

**SAN FERNANDO REDEVELOPMENT AGENCY
SAN FERNANDO CITY COUNCIL
MINUTES**

**MARCH 24, 2010 – 6:30 P.M.
SPECIAL JOINT MEETING**

Community Meeting Room
117 Macneil Street
San Fernando, CA 91340

CALL TO ORDER/ROLL CALL

Chair/Mayor Mario F. Hernández called the meeting to order at 6:38 p.m.

Present:

Agency/Council: Chair/Mayor Mario F. Hernández, Vice-Chair/Mayor Pro Tem Brenda Esqueda, Members/Councilmembers Ernesto Rubio Hernández, Maribel De La Torre, and Steven Veres

Staff: Redevelopment Agency Director Mary Strenn, City Administrator Robert R. Ordelheide and Secretary/City Clerk Elena G. Chávez

APPROVAL OF AGENDA

Motion by Member/Councilmember De La Torre, seconded by Member/Councilmember E. Hernández, to approve the agenda. By consensus, the motion carried.

PUBLIC STATEMENTS – WRITTEN/ORAL

Sev Aszkenazy talked about the general conditions of the mall (i.e., noticeable vacancies, inadequate parking) and the lack of City way-finding signs (not good business for the City).

Patty Santana-Colarossi said she too has noticed an increase in business vacancies and reported that parking citations are frequent which do not make visiting San Fernando a shopper-friendly experience.

George Schwary said the City has become a ghost town, it's discouraging to see vacant buildings, and he doesn't like the Maclay Ave. turn-outs and barricades which eliminated parking spaces.

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STUDY SESSION

DISCUSSION OF POTENTIAL DEVELOPMENT OF NEW ENTERTAINMENT USES IN THE DOWNTOWN AS A MEANS TO PROMOTE DOWNTOWN REVITALIZATION

Discussion ensued amongst Agency Members/Councilmembers, staff and business community members.

Motion by Member/Councilmember Veres, seconded by Member/Councilmember E. Hernández, to direct staff to develop an entertainment district (overlay zone) following the specific plans for the downtown district (inverted “T” area) and report back with: 1) the details that would play out the incentivizing, walking experience, etc.; and 2) the definition of entertainment uses/concepts that would fit over that area. The motion carried unanimously.

Motion by Member/Councilmember Veres, seconded by Member/Councilmember E. Hernández, to utilize the Housing, Community & Economic Development and Parking (HCEP) Standing Committee to work with movie operators/developers, downtown property owners (Property-Based Business Improvement District), and mall merchants to explore the feasibility of developing a theater on: Option A - Truman City Parking Lot #4 and Option B - Celis and Pico public parking lots. Report back regarding the feasibility (and potential direction) for developing a theater in the City. The motion carried with the following vote:

AYES: Veres, E. Hernández, Esqueda, M. Hernández – 4
NOES: De La Torre – 1

ADJOURNMENT (9:17 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 March 24, 2010 meeting as approved by the San Fernando Redevelopment Agency and San Fernando City Council.

*Elena G. Chávez
Secretary/City Clerk*