each public hearing is decided on its own merits. In this particular case, the decision is based on the evidence that you've heard. This does not set a precedent as to any future issue that may be involved. This is limited to this particular situation.

Councilmember Sandke asked what the prognosis is for relocation of any of these trees.

Mr. Maurer responded that it is not really possible due to the age of the trees.

Councilmember Downey asked if anyone knows how old these trees actually are.

Mayor Tanaka opened the public hearing.

Shannon Player was the person in charge of the planting of those trees in 1992 or 1993. Those trees were planted by volunteers. They specifically targeted that corner because it had been a rental property for 30 years and was a very blighted property. The trees were knocked over by storms and then they finally survived. There is a solution. Sweep the sidewalk. She goes by there all the time. She hasn't seen a lot of the fruit on the sidewalk lately. It only fruits a certain time of year. This year she understands they fruited early because there was such warm weather and the City wasn't able to get in and do the spray on time because they fruited earlier. She thinks it would set a bad precedent to remove the trees and we have lost so many trees in Coronado lately. We need our trees for shade and livability and a sense of permanence and everything else they give us. She would ask that the City not remove the trees but mitigate the fruit with more sweeping.

Paul Richardson lives at the property. The seed cones are a hazard to him as they jam under his caster wheels. It would be one thing if they only dropped one week out of the year but it is all year long they are dropping. Some parts of the year they drop not too many but between December and March they were all over the place. Even if you sweep them in the morning by afternoon more have dropped. It is not as if this is just two weeks out of the year. It is a hazard to him in his chair and to anyone else in a wheelchair going down those sidewalks or anyone using a walker or whatever. There are four of them. There is no way he can leave the house without seed cones being there and there are no street lights at night. It is a clear hazard. The sidewalks are to be ADA compliant with Title 3 of the Pedestrian Zone Requirements to be free of all obstacles, protruding objects, or any other obstruction which would be seed cones. He would like these trees

removed and replaced with another tree on the tree committee's list. He read from the Street Tree Committee's guidelines to demonstrate these seed cones pose an imminent threat to his person.

Myra Durbin commented on how hard Paul and his housekeepers have worked to clean that street. She walks her dog every day down that street. It is not just his side. E on the other side there are new plantings of podocarpus. She doesn't understand why we are still planting the tree that is causing so much problem. The male tree is a beautiful tree but this tree deposits on that sidewalk mountains and mountains of fruit. This is also a mess in the street. You don't want to park under this tree. She is requesting that Paul be relieved of all that he has gone through with trying to comply with living in Coronado.

Laura Crenshaw was raised in the house next door to this property. She cannot believe the City is even discussing this again. She was present when this was discussed in 2012. This man owns this property and is handicapped. These are trees. The podocarpus tree in Coronado is a mess anyway you look at it. They are nothing extraordinarily rare. He is willing to replace them. He asked to have them removed when they were much smaller. The City tried everything that can be done to make them not drop but they will continue to drop. That is the nature of the tree. This man has been through enough to get these trees removed. He is willing to put new trees in and the City should grant him the approval to remove these trees. He is a handicapped person and the people who come to see him perhaps might be handicapped. Think of what you are doing in the safety of these streets. It is a hazard to him.

Carolyn Rogerson agrees with the previous speaker. One of the things that she was struck by when she moved to Coronado full time was that there is not an awful lot of accommodation for handicapped people. There are not a lot of areas in the City where handicapped people can walk unimpeded, just on Orange Avenue. This is a resident who is handicapped. This is a tree. It is a filthy, filthy tree and she is very familiar with this tree. The tree really can be replaced by something just as shade providing and just as lovely. She can't understand how anyone can say that we have to inconvenience this man. She thinks the City would be liable if someone slipped because it can't keep that sidewalk clean.

Mayor Tanaka closed the public hearing.

Mayor Tanaka commented that it is true that we talked about this item a number of years ago. He thanked Mr. Richardson for being patient and giving this process a chance. He supports this request because this type of tree is not the most popular type of tree in the City. You don't have to have a mobility issue in order to have a problem with the droppings of a podocarpus. Mr. Richardson does have a mobility issue and it could gum up his wheels. This is certainly something that the Council should take into account and that does not set a bad precedent.

MSUC (Downey/Bailey) moved that the City Council authorize staff to remove the four female podocarpus fern pines and that we allow the resident to work with the tree committee for the four trees that will replace them.

AYES:	Bailey, Downey, Sandke, Woiwode, Tanaka
NAYS:	None
ABSTAINING:	None

ABSENT: None

9. ADMINISTRATIVE HEARINGS: None

10. COMMISSION AND COMMITTEE REPORTS:

10a. Report from the Port Commissioner Concerning Port Activities. Port Commissioner Garry Bonelli thanked the City for approving the “Naked Warrior” sculpture. The I Avenue First Street storm drain will be on the agenda for the Port next month. Dock C and the Glorietta Bay Boat Ramp should have all the permits necessary for proceeding. The Coronado Yacht Club is getting real close. He is looking forward to getting it submitted in the next month. The Grand Caribe Isle 20th anniversary is coming up. The beautification project is underway. The marine boat storage project is underway as well. Admiral Bonelli spoke about the bridge lighting project. This will be coming up on the Port agenda in the next month or two. He also mentioned the Harbor Island former rental car parcel.

Councilmember Downey is a little bit uninformed as she was unaware that there was a five-year lease signed for marine boat storage. This is a boat storage facility for people who don’t live in Coronado. How will they access the water?

Admiral Bonelli said this is dry storage for people willing to pay the rent. They will pull up their trailer, load the boat, and then use access to the Bay wherever it already exists. He will be speaking at Candelas at 8:30 a.m. tomorrow.

11. CITY COUNCIL BUSINESS:

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

Mayor Tanaka asked that Council members submit their reports in writing.

11b. Approve the Acceptance of the “Naked Warrior” Sculpture and its Placement in Glorietta Bay Park; Appropriate \$50,000 for the Project; Authorize the City Manager to Execute a Gift Acceptance Agreement; and Authorize To Bid the Project. Under Consent, the City Council authorized the acceptance of the “Naked Warrior” sculpture and its placement in Glorietta Bay Park; authorized the City Manager to execute a gift acceptance agreement; appropriated a Capital Improvement Project amount not to exceed \$50,000 for the installation; and authorized staff to bid the project with installation of the project completed for dedication on November 11, 2016.

11c. Introduction of “An Ordinance of the City Council of the City of Coronado, California, Amending Section 32.08.020(A) of Chapter 8 of Title 32 of the Coronado Municipal Code to Allow Leashed Dogs at Bayview Park.” Under Consent, the City Council introduced AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CORONADO, CALIFORNIA, AMENDING SECTION 32.08.020(A) OF CHAPTER 8 OF TITLE 32 OF THE CORONADO MUNICIPAL CODE TO ALLOW LEASHED DOGS AT BAYVIEW PARK. The Ordinance was read by title, the reading in its entirety unanimously waived and placed by the City Council on FIRST READING.

11d. Authorize the City Manager to Execute Contracts with the San Diego Metropolitan Transit System to Operate the Free Summer Shuttle and with Loews Coronado to Operate the New Free Silver Strand Summer Bus and Allocate \$60,000 to the Fiscal Year 2015-16 Budget for this Fiscal Year's Portion of Costs for these Services. Under Consent, the City Council: (1) Authorized the execution of a contract with San Diego Metropolitan Transit System (MTS) to operate the Free Summer Shuttle from May 27 through September 25, 2016, at 15-minute intervals; (2) Authorized the execution of a contract with Loews Coronado to operate the Free Silver Strand Summer Bus for the same period at 30-minute intervals from the Cays to the Village; and (3) Allocated \$60,000 to the FY 2015-16 budget for this fiscal year's portion of costs for these services.

11e. Approve the General Zone Locations of Vehicle Speed Feedback Signs along Third and Fourth Streets and Alameda Boulevard. Under Consent, the City Council approved the general zone locations for new vehicle speed feedback signs along Third and Fourth Streets and Alameda Boulevard.

12. CITY ATTORNEY: No report.

13. COMMUNICATIONS - WRITTEN:

13a. Consideration of Request from Mayor Tanaka for the Council to Review a Request from Michael and Jackie O'Keefe to Waive the Alcohol Prohibition for a Gathering in Spreckels Park on Friday, July 8, 2016, from 4 to 7 p.m. Under Consent, the request was approved.

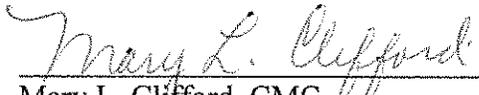
14. ADJOURNMENT: The Mayor adjourned the meeting at 5:52 p.m.

Approved: May 3, 2016



Casey Tanaka, Mayor
City of Coronado

Attest:



Mary L. Clifford, CMC
City Clerk