

SAN FERNANDO CITY COUNCIL

MINUTES

OCTOBER 15, 2007 – 6:00 P.M.

THE FOLLOWING MINUTES ARE A SUMMARY OF ACTIONS TAKEN BY THE CITY COUNCIL. AUDIO CASSETTE TAPES OF THE ACTUAL MEETING ARE AVAILABLE FOR LISTENING IN THE CITY CLERK'S OFFICE.

CALL TO ORDER/ROLL CALL

Mayor Julie Ruelas called the meeting to order at 6:05 p.m.

The following persons were recorded as present:

PRESENT:

Council: Mayor Julie Ruelas, Councilmembers Steven Veres, Maribel De La Torre, and Dr. José Hernández

Staff: City Administrator José E. Pulido, City Attorney Michael Estrada, and City Clerk Elena G. Chávez

ABSENT: Mayor Pro Tem Nury Martinez

PLEDGE OF ALLEGIANCE

Councilmember Hernandez led the pledge.

INVOCATION

Mayor Ruelas gave the invocation.

PRESENTATIONS

A) CITY RECOGNITION AT THE NATIONAL LEAGUE OF CITIES SUMMIT IN SAN ANTONIO, TEXAS

Mayor Ruelas reported that the City received recognition recently at the National League of Cities Summit in San Antonio, Texas.

APPROVAL OF AGENDA

Motion by Councilmember De La Torre, seconded by Mayor Ruelas, to approve the agenda.

SAN FERNANDO CITY COUNCIL

MINUTES – October 15, 2007

Page 2

The motion carried with the following vote:

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

PUBLIC STATEMENTS – WRITTEN/ORAL

The following is a list of public speakers and the Community Based Organizations which they spoke in support of:

Jacqueline Jones Love: The Torch Foundation
Debra Greenfield: ABC Learn, Inc.
Gustavo Chávez: Tia Chucha's Centro Cultural Inc.
Trini Rodriguez: Tia Chucha's Centro Cultural Inc.
Andrea Kobliner: Girl Scouts of the San Fernando Valley
Audrey L. Simons: San Fernando Community Hospital DA Mission Community Hospital
Sister Carmel Somers: Valley Family Center
Dr. Tomas E. Martinez: El Centro De Amistad
David Kietzman: Youth Speak! Collective
Estee Ayala: Pueblo y Salud, Inc.
Gloria Apper: Pueblo y Salud, Inc.
Samantha Lee: Northeast Valley Health Corporation
Ashley DeLuca: Project Grad Los Angeles
Rosa Furumoto: Parent Pioneers
Brenda Vasquez: Partners in Care Foundation
Iris Zuniga Corona: Comision Femenil SFV/Institute for Leadership Development & Education
Margarita Lopez: Pueblo y Salud, Inc.
Shane Coleman: Heroes of Life
Randy Muñoz: Latino Diabetes Association
Henry Ayala: Fair Housing Council of SFV

Juana Cuiriz, S.F. Mall Association, requested City Council support of Item No. 7 on the agenda.

Tom Ross, on behalf of the S.F. Mall Association, said that they are very interested in expanding their role and requested that the City partner with them.

Victor Ceballos, S.F. Mall Association, also asked for support regarding Item No 7 which will assist them in enhancing and promoting the downtown area.

David Hernández, new Executive Director of the San Fernando Chamber of Commerce, thanked the City Council for the reception that he's been given and he distributed information regarding their upcoming legislative affairs meeting.

SAN FERNANDO CITY COUNCIL

MINUTES – October 15, 2007

Page 3

CONSENT CALENDAR

Mayor Ruelas removed Item No. 4 for further discussion.

Motion by Councilmember Hernandez, seconded by Councilmember De La Torre, to approve the remaining Consent Calendar items:

- 1) APPROVAL OF MINUTES OF OCTOBER 1, 2007 – REGULAR MEETING
- 2) APPROVAL OF WARRANT REGISTER NO. 07-102
- 3) APPROVAL OF A RESOLUTION RESCINDING RESOLUTION NO. 7193 AND ADOPTION OF A RESOLUTION APPROVING AN APPROPRIATION OF \$15,000 FOR PEDESTRIAN IMPROVEMENTS AT ST. FERDINAND SCHOOL
- 5) ADOPTION OF A RESOLUTION TO INCREASE REVENUES AND EXPENDITURES TO THE FISCAL YEAR 2007-2008 GENERAL FUND BUDGET AND AUTHORIZATION TO ENTER INTO AN AGREEMENT FOR MERCHANT SERVICES FOR COMPRESSED NATURAL GAS (CNG) FAST FILL STATION

The motion carried with the following vote:

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

Items Removed for Further Discussion:

- 4) AMPLIFIED SOUND PERMIT REQUEST AND USE OF CITY-OWNED BUS SHELTERS: SECOND ANNUAL DIA DE LOS MUERTOS EVENT, 1245 SAN FERNANDO ROAD

Temporary Director of Public Works and Parks Ron Ruiz responded to Mayor Ruelas' question stating that there have been recent non City-sponsored events that the City has accommodated.

Motion by Mayor Ruelas, seconded by Councilmember Veres, to approve an amplified sound permit to allow the *San Fernando Valley Sun & El Sol* newspaper to operate an amplified sound system for the Second Annual Dia De Los Muertos event on Saturday, November 3, 2007 from the hours of 12:00 p.m. to 10:00 p.m., at 1245 San Fernando Road, subject to the recommended conditions of approval; and authorize City staff to install posters advertising the Second Annual Dia De Los Muertos event at selected City-owned bus shelters, subject to the cost of doing so being covered by the event promoters.

The motion carried with the following vote:

SAN FERNANDO CITY COUNCIL

MINUTES – October 15, 2007

Page 4

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

NEW BUSINESS

6) FISCAL YEAR (FY) 2007-2008 COMMUNITY BASED ORGANIZATION (CBO) PROGRAM FUNDING REQUESTS

Mr. Ruiz presented the staff report and he and Temporary Assistant to the Director of Public Works and Parks Helen Collins responded to questions.

Councilmember Hernández reported that he is currently on the Board of Directors for Pueblo y Salud and therefore could not make a donation to them.

Each Councilmember announced their CBO allocations.

Motion by Councilmember De La Torre, seconded by Councilmember Veres, to approve the allocations made and to revisit Mayor Pro Tem Martinez' and Councilmember Hernández' remaining funds at the next meeting.

Mayor Ruelas expressed concern that if these are approved now, funds still could not be disbursed and a contract could not be drawn until the total amount is known.

City Atty. Estrada and Councilmembers concurred, therefore no vote was taken on the above mentioned motion.

The item will be continued to the next meeting.

CITY COUNCIL ITEMS

7) REQUEST FOR FUNDING FROM MALL ASSOCIATION

Mayor Ruelas wants to make sure that the needs of our mall merchants are addressed and said that she placed this on the agenda to hear from staff as well.

Mr. Pulido reported that staff has met with the City Attorney's office and an appropriate process needs to be considered. Therefore staff is requesting time to complete the process and report back regarding the parameters to potentially move forward.

In response to Councilmember Veres' question, Mr. Ruiz said that a portion of the assessment goes toward mall maintenance, those fees keep increasing, and actual costs should be determined.

SAN FERNANDO CITY COUNCIL

MINUTES – October 15, 2007

Page 5

Councilmember Veres reported that for the first time, there is a high level of effort regarding our business association. He expressed concern that the City Council has not been presented with thorough information and there is a lack of clarity as to what's going on. He suggested a Study Session to discuss this in more detail.

Mayor Ruelas agreed with Councilmember Veres and said that hopefully the information will be provided to the City Council by the next meeting so we can move forward and provide the Mall Association with a positive response. She agreed that the Mall Association is working very hard presenting new ideas and the activities they've proposed have brought more people into the City.

City Atty. Estrada confirmed that Council direction was to continue the matter possibly to the second meeting in November.

GENERAL COUNCIL COMMENTS

Councilmember De La Torre: 1) asked for an update regarding the Aquatics Center and Mr. Ruiz reported that it is moving along as planned and it is expected to open in April; 2) Mr. Ruiz also provided an update regarding the annual parade and reported that the City is undertaking the coordination; and 3) said that there are many illegal signs throughout the City and requested that Code Enforcement personnel be more cognizant.

Councilmember Hernández: 1) reported that the Menudo Festival was very exciting and fun and congratulated staff and Mr. Lozano; and 2) said that the City booth was a wonderful idea and thanked Brian Haworth for his efforts in putting it together.

Mayor Ruelas: 1) congratulated staff on the Menudo Festival; 2) in response to her concern, Mr. Deibel gave an update on the Census 2010 Foundation Agreement; 3) talked about the letter regarding National Immigrants Day on October 28; 4) encouraged everyone to read the pipeline informational brochure that was received; 5) in response to her question, Mr. Pulido will follow up to determine if anyone will attend the Economic Alliance Summit; 6) talked about the Lights Out L.A. event on October 20; and 7) agreed with Councilmember Hernández regarding the City information booth at the Menudo Festival.

Councilmember Veres: 1) talked about assisting the CBOs in other ways such as reducing or waiving fees for use of City facilities or street closures; and 2) reminded everyone of the Heritage Park Grand Opening on October 19 (he also attended the Fernandño Tataviam ceremony at the park on October 5) and inquired about park's hours of operation.

STAFF COMMUNICATION

Mr. Ruiz announced the Heritage Park Grand Opening to be held on October 19 and thanked the Police and Code Enforcement Departments for the great job they did during the Menudo Festival.

SAN FERNANDO CITY COUNCIL

MINUTES – October 15, 2007

Page 6

Mr. Pulido thanked staff for the City booth and their efforts in putting it together and said that the boards will be displayed in the public lobby.

CLOSED SESSION

Due to the absence of Mayor Pro Tem Martinez, Councilmembers concurred to postpone the Closed Session to the next regular meeting.

**PUBLIC EMPLOYEE PERFORMANCE EVALUATION
(G.C. 54957)**

Title: City Administrator

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

ADJOURNMENT (8:01 P.M.)

Motion by Councilmember Hernandez, seconded by Mayor Ruelas, to adjourn. The motion carried with the following vote:

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