

CASTRO VALLEY MUNICIPAL ADVISORY COUNCIL

Minutes for February 23, 2009

(Approved with minor corrections on March 9, 2009)

A. CALL TO ORDER: The Chair called the meeting to order at 6:00 p.m. Council members present: Cheryl Miraglia, Vice Chair. Council members: Sheila Cunha, Dean Nielsen, Andy Frank, Dave Sadoff, and John Ryzanych. Council members excused: None. Jeff Moore, Chair arrived after the meeting was called to order. Staff present: Tona Henninger, Sonia Urzua, Bob Swanson and Maria Elena Marquez. There were approximately 12 people in the audience.

B. Approval of Minutes of January 26, 2009
Council member Nielsen moved to approve the minutes of January 26, 2009 with minor corrections. Council member Cunha seconded. Council member Frank abstained. Motion carried 5/1/1. Council member Moore arrived after the motion was made.

C. PUBLIC ANNOUNCEMENTS / Open Forum –.

Keith Simas, resident at 3495 Castro Valley Blvd., asked for feedback regarding the concept of expanding the current legal, nonconforming Chevron gas station on Redwood Road and Castro Valley Blvd by adding a car wash. He is in negotiations with his neighbor to purchase the adjacent property with the veterinary clinic.

Council member Miraglia said that she would not be a proponent of a car wash in that particular location.

Council member Nielsen told Mr. Simas that one of the concerns is that it is a very visible corner.

Council member Sadoff asked Mr. Simas if he can contemplate any other uses besides the car wash. Mr. Simas said that the use is pretty standard because it is rectangular. If they can not use it with the gas station like a car wash, it makes no sense.

D. Consent Calendar – None

E. Regular Calendar

1. Informational Item – New Mental Health Rehabilitation Center at the Fairmont Hospital Campus – Staff Planner: Sonia Urzua

Ms. Urzua summarized the staff report.

Bob Ritter, Architect with Pacific Design Group, said that the subject site is one of the existing buildings on the GSA Fairmont campus. He gave a brief history of the site and explained that the Sobering Center was recently built on the remaining half of the lot. A Power Point presentation followed his introduction.

Council member Miraglia asked about the “green building” status of the proposed building. The architect explained that they were a few points short of “silver” LEED certification.

Council member Nielsen asked if the 15 bed facility will be the maximum occupancy of the facility. Mr. Ritter said that there are no outpatient facilities here. There will 15 patients residing in this facility and the supporting staff.

Cameron Coltharp, with Telecare, the future operator of the facility, said that the full service kitchen will supply meals four times a day to patients, not to staff. The full service kitchen will be a restaurant style environment. The hospital cafeteria serving the general Fairmont campus will be available for staff.

Council member Nielsen asked where is the funding coming from to build this facility. Mr. Coltharp stated that a State grant is making funds available. He explained that this facility serves people with developmental disabilities as well. Currently, a lot of these people are treated at John George where services for the developmentally disabled may not be available. Council member Nielsen asked if the residents are permanent. Mr. Coltharp said that the patients will stay there anywhere from 8 months up to 18 months depending on the severity of the illness.

Council member Miraglia thanked Mr. Ritter and Mr. Coltharp for their presentation.

2. Informational Item – Expansion of the Castro Valley Chamber of Commerce – Bill Lambert, Redevelopment Agency.

Bill Lambert summarized the staff report. He said that the proposed expansion includes a change to the Castro Valley Chamber of Commerce to include expansion of services to Ashland, Cherryland and San Lorenzo and free one-year Chamber memberships for new members. A minimum of six seats in the Board of Directors would be allocated to these new areas. He explained how goals and the budget would be reported. Roberta Rivet, Chamber Executive Director, is here to answer specific questions regarding the Chamber.

Public testimony was called for. No public testimony submitted.

Council member Nielsen noted that there was a question in several peoples' minds as to where this came from. There were some items that were put in the original budget that were removed because of the functions of this job with Redevelopment. One of the things discussed in the CAC meeting was to let the Council know what is going on. There was a concern about how the money was going to be spent and if there is any control. He said he was glad to see that there is a provision in there to add updates for the CAC on what they are doing. The only thing that concerns him was that initially at the meeting nobody in the Council was aware that there was a problem with the Chamber. It was put together in a hurry. The only thing that remains is to make sure that the monies from the various redevelopment areas are spent in those areas and there is not a burden on Castro Valley for spending Castro Valley money in San Lorenzo or Cherryland.

Council member Frank asked Mr. Lambert about the type of expenditure reporting he could provide. Mr. Lambert said that all CAC's will receive reports about the Redevelopment funds.

Council member Miraglia said that a couple of weeks ago she had some questions, some were answered and some were not, at the CAC meeting. She followed up with a list of

suggestions for Redevelopment as to what they needed to do. So far, she has not got a response. There are no deliverables, no measurables and while there is an oversight committee, there is nothing to assess them on. She wonders if set goals, measurables, deliverables had been set by Redevelopment. Mr. Lambert said that when they got a sense of the flavor by the end of the 6 months, they will put together specific goals and benchmarks. Obviously, the goal is to raise membership, revenue and give free services to the business community.

Council member Frank asked Mr. Lambert how does membership generation comply with Redevelopment's structure and direction. Mr. Lambert said that they (Redevelopment) could not get any services from them if they are going to go out of business, so they have to raise membership to do that. Specific tangible outcomes will be some of the banner programs, some of the specific festivals they might attend, helping doing marketing and things that people see on the street, increase sales tax in the community. The membership part is not a specific Redevelopment function. Redevelopment is trying to help the Chamber.

Council member Frank made some statements and asked a question to Mr. Lambert: Redevelopment money is money obtained from the taxpayer. The taxpayer has the perception that this money is to be used in areas designated by redevelopment for building improvement, landscape, street improvements and other improvements. Funding a membership drive is different the publics perception that these funds are for building improvement, landscape, and street improvements. He told Mr. Lambert that he may receive feedback from the taxpayer and /or general public regarding the use of these funds and asked him how will he justify the expenditure of redevelopment money for a Chamber of Commerce membership drive to the taxpayer or general public. Mr. Lambert answered that the intent and mission is to engage more business owners and make it a better business community.

Council member Miraglia stated that saving the Chamber is a good goal but there are no signs of due diligence, no deliverables showing that if goals are met this will work. Mr. Lambert said that it is a risk, it is an experiment, many cities and redevelopment agencies fund their Chambers because the chambers need support. He said that he could put together a budget projection that show where we would be in two years but it would be based on pretty close to nothing because they have not done a membership drive in the community, they don't know what the response is going to be. Council member Miraglia said that Pleasanton has a leadership program that is funded by the city. That is \$10,000 and then they have another program, \$ 5,000 or \$ 10,000, much smaller amounts for a dedicated program. Mr. Lambert said that this is general, some places do it in a general way. They fund specific programs. It is a general support mechanism. If the membership drive goes better than expected, we don't necessarily have to give them all the money.

Council member Nielsen told Mr. Lambert that Castro Valley is not on the hook for \$150,000. Mr. Lambert said that the Castro Valley CAC is contributing 40% of the total.

Council member Moore proposed that at the six month point, the Chamber could develop a budget and come back with a business plan.

Roberta Rivet, Chamber of Commerce Director noted the challenges of re-creating the Chamber but acknowledged the opportunity to expand trade in the unincorporated

county. She is concerned with separate reporting because the goal is to be one big pot but she said that the Chamber can certainly report on their progress.

Mr. Lambert said that there are no small business services in the unincorporated area. This is a huge opportunity to bring new services with a partner into the community. It is an experiment but they (Redevelopment and the Chamber) are optimistic.

Council member Miraglia referred to the issue of free membership and suggested Mr. Lambert offer a two-year membership for the price of one. Ms. Rivet said that she would love to see that happen but obviously the Chamber has to protect the longstanding paying members. She said that it is going to take a lot of strategy to get this to work properly.

Council member Cunha asked for feedback from the San Lorenzo and Cherryland CAC's. Mr. Lambert said that they were very interested in seeing more business retention services and doing surveys. He is in the process of doing a second survey. He also said that they asked to provide specific technical assistance to businesses. That is well beyond the scope of a particular Chamber, so what they are doing is putting together a roster of places that do that.

Council member Nielsen said that he was surprised of how this came about because usually the Chamber and the MAC have very good relationship and the Council knows what is going on. He did not realize until the first part of the year what was the real problem as far as the funding is concerned. One of the things that came to mind looking at some of the economic problems that businesses face in the program itself he did not see anything listing as far as getting exposure to the CAC's to promote the programs that you are embarking on because if the Council had known that there was a situation where the MAC should encourage the business community to get involved with the Chamber. He was surprised that the Council did not know that there was a membership and funding problem

Ms. Rivet said that there are members that are 60 even 90 days behind payment dues. She explained that 75% of Chambers get economic development funds

Council member Nielsen noted that the MAC can serve as a public forum, helpful in getting the word out about concerns facing the Chamber.

Supervisor Nate Miley explained that the idea for the expansion came from him and his office because of the needs of the unincorporated community. Since he has been representing this unincorporated community, people talk about economics development, business retention, business expansion, etc. and we struggle with that and it is taking too long to move an agenda to that regards. The thought was: let's have business people engage their peers and that might be successful. There are no guarantees. The hope is that this is going to be successful, if it is not, than it is not and we gave it a good shot. The MAC can have reports on this as frequently as you would like to keep you informed. He apologized for not informing the Council. He assumed that the MAC was informed by the representatives of the CAC in terms of what is going on. He said that a lot of Chambers get support from local governments. He thinks it is good for the public, supporting the Chamber and making it viable. He said that anything that comes to MAC for its review and for a hearing, weigh in and give us your best opinion.

Council member Nielsen asked how the Council can be supportive of the effort. He offered to have a MAC member appear before the Board of Supervisors in support of the matter.

Council member Miraglia said that the MAC actually can not support it because it came as an informational item instead of coming to the Council as it should have for a recommendation. Council member Nielsen said that they can appear as individuals before the Board of Supervisors as they have done several times.

3. SITE DEVELOPMENT REVIEW, PLN2008-00045 – CHANDARASANE

Application to allow additional signage at a restaurant in Castro Valley Central Business District Specific Plan – Sub Area 10, located at 3774 Castro Valley Boulevard, north side, 260 feet west of Forest Avenue, in the unincorporated Castro Valley area of Alameda County, designated Assessor's Parcel Number: 084C-0724-068-00. **(Continued from January 12 and 26, 2009) (Continued to March 9, 2009) Staff Planner: Richard Tarbell**

F. Chair's Report – None.

G. Committee Reports

- **Eden Area Alcohol Policy Committee**
- **Redevelopment Citizens Advisory Committee**
- **Ordinance Review Committee**

Council member Miraglia said that the meeting was cancelled again, but the Task Force Guideline meeting will be held at 7 p.m. on Tuesday.

- **Eden Area Livability Initiative**

H. Staff Announcements, Comments and Reports

Ms. Urzua informed the Council about the kick off meeting for the Castro Valley General Plan on February 17. It was well attended by residents from El Portal and the Fairview area. Many of the concerns were similar to those of the rest of the Castro Valley area. A revised draft General Plan should be ready for review in 2 or 3 months.

Council member Nielsen asked for an update on the Norbridge project. Public Works was going to give the Council an update in January. Council member Miraglia said that she asked Supervisor Miley and they are going to try to put in the March agenda.

I. Council Announcements, Comments and Reports

Council member Moore asked staff about an update on the McDonald's sign. Ms. Urzua said she would follow up.

Council member Miraglia asked for clarification about future "informational items" coming before the Council. She said that items like tonight's should have come to us not

as an informational item. They could have had the Council's support. Ms. Henninger said that that the way it was brought by whichever responsible agency. Supervisor Miley said that this is a land use meeting. For the general purpose meeting in my office in consultation with the Chair we can decide how the item is placed on the agenda. For this meeting, they go to Planning and they make that decision. Council member Miraglia suggested that they make it in consultation with the Chair. It should not be up to an individual department. Supervisor Miley told Council members to keep in mind that with the land use issues, the Council makes recommendations to go to the WBZA or Planning Commission. They might have some legal requirements and the County Administrator's office has to follow up in general purpose matters.

Council member Moore said that the Council always requests through the Chair's position if an item comes up and appears controversial with more dialogue this can be avoided in the future.

J. Adjourn

The meeting was adjourned at 7:10 p.m.

Next Hearing Date: Monday, March 23, 2009