

Redevelopment Agency:
Chair Nury Martinez
Vice-Chair Julie Ruelas
Member Steven Veres
Member Dr. José Hernández
Member Maribel De La Torre



SAN FERNANDO REDEVELOPMENT AGENCY

AGENDA

OCTOBER 6, 2008 - 6:00 P.M.

**CITY COUNCIL CHAMBER
117 MACNEIL STREET, SAN FERNANDO
CA, 91340**

CALL TO ORDER/ROLL CALL

APPROVAL OF AGENDA

PUBLIC STATEMENTS

There will be a three (3) minute limitation per each member of the audience who wishes to make comments in order to provide a full opportunity to every person who desires to address the Agency Board.

CONSENT CALENDAR

Items on the Consent Calendar are considered routine and may be disposed of by a single motion to adopt staff recommendation. If the Board wishes to discuss any item, it should first be removed from the Consent Calendar.

- 1) APPROVAL OF MINUTES OF:
 - a) JULY 7, 2008 – REGULAR MEETING
 - b) SEPTEMBER 15, 2008 – REGULAR MEETING

- 2) APPROVAL OF RESOLUTION NO. 1015 TO REIMBURSE THE CITY FOR REDEVELOPMENT EXPENSES

Recommend approval of the Resolution.

SAN FERNANDO REDEVELOPMENT AGENCY

AGENDA – October 6, 2008

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NEW BUSINESS

3) **DISCUSSION OF UPCOMING ECONOMIC DEVELOPMENT WORK SESSIONS**

This item is placed on the agenda by Agency Member Steven Veres.

AGENCY DISCUSSION

STAFF COMMUNICATION

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California, that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.

Elena G. Chávez

Elena G. Chávez, City Clerk

Signed and Posted: October 3, 2008 (12:00 p.m.)

Agendas and complete Agenda Packets (including staff reports and exhibits related to each item) are posted on the City's Internet Web site (www.sfcity.org). These are also available for public reviewing prior to a meeting in the City Clerk's Office.

Any public writings distributed by the City Council to at least a majority of the City Council regarding any item on this regular meeting agenda will also be made available at the City Clerk's Office at City Hall located at 117 Macneil Street, San Fernando, CA, 91340 during normal business hours. In addition, the City may also post such documents on the City's Web Site at www.sfcity.org.

In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification or accommodation to attend or participate in this meeting, including auxiliary aids or services please call the City Clerk's Office at (818) 898-1204 at least 48 hours prior to the meeting.

San Fernando Redevelopment Agency

1a

**SAN FERNANDO REDEVELOPMENT AGENCY
MINUTES**

**JULY 7, 2008 – 6:00 PM
REGULAR MEETING**

City Hall Council Chamber
117 Macneil Street
San Fernando, CA 91340

CALL TO ORDER/ROLL CALL

Chair Nury Martinez called the meeting to order at 6:03 p.m.

Present:

Agency: Chair Nury Martinez, Vice-Chair Julie Ruelas, and Members Steven Veres, and Maribel De La Torre

Staff: Executive Director José E. Pulido, Agency Counsel Michael Estrada, and Secretary Elena G. Chávez

Absent: Member Dr. Jose Hernández

APPROVAL OF AGENDA

Motion by Vice-Chair Ruelas, seconded by Chair Martinez, to approve the agenda. The motion carried with the following vote:

AYES: Ruelas, Martinez, De La Torre, Veres – 4
NOES: None
ABSENT: Hernandez – 1

PUBLIC STATEMENTS – WRITTEN/ORAL

None

CONSENT CALENDAR

Motion by Vice-Chair Ruelas, seconded by Chair Martinez, to approve the following Consent Calendar items:

- 1) APPROVAL OF MINUTES OF:
 - a) JANUARY 7, 2008 – REGULAR MEETING
 - b) MARCH 17, 2008 – REGULAR MEETING

SAN FERNANDO REDEVELOPMENT AGENCY

MINUTES – July 7, 2008

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2) **APPROVAL OF RESOLUTION NO. 1006 TO REIMBURSE THE CITY FOR REDEVELOPMENT EXPENSES**

The motion carried with the following vote:

AYES: Ruelas, Martinez, De La Torre, Veres – 4
NOES: None
ABSENT: Hernandez – 1

AGENCY DISCUSSION None

STAFF COMMUNICATION None

ADJOURNMENT (6:05 P.M.)

Motion by Chair Martinez, seconded by Vice-Chair Ruelas, to adjourn. The motion carried with the following vote:

AYES: Ruelas, Martinez, De La Torre, Veres – 4
NOES: None
ABSENT: Hernandez – 1

I do hereby certify that the foregoing is a true and correct copy of the minutes of July 7, 2008 meeting as approved by the San Fernando Redevelopment Agency.

Elena G. Chávez
Secretary

1 b

**SAN FERNANDO REDEVELOPMENT AGENCY
MINUTES**

**September 15, 2008 – 6:00 PM
REGULAR MEETING**

City Hall Council Chamber
117 Macneil Street
San Fernando, CA 91340

CALL TO ORDER/ROLL CALL

Chair Nury Martinez called the meeting to order at 6:06 p.m.

Present:

| | |
|---------|---|
| Agency: | Chair Nury Martinez, Vice-Chair Julie Ruelas, and Members Steven Veres, Maribel De La Torre, and Dr. José Hernández |
| Staff: | Executive Director José E. Pulido, Agency Counsel Michael Estrada, and Secretary Elena G. Chávez |

APPROVAL OF AGENDA

Motion by Vice-Chair Ruelas, seconded by Chair Martinez, to approve the agenda. The motion carried unanimously.

PUBLIC STATEMENTS -- WRITTEN/ORAL

None

CONSENT CALENDAR

Motion by Vice-Chair Ruelas, seconded by Chair Martinez, to approve the following Consent Calendar items:

- 1) APPROVAL OF MINUTES OF:
 - A. AUGUST 18, 2008 – REGULAR MEETING
 - B. SEPTEMBER 2, 2008 – REGULAR MEETING

- 2) APPROVAL OF RESOLUTION NO. 1014 TO REIMBURSE THE CITY FOR REDEVELOPMENT EXPENSES

The motion carried unanimously.

SAN FERNANDO REDEVELOPMENT AGENCY

MINUTES – September 15, 2008

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NEW BUSINESS

**3) IMPLEMENTATION OF SITE PLAN REVIEW 2002-02 AT 307-321 NORTH
MACLAY AVENUE**

Community Development Director Paul Deibel presented the staff report and responded to inquiries from Agency Members.

Motion by Vice-Chair Ruelas, seconded by Member Hernández, that staff fully implement and proceed with the standard operating procedures for oversight of the implementation of projects subject to site plan review conditions. The motion carried* with the following vote:

AYES: Ruelas, Hernández – 2
NOES: Veres – 1
ABSTAIN: De La Torre, Martinez – 2

**Per Rule 7.3 of the City Council Procedural Manual, abstaining votes are counted as affirmative votes; therefore the motion passed.*

AGENCY DISCUSSION None

STAFF COMMUNICATION None

ADJOURNMENT (6:32 P.M.)

By consensus, the meeting was adjourned.

I do hereby certify that the foregoing is a true and correct copy of the minutes of September 15, 2008 meeting as approved by the San Fernando Redevelopment Agency.

*Elena G. Chávez
Secretary*

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RESOLUTION #1015

A RESOLUTION TO REIMBURSE THE CITY OF SAN FERNANDO FOR EXPENSES MADE ON
BEHALF OF THE REDEVELOPMENT AGENCY
IN ACCORDANCE WITH APPROVED REIMBURSEMENT AGREEMENTS.

| PAYEE | PURPOSE | FUND | AMOUNT |
|--|--|------------------|---------------------|
| NORTHCROSS, HILL & ACH | PO# 10677 - FINANCIAL ASSESSMENT RDA PROJECT AREAS | 81-105-8160-4270 | \$4,250.00 |
| MAPLE DELL+MCCLELLOND | PROFESSIONAL SERVICES FOR SF POOL CONST. | 89-191-7510-4270 | \$13,976.65 |
| CITY NATIONAL BANK | SF POOL PROJ. - RETAINAGE OF 10% OF COMPLETED WORK | 89-191-7517-4600 | \$42,450.10 |
| NOVUS CONSTRUCTION | SF REGIONAL POOL PROJECT | 89-191-7517-4600 | \$424,501.00 |
| VISION INTERNET PROVIDERS, INC | WEBSITE DEVELOPMENT HOSTING AND MAINTENANCE | 93-190-0000-4270 | \$17,424.00 |
| M & M LANDSCAPE | CLEAN-UP | 94-155-0000-4270 | \$1,900.00 |
| OFFICE DEPOT | MOUSE PAD AND WRIST REST | 94-155-0000-4300 | \$20.22 |
| THE HOUSE OF PRINTING, INC | LETTERHEAD | 94-155-0000-4300 | \$100.00 |
| UNITED CAPITAL TITLE | O & E REPORT - 716 HEWITT | 94-155-0000-4300 | \$75.00 |
| CACEO | 2008 ANNUAL CODE ENFORCEMENT SEMINAR IN LAKE TAHOE ON 10/7-10/08 -(3) REGISTRATION | 94-155-0000-4360 | \$1,110.00 |
| ROSA GUZMAN | 2008 ANNUAL CODE ENFORCEMENT SEMINAR IN LAKE TAHOE ON 10/7-10/08 -PER DIEM | 94-155-0000-4370 | \$140.00 |
| ROBERT SAHAGUN | 2008 ANNUAL CODE ENFORCEMENT SEMINAR IN LAKE TAHOE ON 10/7-10/08 -PER DIEM | 94-155-0000-4370 | \$140.00 |
| ROBERT ALVAREZ | 2008 ANNUAL CODE ENFORCEMENT SEMINAR IN LAKE TAHOE ON 10/7-10/08 -PER DIEM | 94-155-0000-4370 | \$140.00 |
| HARRAH'S LAKE TAHOE | 2008 ANNUAL CODE ENFORCEMENT SEMINAR IN LAKE TAHOE ON 10/7-10/08 -LODGING | 94-155-0000-4370 | \$587.40 |
| WESTERN EXTERMINATOR COMPANY | FUMIGATION @ 207 HARPS ST | 94-155-0000-4440 | \$1,350.00 |
| JL GENERAL CONTRACTOR | 10% RETENTION PAYMENT FOR REHAB WORK CONDUCTED @ 600 NEWTON | 94-155-4463-4440 | \$4,650.00 |
| LAW OFFICES DAPPER ROSENBLIT & LITVAK, LLP | LEGAL SERVICES | 94-155-8155-4270 | \$10,724.58 |
| KAREN WARNER & ASSOCIATES | PREPARATION OF THE CITY'S HOUSING ELEMENT & RDA IMPLEMENTATION PLAN UPDATES | 94-191-0000-4270 | \$6,800.00 |
| THE HOUSE OF PRINTING, INC | LETTERHEAD | 94-191-0000-4300 | \$100.00 |
| BUSINESS CARD | REGISTRATION FEES | 94-191-0000-4360 | \$705.00 |
| | SUB-TOTAL | | \$531,143.95 |

RESOLUTION #1015

A RESOLUTION TO REIMBURSE THE CITY OF SAN FERNANDO FOR EXPENSES MADE ON
BEHALF OF THE REDEVELOPMENT AGENCY
IN ACCORDANCE WITH APPROVED REIMBURSEMENT AGREEMENTS.

FUND SUMMARY:

| | |
|--------------------------------|----------------------------|
| 80 CAPITAL PROJECTS | \$0.00 |
| 81 PROJECT 1 - TAX ALLOCATION | \$4,250.00 |
| 83 PROJECT 1A - DEBT SERVICE | \$0.00 |
| 85 PROJECT 2 - TAX ALLOCATION | \$0.00 |
| 88 PROJECT 3 - TAX ALLOCATION | \$0.00 |
| 89 PROJECT 3 - PROJECT | \$480,927.75 |
| 91 PROJECT 3A - TAX ALLOCATION | \$0.00 |
| 93 SFRA AREA 4-DEBT SERVICE | \$17,424.00 |
| 94 LOW INCOME HOUSING FUND | \$28,542.20 |
| TOTAL | <u>\$531,143.95</u> |

Approved by the Agency Board on: October 6, 2008

AYES:
NOES:
ABSENT:

REDEVELOPMENT AGENCY CHAIR
CITY OF SAN FERNANDO

REDEVELOPMENT AGENCY

MEMORANDUM

TO: Chair Nury Martinez and Agency Members
FROM: Agency Member Steven Veres
DATE: October 6, 2008
SUBJECT: Discussion of Upcoming Economic Development Work Sessions

According to staff, the economic development work sessions (listed below) have been scheduled and content development is underway.

I have placed this on the agenda for Agency discussion.

Session 1: *Redevelopment Feasibility Assessment Findings*
October 14, 7 p.m., Community Room – City Hall

Libby Seifel of Seifel Consulting will present preliminary blight findings and implications of amending plan limits for the Agency's redevelopment project areas (as well as adding new areas). She will also join Assistant City Attorney Robin Harris to discuss the legal requirements involved in amending and adopting new areas, including meeting new blight definitions and statutory pass-through payments per SB 211.

Mark Northcross of Northcross, Hill and Ach will round out the discussions with Agency cash-flow projections and analyses, based on various amendment and adoption scenarios. The session will conclude with policy options and implementation strategies for Agency Board consideration.

Session 2: *Existing Business Improvement Areas; Future Assessment Districts*
October 27, 6 p.m., Community Room – City Hall

Assistant City Attorney Robin Harris will present an analysis of the existing downtown parking business improvement areas, including limitations to amending their structures and opportunities for creating new assessment districts (both in the downtown area and along Maclay Avenue).

In addition, Finance Director Lorena Quijano and Public Works Operations Manager Robert Braden will discuss City service levels already provided in these areas, including maintenance cost forecasts (assuming status quo). Ms. Harris

will then conclude the program with a presentation of policy and implementation options for City Council/Agency Board consideration including a feasibility assessment that determines community desires, boundary areas, assessment structures (i.e., BID vs. PBID) and "enhanced" service levels.

Session 3: *Retail Realities, Market Analyses and Opportunity Sites*
November 24, 6 p.m., Community Room – City Hall

Lisa Hill of Buxton ID will present a retail leakage analysis and discussion on retail site selection including demographics and psychographics. Her presentation will inform the City Council/Agency Board of what national retailers want (i.e. site location and needs, consumer spending habits, retail co-anchors, infrastructure improvements, etc.).

I will add to the discussion of where our retail development opportunities exist, and which areas can realistically meet future tenant demand. My goal is that this session helps the City Council/Agency Board gain consensus on what type of retail development it wants for the community, where it should be located, and how to phase it.

The findings and policy options that will be presented at each Study Session will be aimed in helping the City Council/Agency Board guide staff in developing a citywide economic development work program (i.e., one, three, and five-year). This strategy would be used as a means for the City Council/Agency Board to set economic development goals and priorities that result in tangible actions and increased revenues over the short- and long-term (i.e., 10+ years). In other words, the plan would help guide the City's future growth, both physically and financially.