

**MINUTES OF THE CITY COUNCIL
OF THE CITY OF FONTANA
ADJOURNED CITY COUNCIL MEETING
February 21, 2015**

CALL TO ORDER/ROLL CALL:

A. Call the Meeting to Order at 8:00 a.m.

The Adjourned Meeting of the City of Fontana City Council was held on Saturday, February 21, 2015, at the Jessie Turner Health & Fitness Center at 15556 Summit Avenue, Fontana, California. Mayor Warren called the meeting to order at 8:02 p.m.

ROLL CALL:

Present: Mayor Warren, Mayor Pro Tem Tahan and Council Members Roberts, Salazar-Wibert and Sandoval.

Absent: None.

B. Public Communications

Ms. Jonnie Long, Fontana resident, spoke on the need for senior housing, as senior residents were relocating to other communities. Ms. Long stated that there were many residents that did not qualify for the 55+ apartments.

Ms. Long thanked the City Council for the landscaping on Jurupa Avenue, extending westward from Sierra Avenue.

Ms. Long thanked the City Council for the completion of the Cherry Avenue overpass.

On behalf of Mr. Mike James, Ms. Long stated that there were still concerns about traffic near Poplar and Slover Avenues. Ms. Long stated that Mr. James supported the location of the Fontana museum in the former Rager Building in downtown Fontana.

Ms. Karina Nielson, Fontana resident, spoke on needing more housing for 55+ residents.

Ms. Nielson spoke on the construction of a signal light at Palmetto and Randall Avenues.

Ms. Nielson stated that she attended the Planning Commission meetings and was interested in participating in the General Plan update.

Ms. Nielson spoke on animal issues and would like a program to help educate residents on the responsibilities of owning a pet.

Ms. Nielson stated that dog parks should be provided within planned communities.

C. Goal Setting Workshop

COUNCIL PRIORITIES DISCUSSION (City Manager Ken Hunt).

A. Overview of the Financial Condition

City Manager Ken Hunt stated that the simple message was that the City was doing fine and was in a solid condition.

B. Review of Last Year's Priorities

City Manager Hunt stated that one or two meetings had been held in Spanish and translation devices had been purchased to assist in these meetings. Mr. Hunt stated that the City also had a Spanish translator.

City Manager Hunt spoke on senior living, market assisting congregate, and non-subsidized senior living.

City Manager Hunt spoke on Foothill Boulevard and Jurupa Avenue and that these streets now had landscaping, such as trees, and that the projects were really good examples of what took place in the City Council's goal setting session.

City Manager Hunt spoke on the museum and that he had asked the Historical Society to compile a business plan and that the location of the museum had been discussed. Mr. Hunt stated that the City Council had authorized the purchase of the former Rager building on Sierra Avenue, escrow had closed, and that the City was now the owner of the building. Mr. Hunt stated that the monies for the construction were not earmarked and the size of the building drove the cost. Mr. Hunt stated that he had been talking with museum staff in Rancho Cucamonga about the Kaiser facility and discussed bringing them back to Fontana.

City Manager Hunt provided a brief report on the selection process of the consultant for the General Plan update and that the second bid process had been completed.

City Manager Hunt reported on the application process for the General Plan Advisory Committee (GPAC) and stated that the Community Development

Department had compiled their suggestions and a list had been provided. Mr. Hunt stated there were specific names on the list but staff had not talked to the people on the list. Mr. Hunt stated that the GPAC application would be available in about a week.

City Manager Hunt stated that traffic control on Slover Avenue had been addressed and the project had been completed.

City Manager Hunt stated that the proposed amphitheater project was approximately \$5.0 million and that the design had been upgraded.

C. Presentation by Council Members on Their View of the Future

Mayor Warren announced that each Council Member had five minutes to present their views on this topic.

Council Member Sandoval stated that more restaurants were needed in the City, an amphitheater, and a sports facility in the south end of the City. Council Member Sandoval stated that the City's future looked really bright.

City Manager Hunt inquired whether the sports facility in the south end of the City would be a soccer complex.

Council Member Sandoval stated that baseball facilities were needed.

City Manager Hunt stated that the City had some amazing facilities and that new facilities created dynamics and that it was an excellent concept.

Council Member Salazar-Wibert stated that the community had grown and that the City needed to grow with the community and communicate with the community.

Council Member Salazar-Wibert stated that a bigger Little League was needed in Southridge.

Council Member Salazar-Wibert stated that her vision was to continue communicating with staff, the business community and the Fontana community, and continue to have Fontana flourish.

Mayor Pro Tem Tahan stated that his vision was to make Fontana a place where you lived, worked, and played and that took a combination of what the City was doing but needed to keep development going.

Mayor Pro Tem Tahan stated that the City needed to cater to seniors and small business owners.

Mayor Pro Tem Tahan stated that the City needed to find a different way to

attract restaurants and entertainment.

Mayor Pro Tem Tahan stated that his vision was to encourage commercial development and industrial business, and that the City needed to actively attract them to Fontana.

Council Member Roberts stated that a significant item was the General Plan update, which was the road map for the community. Council Member Roberts stated there were several components to look at, such as, areas that had not been developed. Council Member Roberts stated that the City had been very successful in providing affordable housing and needed to provide upscale housing as well.

Council Member Roberts stated that the City had to be very careful what was planned in the community because a limited amount of land was available.

Council Member Roberts stated that baseball and soccer facilities were based on needs of the community.

Council Member Roberts stated that commercial and industrial uses were a component that needed to be considered as well. Mr. Roberts stated that the best place for these uses needed to be discussed.

Council Member Roberts stated that the City would work with the developers so that seniors could have a place to live in the community.

City Treasurer Janet Koehler-Brooks stated that more programs were needed for the developmentally disabled community.

City Treasurer Koehler-Brooks stated that the City should see what we could be done to support senior individuals.

City Clerk Tonia Lewis stated that she respectfully opposed the amphitheater and believed that the funds could be used for a better purpose, such as, the facades on the west side of Sierra Avenue, more senior housing and sports facilities, and the museum.

Mayor Warren announced that she had asked Mr. Reggie King to represent the City at former Arrowhead Credit Union Chief Executive Officer Larry Sharp's funeral and that the City Council meeting would adjourn in his memory.

Mayor Warren stated that she saw the City moving toward becoming the region's representative in social programs, quality of life, partnering with Water of Life for the homeless, and partnering with all the school districts. Mayor Warren stated that as Mayor she needed to get involved in the region's transportation and education, and obtain resources at the state

and federal level. Mayor Warren stated that when people came to town and saw the medians, the community was looking ahead for the future. Mayor Warren stated that the City needed to continue to work with the Chamber of Commerce and their resources.

Mayor Warren stated that the City needed to work with San Bernardino County Supervisors Janice Rutherford and Josie Gonzales about getting a satellite office in Fontana, which provided many services.

Mayor Warren stated that she was working with Mayor Pro Tem Tahan and viewed the Ventana area as a destination.

D. Developing a Communications Strategy for the City (Warren)

Mayor Warren stated that the City was doing a great job but had to do more. Mayor Warren stated that a marketing message was needed and would like to have staff look at bringing a marketing consultant on board.

Discussion ensued regarding possibilities of marketing electronically and in written, paper format.

Mayor Warren stated that the City needed help on developing "one message" and the cost could be between \$20,000-\$30,000 to bring in a consultant.

Mayor Pro Tem Tahan stated that to attract enough people to restaurants and hotels, a marketing plan would be helpful.

Council Member Salazar-Wibert stated that staff had done a great marketing job on the ASES program, aquatics program, senior centers and concerts and the City needed to capitalize on the work. Mrs. Salazar-Wibert stated that a marketing firm was necessary but that staff needed to be asked as well.

Council Member Roberts left the meeting at 10:25 a.m.

Mayor Warren stated that a marketing firm would work with the staff.

Mayor Pro Tem Tahan asked whether a Request for Proposal would be used or was there someone in mind.

Mayor Pro Tem Tahan stated that one message was definitely needed and that everyone worked as a team.

City Manager Hunt stated that a marketing company was being considered and the subcommittee could work together and then bring it to the City Council for discussion. Mr. Hunt stated that a firm may be between \$25,000-\$30,000 to market a strategy. Mr. Hunt stated that the marketing consultant would review what the City did and then go from there. Mr. Hunt

asked whether the City Council was in agreement with the concept.

Council Member Sandoval stated that he was in agreement with the concept.

Council Member Salazar-Wibert stated that she was in agreement with the concept.

Mayor Warren stated that she was in agreement with the concept.

Council Member Roberts stated that he was not in agreement with the concept.

E. Developing a City Connection/Communication Strategy Using Calls and Surveys (Salazar-Wibert)

City Manager Ken Hunt stated that a City Council newsletter would be put on hold until the market strategy consultant was on board.

City Manager Hunt stated that transitioning the faith-based community meetings from the Police Department to the City Council would be placed on hold.

Mayor Warren stated that the community meetings that were held by the Police Department should still take place and can be attended by Council Members; however, the Council Members needed to inform City Manager Hunt in case it became a special meeting.

F. Economic Incentives and Economic Development Outreach (Tahan)

Mayor Pro Tem Tahan stated that economic development incentives were needed to attract more restaurants, more hotels, and movie theaters. Mayor Pro Tem Tahan stated that the incentives could include waiving fees. Mayor Pro Tem Tahan stated that the City needed to find ways to attract someone for the land along the 210 Freeway, otherwise an opportunity could be missed if the City did not actively attract them to come to Fontana.

G. Special Events (Salazar-Wibert)

Council Member Salazar-Wibert stated that she would like to look at how the safety fair was marketed. Mrs. Salazar-Wibert stated that perhaps the public needed to be asked on whether the efforts were needed because she had seen a difference in attendance.

Council Member Salazar-Wibert stated that discussion should take place regarding the 4th of July event and how to draw more people to the child safety fair.

Council Member Salazar-Wibert stated that perhaps there were programs that were no longer needed and the City could concentrate on other programs that were necessary.

Mayor Warren stated that she was concerned that not enough people were looking at the City's Activities Brochure and perhaps more marketing to the community was necessary.

Council Member Salazar-Wibert stated that the City needed to address the needs of 21-34 year olds because they would be having their first child and buying their first homes.

Mayor Pro Tem Tahan referred to the Special Events Cost Analysis that was prepared by the Community Services Department and stated that the cost per person for an event seemed high. Mr. Tahan stated that perhaps more sponsorships were needed.

Discussion ensued concerning sponsorships.

Council Member Salazar-Wibert stated that a Volunteer Appreciation Dinner was held for the seniors, one was held for the Police Department Explorers, and a city-wide Volunteer Appreciation Dinner was also held.

City Manager Ken Hunt stated that a city-wide Volunteer Appreciation event was created, and that the City departments also held them separately as well. Mr. Hunt stated that the services provided by the volunteers were so critical.

Police Chief Rod Jones stated that the Police Department's budget would still cover a volunteer appreciation event. Chief Jones stated that the Explorers and crime prevention unit held their own volunteer appreciation events.

Discussion ensued regarding the volunteer appreciation event.

City Manager Hunt asked whether the City Council wanted to provide a different direction regarding the volunteer appreciation events.

Mayor Warren stated that the volunteers really enjoyed the appreciation event. Mayor Warren stated that money was being saved because of the work that was done by volunteers. Mayor Warren stated that the Community Services Department, Police Department and Fire Department had special volunteers and each department was continuing with their volunteers. Mayor Warren stated that she was in full agreement with the city-wide volunteer appreciation event and that each department could continue to have their own appreciation event.

Council Member Sandoval asked whether a cost analysis had been done to

determine the amount of savings.

Community Services Director Garth Nelson stated that in 2014 the cost savings had been over \$300,000.

Council Member Sandoval stated that the cost analysis was important and that the volunteers were really appreciated because the money they had saved the City.

Discussion ensued regarding the budgetary savings due to the volunteers time and efforts.

City Manager Hunt asked whether the City Council was interested in consolidating these events.

Mayor Warren stated that some of the events should be reviewed to determine whether the events needed to be consolidated.

City Manager Hunt stated that a list would be brought back to the City Council for review and consideration. Mr. Hunt stated that often times an event grew out of community interest.

H. Programs for the Disabled (Staff presentation)

Director of Community Services Garth Nelson and Community Services Manager Aaron Orozco made the staff presentation regarding the special needs population in the community. The types of programs and services that were offered were presented.

Mayor Pro Tem Tahan asked how do families know about the programs.

Community Services Manager Orozco stated that the Activities Brochure was online and found on the City's website. Mr. Orozco added that a mailing list was being created for return customers.

Community Services Director Nelson stated that staff had met with families to obtain their ideas and suggestions for program and activities.

Mayor Warren stated that San Bernardino County's satellite office would be helpful in this case to share information.

Community Services Manager Orozco stated that City staff regularly met with San Bernardino County staff on the programs.

City Treasurer Janet Koehler-Brooks stated that 80 people attended the Sunshine Club's Valentine's Day event.

I. Unprotected Left Turn Traffic Devices (Roberts)

Council Member Roberts stated that surrounding communities had different methods of dealing with left hand signals.

Director of Engineering Ricardo Sandoval, Engineering Manager Noel Castillo and Supervising Traffic Systems Specialist Darrin Huggins made the staff presentation.

City Manager Ken Hunt asked what were the costs to convert a traffic signal.

Engineering Manager Castillo stated that the cost was approximately \$25,000 per intersection.

City Manager Hunt asked how many intersections would be impacted.

Engineering Manager Castillo stated that 192 intersections.

Discussion arose concerning upgrading the intersections.

The City Council meeting recessed at 9:30 a.m. and resumed at 9:37 a.m.

J. Use of Proceeds from Sale of Park and Ride (Tahan)

Mayor Pro Tem Tahan stated that if the Park and Ride was sold, then the \$3.0 million could be used as an incentive to build a hotel, restaurant, etc. Mayor Pro Tem Tahan stated that the funds could also be used for the downtown façade.

Mayor Pro Tem Tahan stated that he supported the amphitheater, which was very good for the region and would attract people from outside of town.

Mayor Pro Tem Tahan stated that he supported a sports complex.

Mayor Warren inquired whether the \$3.0 million dollars from the railroad were already earmarked for another purpose.

City Manager Ken Hunt stated that the monies were from the unused park and ride and the railroad wanted to buy the property from the City. Mr. Hunt stated that the details of the sale were still being worked on and escrow was expected to close in the next 60 days.

City Manager Hunt stated that the City had used incentives on many things around the community but used Redevelopment Agency (RDA) funds. Mr. Hunt stated that a lot of win-win situations were created by using RDA funds, such as, restaurants, hotels, American Registry, etc. Mr. Hunt stated that for

the \$3.0 million dollars he was happy to take direction from the City Council but would like to put some of the money in PERS, which would help the budget and that would be his recommendation. Mr. Hunt stated that he was not a big fan on incentivizing restaurants because restaurants did not generate a lot of sales tax.

Discussion ensued regarding attracting restaurants and not having the demographics for certain types of restaurants.

K. Other Issues for Discussion

Ms. Jasmin Hall, Inland Empire Utilities Agency Board member, stated that ambassadors for the City should be considered. Ms. Hall stated that the ambassadors could be non-political representatives of the City and the Council could give them direction and meet with them concerning the community.

D. Closed Session

PUBLIC COMMUNICATION:

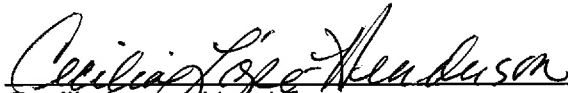
There were no public communications received on the closed session item as follows:

PUBLIC EMPLOYEE PERFORMANCE EVALUATION PURSUANT TO
GOVERNMENT CODE SECTION 54957

Title of Position: City Manager

ADJOURNMENT:

The Adjourned City Council Meeting adjourned at 11:08 a.m. to the next Regular City Council Meeting on Tuesday, February 24, 2015, with a Workshop at 5:30 p.m. in the City Hall Executive Conference Room and the Regular Meeting at 7:00 p.m. in the Grover W. Taylor Council Chambers located at 8353 Sierra Avenue, Fontana, California.



Cecilia Lopez-Henderson
Deputy City Clerk

**THE FOREGOING MINUTES WERE APPROVED BY THE CITY COUNCIL
ON THE 28TH DAY OF APRIL, 2015.**



Tonia Lewis
City Clerk