



2.8.16

# MANIFEST

Welcome to the Manifest; a weekly summary that cares more about brevity than grammar, and what is about to or could happen in Seaside than what did or didn't. Contributions to future editions are welcome at [cmalin@ci.seaside.ca.us](mailto:cmalin@ci.seaside.ca.us) prior to noon on Fridays.

## The Week That Was

- ▣ The New Guy Raises His Hand – Looking back, this is the week when polite observation of meetings ended. Not that there won't be politeness or observation moving forward, but weighing in / leading / facilitating (based on the meeting and subject matter) is the end of week three, moving forward, modus operandi.
- ▣ Signs Fixed – Thanks again RMS, this time for replacing the missing letters on the "City of Seaside" signs.
- ▣ Council Meeting & The Four Words
  - Open – As they all are.
  - Agile, Impactful – Did you notice the ENA was extended six months rather than twelve? We're not a basketball team with a big lead, dribbling away the shot clock. We're running plays, taking it to the hoop. Even when we have a big lead.
  - Friendly – Staff is bound by the law, as is the Council. But a friendly application of the law (the fence variance) always helps to build public trust.
- ▣ RMS Goes Too Far – Just kidding. They took it upon themselves to de-rust and re-paint the handrails on the City Hall entry steps. Thanks.

Perhaps it's a Midwest thing, but I don't mind rust so much. Speaking of rust, if you ever make it to the Quad Cities, be sure to visit John Deere's Headquarters →

It's a gorgeous building by Eero Saarinen, clad in rusty, Cor-Ten steel, and worth a Google image search.



- ▣ PRAs, Promptly – We've ended a secondary legal review of Monterey Downs public records act requests. Originally intended as a value-added process step, the extra step has proved to be not so value-added. Instead, we're going to schedule a PRA / Brown Act refresher training session. Watch for date / time / place in the next Manifest.

- 📄 Fire Report – attached
- 📄 Property Tax Info – HdL stopped by with a 2015/16 property tax summary. More info attached, but the big picture metrics are the city experienced a net taxable value increase of 5.5% for the 2015/16 tax roll, with an assessed value increase of \$107 million.
- 📄 Eagle Scout Project At BAR – Thanks to staff who helped Brady Leist with his application for BAR review of his proposed sign kiosk at the Fire Station, and thanks to the BAR for their approval. Thanks most, to Brady.
- 📄 Anyone Have An Ice Bag? – The Seaside Spartans have started practice for the baseball season ahead, and I’m helping out at practice. So if you see me raising my right arm at a meeting, there’s a good chance I don’t have a question. I’m just stretching my BP throwing arm (if you’ve had rotator cuff surgery, you know the motion). Go Spartans !
- 📄 Landscape > Landscaping (inside joke for the FORA RUDG’ers) (also, not a joke)

### **The Weeks Ahead**

- 📄 Strategic Planning – The agenda for Monday’s meeting at the Oldemeyer Center is attached. Arrive at 8:00 if you want first dibs on the breakfast offerings. Casual attire is recommended, as are unabashed dreams for Seaside.
- 📄 General Plan Kickoff Wednesday - On the topic of unabashed dreams for Seaside, the kickoff meeting for the General Plan Update is scheduled for 11:30 to 1:00 on Wednesday. The General Plan, more than any other document, describes the community the community wants. It’s a big deal, kinda long process, and it starts Wednesday. Bring an appetite for deli fare and the biggest, best, most inclusive and visionary city on the peninsula.  
  
Come for the free sandwich, stay for the spontaneous Daniel Burham declarations.
- 📄 Forward - The Youth Violence Program Manager job description is expected to go to the Steering Committee for one last pre-recruitment look on Wednesday. We’re also starting down a path that may lead to the Resource Center landing in the smaller side of the Troia Building. The path is not exactly the kind of trail where you can see the end from the beginning, so stay tuned.
- 📄 Videoscreen Use – Staff will be presenting options for public use of the videoscreens in the Council Chambers on the Feb 18 agenda.

- 📅 Rec Calendar of Events – attached

## Misc

- 📅 Pool construction repairs anticipated to be completed February 16.
- 📅 The city's Christmas tree (Cypress in front of city hall) will be trimmed this month
- 📅 Mountain Mike's Pizza will replace Me & Ed's Pizza in the City Center

## Optional Reading Ahead

- 📅 Haven't counted all of the paragraphs on my bookshelf, but there are (in technical terms) a bunch. Here's five I like so much, I made the department heads listen to them as I read them...

**Reading #1 Set Up** - Chicago Metro 2020 sought to follow in the path-breaking footsteps of Daniel Burnham's 1909 Plan of Chicago. That's heady stuff, and Chicago's biggest businesses were leading the effort in 2001. Page XV of the Foreword sets the stage ...

*Chicago Metropolis 2020 by Elmer W. Johnson (published 2001)*

*"...At this stage, the Metropolis Plan is a document for discussion and debate. What gives hope for its implementation is Chicago's historic capacity for regeneration. Today, there is a lot of talk about corporate adaptability. The thriving companies in the global economy will be those that adapt most creatively to new challenges, it is argued. But the cities that capture these adaptable corporations will be cities that are themselves adaptable, able to reconfigure themselves to take advantage of new global opportunities.*

*Chicago has done that already, reinventing itself at least three times: after the Great Fire of 1871, in the wake of the Burnham Plan, and in the 1950s during the administration of Richard J. Daley. The sustaining force of this historic process of renewal is Chicago's strongest spiritual asset: its swaggering self-confidence.*

*This cannot be underestimated as a propellant of economic and civic revitalization. As historian David S. Landes writes in *The Wealth and Poverty of Nations*, his important book about why some nations create great wealth and others do not: "In this world, the optimists have it, not because they are always right, but because they are positive. Even when they're wrong, they are positive, and that is the way of achievement, correction, improvement, and success. Educated, eyes-open optimism pays. Pessimism can only offer the empty consolation of being right."*

**In Sum** – Swaggering self-confidence as a community comes with its own set of problems, but staggering self-doubt as a community is far, far worse (see: Chicago today).

**Reading #2 Set Up** – In 1961, just as America was beginning to be shaped by mass-marketing via television, David Riesman wrote a treatise on how our character as a nation and people was being bent to over-conformity. As sociology books go, it's painfully long, terribly academic and unrelenting in its depth. But one page before the end, it gets really good ...

*The Lonely Crowd* by David Riesman (published 1961) Page 306

*“Is it conceivable that these economically privileged Americans will some day wake up to the fact that they overconform? Wake up to the discovery that a host of behavioral rituals are the result, not of an inescapable social imperative but of an image of society that, though false, provides certain secondary gains for the people who believe in it? Since character structure is, if anything, even more tenacious than social structure, such an awakening is exceedingly unlikely – and we know that many thinkers before us have seen the false dawns of freedom while their compatriots stubbornly continue to close their eyes to the alternatives that were, in principle, available. But to put the question may at least raise doubts in the minds of some.*

*Occasionally city planners put such questions. They comprise perhaps the most important professional group to become reasonably weary of the cultural definitions that are systematically trotted out to rationalize the inadequacies of city life today, for the well-to-do as well as for the poor. With their imagination and bounteous approach they have become, to some extent, the guardians of our liberal and progressive political tradition, as this is increasingly displaced from state and national politics. In their best work, we see expressed in physical form a view of life which is not narrowly job-minded. It is a view of the city as a setting for leisure and amenity as well as for work. But at present the power of the local veto groups puts even the most imaginative of city planners under great pressure to show that they are practical, hardheaded fellows, barely to be distinguished from traffic engineers.”*

**In Sum:**

Conformity is death for the soul (and can infect entire organizations, communities and nations).

If you're practical and hard-headed, you run the risk of being mistaken for a traffic engineer.

**Have a great weekend.**

Date: February 5, 2016

To: Craig Malin, City Manager

From: Brian Dempsey, Fire Chief

Subject: **Weekly Report**

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### **Vacancies Filled**

The fire department's last full time vacancy due to the SAFER grant was filled this week by Firefighter Probationary Candidate, Lee Whitney. Lee will start on Saturday, February 13, 2016. Lee grew up on his family's ranch in Greenfield, attended Palma High School in Salinas and went on to attend Cal Poly Tech in San Luis Obispo. Lee brings experience from Cal Fire as a Helitack Firefighter, as well a Reserve Firefighter for the City of Greenfield.

The fire department's last Reserve vacancy was filled by Firefighter Reserve Candidate, Benjamin Flores. Ben's father was a Los Angeles City Firefighter, he attended the MPC Fire Academy and went on to receive a degree from CSUMB in Social and Behavioral Science. Ben currently works for the Boys and Girls Club of Monterey County at the Seaside Clubhouse.

### **Promotional Assessment – Fire Captain**

The semi-annual Fire Captain's Assessment Center was recently conducted. Four firefighters participated in the process. Although there is not currently an opening for the rank of captain, a two-year list will be established for future promotional consideration.

### **Fire Department Training Summary from January 29, 2016 through February 4, 2016:**

<b>Training Type</b>	<b>Date</b>	<b>Hours</b>
SCBA Daily Checkout	1/29/2016	0.2
Vehicle Trip Inspection	1/29/2016	1
Vehicle Trip Inspection	1/29/2016	1
SCBA Daily Checkout	1/30/2016	0.2
SCBA Daily Checkout	1/30/2016	0.2
SCBA Daily Checkout	1/30/2016	0.2
Vehicle Trip Inspection	1/30/2016	0.5
SCBA Daily Checkout	1/30/2016	0.2
Vehicle Trip Inspection	1/30/2016	0.5
Vehicle Trip Inspection	1/30/2016	0.5
SCBA Daily Checkout	1/30/2016	0.2
Vehicle Trip Inspection	1/30/2016	0.5
SCBA Daily Checkout	1/30/2016	0.2
SCBA Daily Checkout	1/30/2016	0.2

200' Crosslay Deployment / Load	1/30/2016	4
Apparatus Pump Training	1/30/2016	4
Physical Fitness	1/30/2016	1
EMS Sudden Infant Death Syndrome (SIDS)	1/30/2016	1
SCBA Daily Checkout	1/31/2016	0.2
NFPA 1500 Confined Space Entry	1/31/2016	1
SCBA Daily Checkout	1/31/2016	0.2
Lead Awareness	1/31/2016	1
First Responder Hybrid Vehicle Incidents	1/31/2016	1
Vehicle Trip Inspection	2/1/2016	1
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
Vehicle Trip Inspection	2/1/2016	1
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
Vehicle Trip Inspection	2/1/2016	0.5
Vehicle Trip Inspection	2/1/2016	0.5
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
Vehicle Trip Inspection	2/1/2016	0.5
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
SCBA Daily Checkout	2/1/2016	0.2
Physical Fitness	2/1/2016	1
Physical Fitness	2/1/2016	1
Tactical Tailgate Session	2/2/2016	2
Tactical Tailgate Session	2/2/2016	2
Tactical Tailgate Session	2/2/2016	2
Tactical Tailgate Session	2/2/2016	2
Tactical Tailgate Session	2/2/2016	2
Tactical Tailgate Session	2/2/2016	2
Tactical Tailgate Session	2/2/2016	2
Tactical Tailgate Session	2/2/2016	1
Tactical Tailgate Session	2/2/2016	1
Tactical Tailgate Session	2/2/2016	1

Tactical Tailgate Session	2/2/2016	1
Tactical Tailgate Session	2/2/2016	1
Tactical Tailgate Session	2/2/2016	1
Physical Fitness	2/2/2016	1
Firefighter Reserve Training	2/2/2016	3.5
Firefighter Reserve Training	2/2/2016	3.5
Firefighter Reserve Training	2/2/2016	3.5
Physical Fitness	2/2/2016	1
Company Training Documentation	2/3/2016	1
Company Training Documentation	2/3/2016	1
Company Training Documentation	2/3/2016	1
Company Training Documentation	2/3/2016	1
Company Training Documentation	2/3/2016	1
Company Training Documentation	2/3/2016	1
SCBA Daily Checkout	2/3/2016	0.2
SCBA Daily Checkout	2/3/2016	0.2
SCBA Daily Checkout	2/3/2016	0.2
Vehicle Trip Inspection	2/3/2016	0.15
Physical Fitness	2/3/2016	1
Physical Fitness	2/3/2016	1
Physical Fitness	2/3/2016	1
EMS Policy Update & Review	2/4/2016	0.5
EMS Policy Update & Review	2/4/2016	0.5
EMS Policy Update & Review	2/4/2016	0.5
EMS Policy Update & Review	2/4/2016	0.5
EMS Policy Update & Review	2/4/2016	0.5
EMS Policy Update & Review	2/4/2016	0.5
SCBA Daily Checkout	2/4/2016	0.2
Company Training Documentation	2/4/2016	1
Company Training Documentation	2/4/2016	1
Company Training Documentation	2/4/2016	1
Company Training Documentation	2/4/2016	1
Company Training Documentation	2/4/2016	1
Company Training Documentation	2/4/2016	1
Company Training Documentation	2/4/2016	1
Officer Training (Management/Administration) Documentation	2/4/2016	2
Company Training Documentation	2/4/2016	2
Company Training Documentation	2/4/2016	2
Company Training Documentation	2/4/2016	2
Officer Training (Management/Administration) Documentation	2/4/2016	7
Officer Training (Management/Administration)	2/4/2016	7

Documentation		
Officer Training (Management/Administration)		
Documentation	2/4/2016	7
Officer Training (Management/Administration)		
Documentation	2/4/2016	7
Physical Fitness	2/4/2016	1
Officer Training (Management/Administration)		
Documentation	2/4/2016	4
	Total:	121.35

**Fire Department Activity Summary from January 29, 2016 through February 4, 2016:**

Date	Description
2/4/2016	Community Activity

**The fire department answered 55 alarms (listed by: date, time, type of call, and location) from January 29, 2016 through February 4, 2016:**

Date	Time	Description	Street
1/29/2016	9:54:10	EMS call, excluding vehicle accident with injury	BROADWAY
1/29/2016	10:10:11	EMS call, excluding vehicle accident with injury	SOTO
1/29/2016	10:31:22	Service Call, other	FLORES
1/29/2016	10:34:38	EMS call, excluding vehicle accident with injury	AMADOR
1/29/2016	15:13:12	Emergency medical service, other	YOSEMITE
1/29/2016	15:36:33	EMS call, excluding vehicle accident with injury	HARDING
1/29/2016	16:52:01	EMS call, excluding vehicle accident with injury	HAVANA
1/29/2016	17:44:51	EMS call, excluding vehicle accident with injury	CANYON DEL REY
1/29/2016	19:42:14	Fire, Other	MILITARY
1/29/2016	21:17:34	EMS call, excluding vehicle accident with injury	BIRCH
1/29/2016	22:16:37	EMS call, excluding vehicle accident with injury	FREMONT
1/29/2016	23:00:17	EMS call, excluding vehicle accident with injury	ST. HELENA
1/30/2016	1:01:30	EMS call, excluding vehicle accident with injury	HARCOURT
1/30/2016	8:12:44	EMS call, excluding vehicle accident with injury	GOODWIN
1/30/2016	11:50:44	EMS call, excluding vehicle accident with injury	HAMILTON
1/30/2016	19:17:38	EMS call, excluding vehicle accident with injury	SAN LUCAS
1/31/2016	0:39:55	EMS call, excluding vehicle accident with injury	FREMONT
1/31/2016	7:36:31	EMS call, excluding vehicle accident with injury	MARIETTA
1/31/2016	11:48:56	EMS call, excluding vehicle accident with injury	SAN PABLO
1/31/2016	15:16:55	EMS call, excluding vehicle accident with injury	OLYMPIC
1/31/2016	15:41:57	EMS call, excluding vehicle accident with injury	SONOMA



1/31/2016	16:35:52	EMS call, excluding vehicle accident with injury	BIRCH
1/31/2016	16:40:51	Service Call, other	ORD GROVE
1/31/2016	16:55:29	Electrical wiring/equipment problem, Other	MILITARY
1/31/2016	18:33:30	Service Call, other	BIRCH
1/31/2016	18:57:53	EMS call, excluding vehicle accident with injury	CANYON DEL REY
1/31/2016	19:15:14		ORD GROVE
1/31/2016	19:25:58		FREMONT
1/31/2016	19:28:20	Hazardous condition, Other	MILITARY
1/31/2016	19:35:08	Hazardous condition, Other	COE
1/31/2016	20:57:10	Arcing, shorted electrical equipment	HILBY
2/1/2016	1:07:41	Electrical wiring/equipment problem, Other	FREMONT
2/1/2016	7:51:42	EMS call, excluding vehicle accident with injury	MARIN
2/1/2016	11:22:25	EMS call, excluding vehicle accident with injury	LA SALLE
2/1/2016	12:19:20	Assist invalid	SOTO
2/1/2016	18:16:13	Dispatched & cancelled en route	FREMONT
2/1/2016	19:26:12	Motor vehicle/pedestrian accident (MV Ped)	FREMONT
2/1/2016	19:57:04	Gasoline or other flammable liquid spill	CALIFORNIA
2/1/2016	20:48:06	EMS call, excluding vehicle accident with injury	VALLEJO
2/2/2016	8:54:51	Motor Vehicle Accident with no injuries	ELM
2/2/2016	16:50:01	Cancelled upon arrival, no other action taken	FREMONT
2/3/2016	3:38:04	Person in distress, Other	GRANADA
2/3/2016	3:55:40	Dispatched & cancelled en route	DARWIN
2/3/2016	4:59:36	EMS call, excluding vehicle accident with injury	VALLEJO
2/3/2016	12:05:10	EMS call, excluding vehicle accident with injury	Del Monte
2/3/2016	12:11:53	EMS call, excluding vehicle accident with injury	WARING
2/3/2016	13:46:17	EMS call, excluding vehicle accident with injury	DARWIN
2/3/2016	16:29:06	EMS call, excluding vehicle accident with injury	FREMONT
2/3/2016	19:51:41	Electrical wiring/equipment problem, Other	FLORES
2/3/2016	20:55:45	EMS call, excluding vehicle accident with injury	ST. HELENA
2/4/2016	4:11:28	EMS call, excluding vehicle accident with injury	LUXTON
2/4/2016	7:31:59	EMS call, excluding vehicle accident with injury	LA SALLE
2/4/2016	9:51:55	EMS call, excluding vehicle accident with injury	FREMONT
2/4/2016	13:18:20	EMS call, excluding vehicle accident with injury	CANYON DEL REY
2/4/2016	17:03:41	EMS call, excluding vehicle accident with injury	WHEELER



# SEASIDE

## 2015/16 PROPERTY TAX SUMMARY



The City of Seaside experienced a net taxable value increase of 5.5% for the 2015/16 tax roll, which was slightly more than the increase experienced countywide at 3.8%. The assessed value increase between 2014/15 and 2015/16 was \$107 million. The change attributed to the 1.998% Proposition 13 inflation adjustment was \$25.9 million, which accounted for 24% of all growth experienced in the city.

Growth in assessed value within the City was a little less robust than the growth for 2014-15 but was still strong. By adding \$107.1 million in new value for 2015-16, the City was about in the middle of growth by the cities in the County. Residential values make up 79.9% of all values in the City and residential value gains accounted for 86.8% of all growth for 2015-16. Commercial properties added \$7.4 million (2.8%) in new value and unsecured values grew by \$7.4 million (8.7%). The median sales price of single family homes in the City continues to grow at a good pace and is up by 9.3% over the median sales price for 2014. The 2015 median sales price of \$388,000 is still 60% below the peak median of \$652,000 in 2006 but there has been an increase of \$128,000 (49.2%) in the median price over the past 4 years.

Because of the strong recovery of home prices in the City, the Assessor has continued to recover residential values reduced under Prop 8 over the past several years. For 2015-16 the Assessor added \$42.6 million in residential value to the tax roll as value Prop 8 value recovered. This added value accounted for 44.8% of all value gained by residential uses for 2015-16.

In most areas, the housing market has inched back towards normalcy in 2015 with more owner occupied sales and less distressed and investor purchases. Median sale prices for real estate have continued to increase steadily year over year while the numbers of sale transactions remains healthy with some expected seasonal dips. In some areas the current median has surpassed the median at the height of the real estate bubble. The median sale price of a single family home in Seaside from January through December 2015 was \$388,000. This represents a \$33,000 (9.3%) increase in median sale price from 2014.

Year	SFR Sales	Median Price	% Change
2009	299	\$260,000	
2010	262	\$275,000	5.77%
2011	265	\$260,000	-5.45%
2012	203	\$290,000	11.54%
2013	220	\$325,000	12.07%
2014	197	\$355,000	9.23%
2015	200	\$388,000	9.30%

### 2015/16 Tax Shift Summary

ERAF I & II	\$-467,921
VLFAA	\$2,995,852
Triple Flip	Expired

### Top 10 Property Owners

Owner	Net Taxable Value	% of Total	Use Type
1. SUNBAY RESORTS ASSOCIATES LLC	\$36,876,130	1.79%	Residential
2. SEASIDE LAGUNA LIMITED	\$28,765,763	1.40%	Unsecured
3. VERDUCCI ENTERPRISES LP	\$19,277,619	0.94%	Commercial
4. CALIFORNIA-AMERICAN WATER COMPANY	\$16,276,041	0.79%	Miscellaneous
5. B AND B GOLF COURSE PROPERTIES LLC	\$16,124,985	0.78%	Unsecured
6. SEASIDE HOSPITALITY LP	\$14,855,540	0.72%	Commercial
7. P AND S REAL ESTATE COMPANY	\$14,560,991	0.71%	Commercial
8. 1050 SOUTH 12TH STREET LLC	\$7,883,452	0.38%	Residential
9. HOVERCRAFT LLC	\$7,571,241	0.37%	Commercial
10. BAY VIEW COMMUNITY DE LLC	\$7,512,430	0.37%	Residential
<b>Top Ten Total</b>	<b>\$169,704,192</b>	<b>8.26%</b>	

# Real Estate Trends

## Home Sales

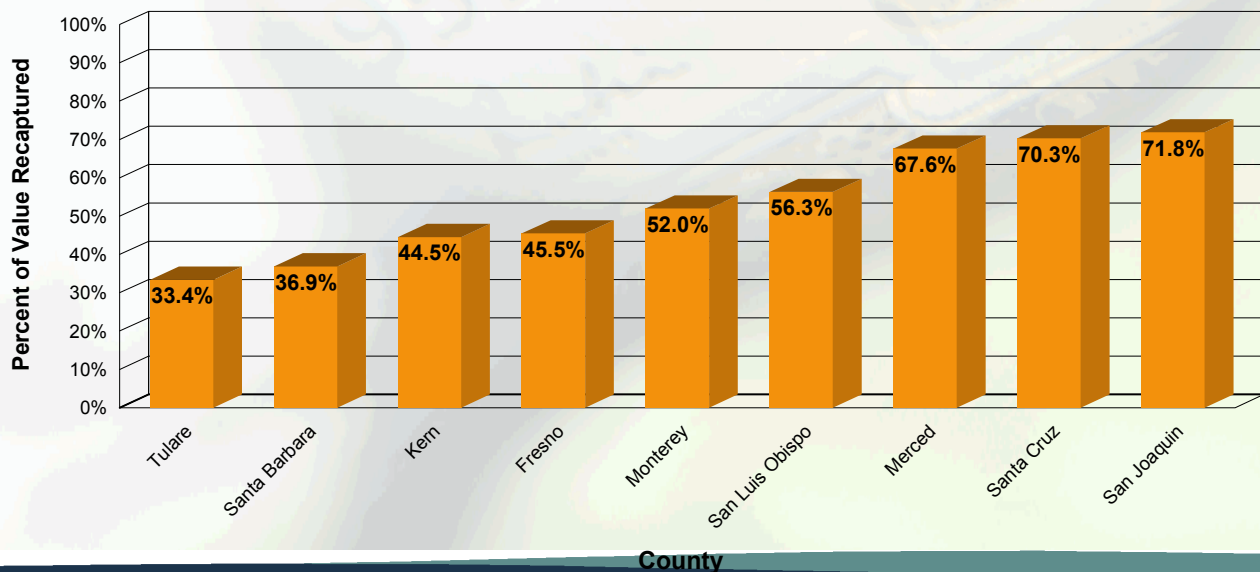
Home sales continue to rebound in many parts of the State but at a slower pace than last year. This is mainly due to inventory and affordability constraints. The reported median price of an existing, single family detached home in California during June 2015 was \$489,560. This was a 7.0 percent increase from \$457,700 in June 2014.

All Homes	Units Sold June-2014	Units Sold June-2015	% Change	Median Price June-2014	Median Price June-2015	% Change
Fresno County	980	1,187	21.12%	\$208,750	\$229,000	9.70%
Kern County	1,027	1,181	15.00%	\$186,000	\$200,000	7.53%
Merced County	272	267	-1.84%	\$179,000	\$205,000	14.53%
Monterey County	276	345	25.00%	\$435,000	\$469,000	7.82%
San Joaquin County	774	993	28.29%	\$265,800	\$293,000	10.23%
San Luis Obispo County	354	444	25.42%	\$460,000	\$515,000	11.96%
Santa Barbara County	367	436	18.80%	\$435,000	\$495,000	13.79%
Santa Cruz County	227	278	22.47%	\$599,000	\$617,500	3.09%
Tulare County	452	526	16.37%	\$169,000	\$188,000	11.24%

## Pool of Prop 8 Reduced Property Values Restored Through 2014-15

Residential properties throughout California received value reductions to lower market rate values between 2008 and 2012. The reductions by Assessors for these properties reflected Proposition 8 declines in real estate values when the "Great Recession" impacted sale prices and the numbers of units selling. Beginning in 2013, most county assessors started reviewing properties that had received reductions in large numbers and restoring values as market values moved upward. In many communities we have started seeing median sale prices reported in 2015 that are exceeding those seen in 2006 or 2007 during in the peak of the real estate bubble. In several counties, the values restored in 2015-16 may be the last measurable Prop 8 increases to "boost" residential values for properties that experienced declines. Other counties may see one or two more years of restorations before returning to the more typical year over year changes resulting from the annual CPI adjustment, transferred properties, and new construction additions. **In Seaside 52.1% properties awaiting recapturing in 2012-13 have been fully reinstated.**

### Estimated Percentage of Prop 8 Value Restored Since 2012-13



**CITY OF SEASIDE STRATEGIC PLANNING RETREAT**  
**Monday, February 8, 2016 -- Oldemeyer Center, Seaside**

**8:00 Continental Breakfast**

**8:30 Welcome, Purpose of the Retreat and Public Comment – Ralph Rubio, Mayor**

**Role of the Facilitator, Recorder, Group and Public; Strategic Planning Elements; Agenda -- Marilyn Snider, Facilitator -- Snider and Associates**

**Introductions of the Group**

**City of Seaside:**

- **Mission/Purpose Statement**
- **Vision Statement**
- **10-Year Elements That Define the Vision**
- **Core Values/Guiding Principles**
- **Three-Year Goals (2014-2017)**

**What Are the Strengths and the Accomplishments of the City of Seaside Since the July 29, 2015 Strategic Planning Retreat?**

**What Are the City's Current Internal Weaknesses/Challenges?**

**What Are the External Factors/Trends (e.g., political, economic, environmental, technological, demographic) that Will/Might Have an Impact on the City of Seaside in the Coming Year:**

- **Positively (opportunities)?**
- **Negatively (threats)?**

**Organizational Development – Craig Malin, City Manager**

**Review and Revise, if Needed, the Three-Year Goals (what the City of Seaside needs to accomplish)**

**Public Comment**

**Identify Six-Month Strategic Objectives (how the goals will be addressed – by when, who will be accountable, for what specific, measurable results) for Each of the Three-Year Goals**

**NOTE: the focus will be on major strategic objectives to be accomplished as a city rather than details/tactics and tasks**

**City Council Identifies and Achieves Consensus on Communication and Agenda Protocols**

**Next Steps/Follow-Up Process to Monitor Progress on the Goals and Strategic Objectives (including setting a date in six months to update the strategic plan)**

**Summary of the Retreat and Closing Remarks**

**4:00 Adjourn**

**There will be a mid-morning and a mid-afternoon break with a group lunch at 12:15. Please limit use of your cell/smart phones, laptops and tablets to the breaks.**

**PLEASE BRING YOUR 2016 CALENDAR.**

	PROJECT	CURRENT STATUS	NEXT STEPS
1.	Seaside Resort Development	<ul style="list-style-type: none"> <li>Amended DDA approved</li> </ul>	<ul style="list-style-type: none"> <li>Phase I – Hotel construction plans to be submitted by April 2016</li> <li>Anticipate letter regarding equity partners</li> </ul>
2.	In-N-Out (1350 Del Monte Blvd.)	<ul style="list-style-type: none"> <li>Under Construction</li> </ul>	<ul style="list-style-type: none"> <li>Construction to be completed end of February 2016, weather permitting.</li> </ul>
3.	Assisted Senior Living & Memory Care (Monterey Road & Coe Ave.)	<ul style="list-style-type: none"> <li>2<sup>nd</sup> Amendment of ENA to City Council on February 4, 2016</li> </ul>	<ul style="list-style-type: none"> <li>Initial Study to be completed by March 2016</li> <li>Release to public April 2016</li> <li>Negotiate Development &amp; Disposition Agreement</li> </ul>
4.	KB Bakewell 26 Acres Lightfighter Dr. & Surplus II	<ul style="list-style-type: none"> <li>Appraisal accepted. Business terms accepted.</li> </ul>	<ul style="list-style-type: none"> <li>2<sup>nd</sup> Amendment to ENA for Council consideration on March 3, 2016.</li> <li>Refined conceptual plan to be submitted</li> </ul>
5.	Monterey Downs & Horse Park & Veteran’s Cemetery	<ul style="list-style-type: none"> <li>Comments to Administrative Draft EIR being responded to</li> <li>Awarded contract to appraiser</li> </ul>	<ul style="list-style-type: none"> <li>Fiscal &amp; Economic Impact Report to be presented to CC on March 3</li> <li>Working on an MOU w/ County &amp; FOR A regarding land and water</li> </ul>
6.	Jim Moore Blvd Subdivision Glover Unsolicited Proposal	<ul style="list-style-type: none"> <li>Submittal of unsolicited proposal being reviewed by staff</li> </ul>	<ul style="list-style-type: none"> <li>Presentation to City Council on March 3, 2016 meeting for consideration and direction</li> </ul>
7.	Seaside Concourse Auto Center (First Ave & Lightfighter)	<ul style="list-style-type: none"> <li>Directed by Council to prepare an ENA</li> </ul>	<ul style="list-style-type: none"> <li>Present to City Council for consideration on March 3, 2016 meeting</li> </ul>
8.	The Projects at Main Gate	<ul style="list-style-type: none"> <li>Draft RFP by staff</li> </ul>	<ul style="list-style-type: none"> <li>Send draft RFP to CSUMB &amp; FORA February for comments.</li> <li>Release draft RFP in March</li> </ul>

## Recreation Calendar of Events

Black History Month Reception	
Avery Art Gallery: Black History Month	February 21- 3:00 p.m. to 5:30 p.m.
Senior Candlelight Luncheon	February 3, March 2, April 6, 11a.m.-12:15p.m.
Senior Scenic Walk- Moss Landing State Beach	February 25, 9-11 a.m.
Senior Mall of the Month	February 18, March 10, April 21, 9:00 a.m.-4:00p.m.
Senior Excursion- Hearst Castle	March 31, 9:20 a.m.-4p.m.
Senior Valentine's Dance	February 11, 11:00 a.m.-3p.m.
Tiny Tot University: SPCA visits	January 28 and February 22
Youth Art Program: Exploring Painting Class	Fridays, January 8-May 20, 4:30-6:30p.m.
Youth Swimming Lessons	March 1- May 26
Parent & Tot Lessons	February 29-May 25
Adult Swimming Lessons	March 1- May 26
Shark Swim Team	March 1- May 26
American Red Cross Lifeguard Class	March 17- March 29
Cheerleading Camp	March 21- April 1
Full Day Camp	March 21-April 1
Youth Tennis Camp	March 21- March 30
YEC: Valentine Cookie Bake	February 12
YEC: Super Bowl Party	February 7
Zumba Fitness Class	February 2 to May 3