

**CITY OF CALEXICO
BUSINESS IMPROVEMENT DISTRICT
REGULAR MEETING**

**WEDNESDAY
AUGUST 12, 2015**

**Fernando “Nene” Torres Council Chambers
608 Heber Ave.
Calexico, CA**

8:00 A.M.

Jaime Jimenez, Chair
Eduardo Lopez
Greg Gelman
Robert Gronich
Mark Halloway

John Moreno, Mayor
Joong S. Kim, Mayor Pro-Tem
Luis Castro, Councilmember
Maritza Hurtado, Councilmember
Armando Real, Councilmember

Richard Warne-City Manager

AGENDA

CALL TO ORDER AND ATTENDANCE
PLEDGE OF ALLEGIANCE
APPROVAL OF AGENDA

THIS IS A PUBLIC MEETING. IF THERE IS AN ITEM ON THE AGENDA ON WHICH YOU WISH TO BE HEARD, PLEASE COME FORWARD. IF YOU WISH TO ADDRESS THE COMMITTEE CONCERNING ANOTHER MATTER WITHIN ITS JURISDICTION, YOU MAY DO SO DURING THE ANNOUNCEMENTS/PUBLIC COMMENTS PORTION OF THE AGENDA.

ANNOUNCEMENTS/PUBLIC COMMENTS

- a) Morris Reisin – Presentation on services to BID

CONSENT AGENDA

1. Approve minutes for meeting of July 8, 2015.

BUSINESS ITEMS

2. Action/Discussion – Downtown Transit Relocation discussion by Police Chief Bostic.
3. Action/Discussion – Update on cleaning of alleys, request by BID members.

4. Action/Discussion – Update on Sign Ordinance workshop held by the Planning Commission on Monday August 10, 2015.
5. Action/Discussion – Request by Liliana Reyes, Revenue Officer to pay for one-half of travel expenses to attend the California Municipal Revenue & Taxation Association Conference in Burbank, California.

BOARD MEMBER COMMENTS/AGENDA ITEMS FOR NEXT MEETING

Next meeting date: Wednesday September 9, 2015

Meeting date: August 12, 2015

Agenda Item 1

AGENDA STAFF REPORT
CALEXICO BUSINESS IMPROVEMENT DISTRICT

Subject: Approve meeting minutes of July 8, 2015.

Action Requested:	Approve minutes of the meeting held on July 8, 2015
Discussion:	Approve minutes for filing.
Fiscal Impact:	Not applicable
Attachments:	July 8, 2015 minutes of meeting

THE BUSINESS IMPROVEMENT DISTRICT OF THE CITY OF CALEXICO MET IN REGULAR SESSION ON THE 8TH DAY OF JULY 2015 AT CITY OF CALEXICO 608 HEBER AVENUE, CALEXICO, CALIFORNIA. THE DATE, HOUR AND PLACE DULY ESTABLISHED FOR THE HOLDING OF SAID MEETING

CALL TO ORDER

Meeting called to order at 8:15 a.m. by Mark Halloway. The Pledge of Allegiance was recited.

ATTENDANCE

Committee members:

Eduardo Lopez
Mark Halloway
Greg Gelman – Absent
Robert Gronich - Absent
Jaime Jimenez – Absent
Mayor Joong S. Kim – in place of Greg Gelman

City staff:

Michael Bostic, Police Chief
Gonzalo Gerardo, Lieutenant
Julia Osuna, Interim Housing & Eco. Dev. Manager
Rosalind Guerrero, Grant Manager

APPROVAL OF AGENDA

Motion by member Lopez and second by Mayor Kim, passed unanimously to approve agenda as presented.

Ayes:	Lopez, Halloway, Kim
Noes:	None
Absent:	Jimenez, Gronich, Gelman

ANNOUNCEMENTS/PUBLIC COMMENTS

Mayor Joong Kim commented he will work to bring in businesses to downtown. Stated BID is the voice of the merchants. Mayor Kim shared the analogy of milking the cow and not being concerned about the health of the cow in referring to the businesses and city.

Police Chief Bostic spoke on the transportation hub changes and is requesting BID help with businesses on First Street and Rockwood Avenue. Taxis and buses continue to battle. Chief Bostic is suggesting to close First Street between Heffernan and Rockwood and asking for businesses and BID to meet and plan. Representatives from First Street businesses are needed to be represented.

BID COMMITTEE MINUTES

JULY 8, 2015

PAGE 2

Member Lopez commented the city has been working on a plan for the transportation hub to be on Heffernan and Third Street, where the former Rite Aid building was located.

Mayor Kim commented funds from the Imperial County Transportation Commission is working on the plan to locate the transportation hub by the former Rite Aid.

Armando Martinez, business owner, spoke on the sign enforcement and fines for signs announcing the business name. Mr. Martinez is asking for the City Council to review as there has been no forewarning to businesses of enforcement. He has been in business for 9 years and is asking for BID's support. Mr. Martinez stated, instead of increasing business, city is discouraging businesses. Fines are up to \$500.

Member Lopez commented the sign ordinance is to be discussed at the next Planning Commission meeting and BID members will attend.

Jose Lara, La Cronica, spoke on his interest to provide services to BID. Member Halloway explained the process, Mr. Lara will be added to the BID agenda email notification list.

CONSENT AGENDA

Motion by member Lopez and second by Mayor Kim to approve regular meeting minutes of June 10, 2015. Passed unanimously.

Ayes:	Lopez, Halloway, Kim
Noes:	None
Absent:	Jimenez, Gronich, Gelman

BUSINESS ITEMS

BID FISCAL YEAR TO DATE INCOME AND EXPENDITURE REPORT FOR JULY 1, 2014 TO JUNE 30, 2015

BID members reviewed the income and expenditure report and direction to file.

ADJOURNMENT

Meeting adjourned at 9:20 a.m.

Mark Halloway, Co-Chairman

Meeting date: August 12, 2015

Agenda Item 2

AGENDA STAFF REPORT
CALEXICO BUSINESS IMPROVEMENT DISTRICT

Subject: Downtown Transit relocation discussion

Action Requested:	Participate in a planning group discussion of transit relocation.
Discussion:	Planning group discussion with participation of BID members and merchants of relocating buses, taxis, and shuttle service to a new location and the impact to downtown businesses.
Fiscal Impact:	unknown
Attachments:	none

Meeting date: August 12, 2015

Agenda Item 3

AGENDA STAFF REPORT
CALEXICO BUSINESS IMPROVEMENT DISTRICT

Subject: Update on Cleaning of Alleys

Action Requested:	To be determined
Discussion:	City staff and Allied Waste will provide an update on the cleaning of alleys in the downtown area.
Fiscal Impact:	Unknown
Attachments:	None

Meeting date: August 12, 2015

Agenda Item 4

AGENDA STAFF REPORT
CALEXICO BUSINESS IMPROVEMENT DISTRICT

Subject: Update on Sign Ordinance Enforcement

Action Requested:	To be determined
Discussion:	City staff and BID members will provide update on the Planning Commission workshop held on Monday August 10, 2015, Sign Ordinance discussion.
Fiscal Impact:	Unknown
Attachments:	Planning Commission Agenda for August 10, 2015. Sign Ordinance workshop 5:00 p.m. to 6:30 p.m.

**AGENDA
CITY OF CALEXICO
PLANNING COMMISSION
Regular Meeting**

CESAR RODRIGUEZ, CHAIRMAN
JOSIE B. FELIX, COMMISSIONER-SECRETARY
DANIEL ROMERO, VICE-CHAIRMAN
DAVID OUZAN, COMMISSIONER
NICK SERVIN, PUBLIC WORKS & PLANNING DIRECTOR
RALPH MORALES, BUILDING MANAGER
MARK VASQUEZ, ASSISTANT CITY PLANNER

WWW.CALEXICO.CA.GOV
(760) 768-2118 (760) 357-7862 FAX
Fernando "Nene" Torres Council Chambers
608 HEBBER AVE.
CALEXICO, CA. 92231

**MONDAY, August 10, 2015
(5:00 p.m. workshop - 6:30 p.m. meeting)**

NOTICE:

This is a public meeting. Appropriate public decorum is observed. If you wish to speak regarding any item on the agenda, please wait until the item is under discussion. The chairman will request comments during that item. Approach microphone and state purpose of your concerns. If you wish to address the commission on any item not on the agenda you may do so during the public comment portion of agenda.

CALL TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

APPROVAL OF AGENDA

PUBLIC COMMENTS - NON AGENDIZED ITEMS - 3 MINUTES

(Please read & complete a Speaker's Form at the podium, prior to the start of the Planning Commission Meeting).

CONSENT ITEMS

1. Regular Planning Commission Minutes from July 13, 2015

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PUBLIC HEARING ITEMS

(Please read & complete a Speaker's Form at the podium prior to the start of the Planning Commission Hearing. The Chairperson will call on you to speak when your item is called).

2. **UA 2015-01 – Tentative Parcel Map No. 058-834-083 (public hearing - continued)**
Tentative Parcel Map No: 058-834-083 proposes the subdivision of approximately 1.58 acres of land in order to create two (2) parcels on the south-west corner of Rancho Frontera Ave. and Cole Blvd. Both Parcel A and B would be approximately .80 acres or 34,848 s.f. in size.

Presentation: Nick Servin, Public Works Director
Ralph Morales, Building Manager

Recommendation: Open public hearing, solicit input, close public hearing and adopt resolution approving project

3. **Rooftop Solar Permit Streamlining - Amendments to the Zoning Ordinance (Title 17 of the City of Calexico Municipal Code)** are proposed to be made due to the State's adoption of Assembly Bill 2188 (codified at Civil Code section 714 and Government Code section 65850.5), which requires each city to adopt an ordinance that creates an expedited, streamlined permitting process for small residential rooftop solar systems. The Planning Commission will consider the proposed amendments and make a recommendation to City Council on whether the proposed amendments should be adopted.

Presentation: Mark Austin, Interim City Attorney

Recommendation: Open public hearing, solicit input, close public hearing and adopt resolution approving project

BUSINESS ITEMS

4. **Cesar Boulevard Street Improvement Project - Under California Govt. Code Section 65402**, the City of Calexico is considering acquiring certain properties for the purpose of widening and improving Cesar Chavez Boulevard, and inter alia, installing a public sidewalk, curb, and gutter ("the project"). The street-widening Project was originally approved by the City in 2013 in light of the widening and reconfiguration of the Port of Entry in the City, which will impact traffic on this portion of Cesar Chavez Boulevard. Code Section 65402 requires that a local agency's (here, most likely the City's Planning Commission) planning agency review and report upon whether a proposed acquisition of real property is consistent with the jurisdiction's adopted General Plan.

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Presentation: Mark Austin, Interim City Attorney

Recommendation: Solicit input, provide direction, receive & file

5. City of Calexico Sign Ordinance Workshop & Discussion

Presentation: Nick Servin, Public Works Director
Ralph Morales, Building Manager

Recommendation: Solicit input, provide direction, receive & file

PLANNING COMMISSIONER'S COMMENTS

ADJOURNMENT

Item 5



PLANNING COMMISSION STAFF REPORT

DATE: Monday, August 10, 2015

TO: Chairperson and Members of the Planning Commission

FROM: Nick Servin, Public Work Director/City Engineer
Mark Vasquez, Assistant City Planner

PROJECT TITLE: *Sign Ordinance Discussion & Workshop*

APPLICANT: City of Calexico City Limits

BACKGROUND

The City of Calexico Planning Commission held a meeting on July 27, 2015 to review, and discuss the city's sign ordinance pertaining to the various advertising structures and devices (signage) currently being used city-wide. The discussion focused primarily on temporary signs such as pennants and banners, permanent signs contained in a metal box or made of individual channel letters and prohibited signs. As a result, and based on much of the testimony received, direction was given to provide a workshop in order to discuss the city's sign ordinance in more depth and to consider making amendments or changes to the current sign ordinance being enforced by the code enforcement and planning divisions. Ultimately, a decision to make changes or amendments would require approval by the City Council with a recommendation from the Planning Commission.

Staff has prepared a Power Point presentation identifying many different signage types ranging from sandwich or "A" frame signs and pennants(flags) to wall mounted and freestanding signs currently being installed and used throughout the city. In addition, definitions and code section of the ordinance which requires issuance of a permit by the planning and building divisions before a sign (temporary or permanent) may be installed is highlighted.

Signs (or advertising devices) are currently regulated subject to codes contained in various sections throughout the Calexico Municipal Code. Sections 15.28, 15.30 (Building Code), 12.14 (Streets & Sidewalks), 5.56, 5.56.090, 5.20.190 (Business Licenses), and 17.01.1100 thru 17.01.1110 (Zoning Code) of the Calexico Municipal Code contain fragmented regulations regarding the placement and requirements for signs within the city. Some of these sections were adopted and revised in the 1980's. Attempts at revising sign regulation have been the subject of debate and can be traced back 20 years. In 1990, the Planning Director wrote a memo to the City Manager indicating that a new proposed Sign Draft Ordinance had been prepared and was ready, subject to deliberations. The city's current sign ordinance was approved by the City Council on September 3, 2010.

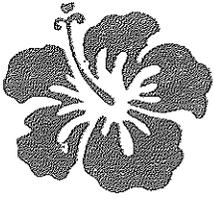
Meeting date: August 12, 2015

Agenda Item 5

AGENDA STAFF REPORT
CALEXICO BUSINESS IMPROVEMENT DISTRICT

Subject: Request by Liliana Reyes, City of Calexico Revenue Officer to pay for one-half of travel expenses to attend the California Municipal Revenue & Taxation Association conference in Burbank, California

Action Requested:	Approval of paying one-half the costs of travel expenses to attend the California Revenue & Taxation Association conference in Burbank, California.
Discussion:	<p>The annual conference will be held on October 14 – 16, 2015 and attendance by the city's Revenue Officer allows for recertification.</p> <p>The Revenue Officer as part of the job duties collects the annual BID fee from businesses located in the BID boundaries. BID in prior years has participated in sharing the costs of travel.</p>
Fiscal Impact:	<p>Total cost of registration, hotel, and meals is approximately \$\$850.</p> <p>BID cost: \$425.00</p>
Attachments:	<p>Annual conference agenda Registration form</p>



Hawaii's State Flower (Hibiscus)

2015 CMRTA ANNUAL CONFERENCE AGENDA

ALOHA, HOLOHOLO
(Venture out for Adventure and Fun)

Schedule at a Glance

BURBANK October 14 - 16, 2015

Tuesday, October 13, 2015
Aloha ahiahi, Pehea 'oe? (Good evening, How are you)

- 4:00 - 7:00 • Conference Registration
- 1:30 - 6:00 • State Board Meeting - Open to All
- 6:30 - 9:00 • Officers Training Session/Dinner (State & Division Officers Only)

Wednesday, October 14, 2015
Aloha, Komo Mai (Hello, Welcome)

- 8:30 - 5:00 • Conference Registration
- 9:00 - 10:00 • General Session
- 10:00 - 10:15 • Welcome Speaker
- 10:15 - 10:30 • Networking Break
- 10:30 - 12:00 • Keynote Speaker ??
- 12:00 - 1:15 • Light House Luncheon
- 1:15 - 2:15 • CAMTC New Legislation and Impacts to City B, L, H or G
- Methods of Enforcement for BL and Code Enforcement B, C, L or H
- 2:30 - 3:30 • Utility Billing Fundamentals H, C, or G
- Overview of Licensing Legal Framework B, H, G or L
- 3:30 - 3:45 • Networking Break
- 3:45 - 4:45 • Real Estate Agents as a Taxable Entity B, G or C
- Managing Conflict, Excelling at Customer Service M or B
- 5:00 - 6:30 • Annual Opening Night Reception hosted by MuniServices

Hawaii's State Fish



hunu hūmūrukunukūapua'a

Thursday, October 15, 2015
Hau'oli kēla hui 'ana o kāua (Pleased to meet you)

- 8:30 - 5:00 • Conference Registration
- 8:00 - 9:00 • CRO Certification Examination Prep I or G
- 9:00 - 10:30 • Legislative Update L or G
- 10:30 - 10:45 • Networking Break
- 10:45 - 11:45 • Communication and Active Listening M
- Business Practices for Privacy and Public Records Act G or L
- 11:45 - 12:30 • Technology Update
- 12:30 - 1:30 • Associate Member Appreciation Luncheon
- 1:30 - 2:45 • Technology Update
- 2:45 - 3:45 • League of Cities / Airbnb and Virtual Home Rental Sites B, L, H or G
- Secondhand Dealers and Pawnshops 101 B, L, H or G
- 3:45 - 4:00 • Networking Break
- 4:00 - 5:00 • Business License 101 B, C, G or H
- ABC's of Alcohol Permitting L or H
- 6:00 - 7:00 • Presidents Reception hosted by HdL Companies
- 7:00 - midnight • Annual CMRTA Awards Banquet

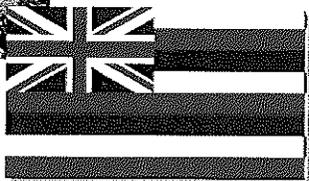


Friday, October 16, 2015
Mahalo, A Hui kaula (Thank you, Until we meet again)

- 8:30 - 11:00 • Conference Wrap-Up
- 8:30 - 10:00 • CRO Testing
- 9:00 - 10:00 • PUC and UBER
- 10:00 - 11:00 • Exchange of Expertise
- 11:00 - 11:15 • Conference Wrap-Up
- 11:30 - 2:00 • State Board Meeting - Open to All



Hawaii's State Flag



CMRTA Annual Conference Registration Form

California Municipal Revenue & Tax Association

October 14-16, 2015 ~ City of Burbank, CA

\$\$ REGISTER EARLY & SAVE MONEY! \$\$

Please type or print clearly

Organization (City, County, Associate)			Division (Please Circle) 1 3 4		Business Phone
Street Address	Room No.	City	State	ZIP	FAX Number
Mailing Address (if different)	P.O. Box	City	State	ZIP	Primary Contact Email

FULL NAME	NAME FOR YOUR BADGE	1 ST CONF.	Y/N CRO	**SPECIAL NEEDS	CHOICES FROM OPTIONS BELOW
1					
2					
3					
4					

CHOICES	Post Marked BY 8/14/15	Post Marked BY 9/14/15	Post Marked AFTER 9/14/15	QUANTITY	TOTAL
1. Full Seminar Package (Includes all meetings, Lunch Wednesday & Thursday & Thursday Banquet)	\$ 275	\$ 300	\$ 325		
2. Wednesday Only (All amenities)	\$ 140	\$ 155	\$ 165		
3. Thursday Only (All amenities/ No banquet)	\$ 140	\$ 155	\$ 165		
4. Guest Banquet Only (1)	\$ 50	\$ 50	\$ 50		
5. Guest Lunch Only (1) Wednesday	\$ 30	\$ 30	\$ 30		
6. Guest Lunch Only (1) Thursday	\$ 30	\$ 30	\$ 30		
** Please indicate any special needs, such as diet, access, etc.:				TOTAL DUE	\$

NOTE: Membership Dues must be current to register for conference. CMRTA TAX ID # 95-3124009

Mail completed registration form with a check made check payable to CMRTA:

John McGirr
c/o City of Menlo Park
701 Laurel Street
Menlo Park, CA 94025

For payment by credit card – send registration form and a completed credit card payment form - by mail to the above address, by fax to 650-327-5391, or by email to jpmcgirr@menlopark.org

FOR OFFICE USE ONLY. Date Paid: _____ Check Number: _____ Credit Card: _____ Membership Verified: _____

REFUND POLICY

Advance registrants unable to attend the conference may receive a refund of the registration fees, less a \$35 processing charge, by submitting a written request to the State Treasurer no later than September 14, 2015. **Sorry, due to attendance numbers required by hotel, we can not honor any requests for a refund after September 14, 2015.**