



2.27.18

MANIFEST

Welcome to the Manifest; a quasi-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.

- Chief Pridgen Starts Thursday – Abdul Pridgen will begin service as Seaside Police Chief on Thursday. He's passed all the background checks, including multiple on-site reference checks in Fort Worth, and the extensive pre-employment investigation that any Seaside police officer has to clear.

Chief Pridgen will begin as a non-sworn Police Chief. Although he's the most-credentialed Police Chief Seaside has had to date, he has to complete six courses, totaling thirty-three hours, to secure a POST waiver. He'll complete the classes in the months ahead, as they become available. Until then, he'll not arrest anyone, wear a uniform or carry a sidearm. He'll have all the authority and responsibility of any other Police Chief, but he just won't be arresting anyone, wearing a uniform or carrying a weapon (other than his experience, and good judgement).

Thank you, to everyone who participated in the recruitment. Thank you, to the men and women of the Seaside Police Department, for your dedication and professionalism as the recruitment began and proceeded. Thank you – particularly – to Acting Chief Veloz, for doing excellent work with the interim assignment.

- Just Because We Have A New Leader Joining Us – And because I think it's the best one page summary of starting off right in a leadership position I've ever seen, the "Connect, Then Lead" cartoon is attached. It's based on some Harvard research stuff you can get to here: <https://hbr.org/2013/07/connect-then-lead>

Related personal / professional recommendation - @amyjccuddy is worth a follow on Twitter.

- Planner Beth Also Starts Thursday – Associate Planner Beth Rocha will be rejoining the Seaside team on Thursday to assist with the considerable amount of work involved as Seaside has a billion dollars of development on the drawing boards and a new and improved General Plan nearing finalization and implementation. Beth worked for us in 2007/08. She'll be found in the "Seaside Creates" space on Broadway, starting next week.

- ▣ Inside Joke Time – They invented city managers so city councils could have someone to fire who is not an attorney. An inside joke in the profession. They hire city managers from outside the community because nobody hates them ... yet. Another inside joke in the profession.

Jokes aside, after being hired as Seaside City Manager (lucky me, no joke), I found out I was also Executive Director of the Seaside County Sanitation District. Ok, fine. Have experience with how it flows downhill.

Come to learn SCSD and MCWD have a history and are thinking about serving – not by contract as MCWD now does, but through official LAFCO action – former Fort Ord parcels within the City of Seaside. Both are working toward LAFCO applications. Both have engineers and lawyers on the clock. Both have letters from LAFCO about how LAFCO would like the two to talk and work it out, rather than file competing applications.

Not the brightest bulb here, but not the least imaginative. Two small public utilities adjacent to each other, becoming more effective and efficient through cooperation up to and including merger? Securing representation for Seaside residents? Working to improve future water availability in Seaside by partnering with MCWD – the entity that is to provide water for the redevelopment of blighted Fort Ord parcels in Seaside?

We've both called "time out" on the competing applications, and are talking at the staff level. Wish us good fortune.

- ▣ County Flashback – Was the first chief administrative official of Douglas County, Wisconsin. Well, excepting the guy who quit on his 100th day.

They were very nice to me and I'd still be there if my daughter hadn't started saying "ya" instead of "yes". When I left for Davenport they asked why I was leaving and I said, "when there's a fire in a city, it gets put out the same day". Inside joke about the difference in city and county work, and slightly funnier when you understand Douglas County had 30 (like with a three and a zero) Board Members.

So, I'm at the County's Fort Ord Committee meeting Thursday, and I'm having a good time sitting next to Keep Fort Ord Wild impresario (not sure how the titles work) Mike Salerno and we're both sort of hankering for some trees to get protected and just hanging out as you do at county meetings watching the magic happen and ... IT DOES!

The Fort Ord Committee recommends version 5a of the Oak Woodland Conservation plan (attached). Pay no attention to the attached plan's "5" label and the "5a" designation. They're the same, but in the way public discussions meander a bit, it started being called "5a", and there was no sense in going backwards. Also, the post-it note is my own doing. Coming soon to a Seaside City Council agenda.

📅 Coming Sooner To A City Council Agenda – Like, Thursday.

- Canyon Del Rey Boulevard Corridor Study and Convention and Visitors Bureau Presentations
- Seaside Firefighter and Police Officer of the Year
- Proclamations for Seaside High School and Women’s History Month
- Second Reading of Emergency Shelter Zoning Ordinance
- Hiring Consultants (at developer expense) For Main Gate Project – The Main Gate Specific Plan, approved in the pre-2008 economy, requires amendment for any number of reasons, chief among them that there’s absolutely no way a new mall is going to be built at that location. Right, Jeff Bezos?

At the risk of being labeled “pre-decisional” (as if having actual thoughts before a decision is reached is suboptimal) an amended specific plan should move forward at all deliberate speed. A mixed-use project is – by its nature – more sustainable and environmentally responsible.

Also, the Seaside / CSUMB agreement to direct 20% of City sales and hotel tax to a scholarship fund CSUMB uses for scholarships for Seaside kids means the sooner something good gets built there, the sooner more Seaside kids get to go to college.

Am I pre-decisional that mixed use projects are better and developments should improve the lives of children? Yep.

📅 Seaside Creates – Opening next week, at 656 Broadway, Seaside Creates will be the place that houses planning, economic and community development. It will be a fun, future-oriented place, and you’re invited to walk right in.

And now, if you’ll excuse me, I have some painting and furniture assembly to do ...

SOURCE: HARVARD BIZ. REVIEW

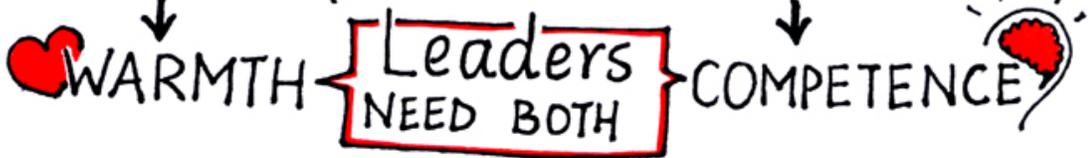
CONNECT THEN LEAD



can I trust this person?

TWO WAYS WE JUDGE OTHERS

can I respect this person?



LEADERS WHO PROJECT STRENGTH BEFORE WARMTH RUN RISK OF ELICITING FEAR

THE WAY TO INFLUENCE is to begin with WARMTH

facilitates trust, communication and absorption of ideas.

BUILD FOUNDATION OF TRUST FIRST



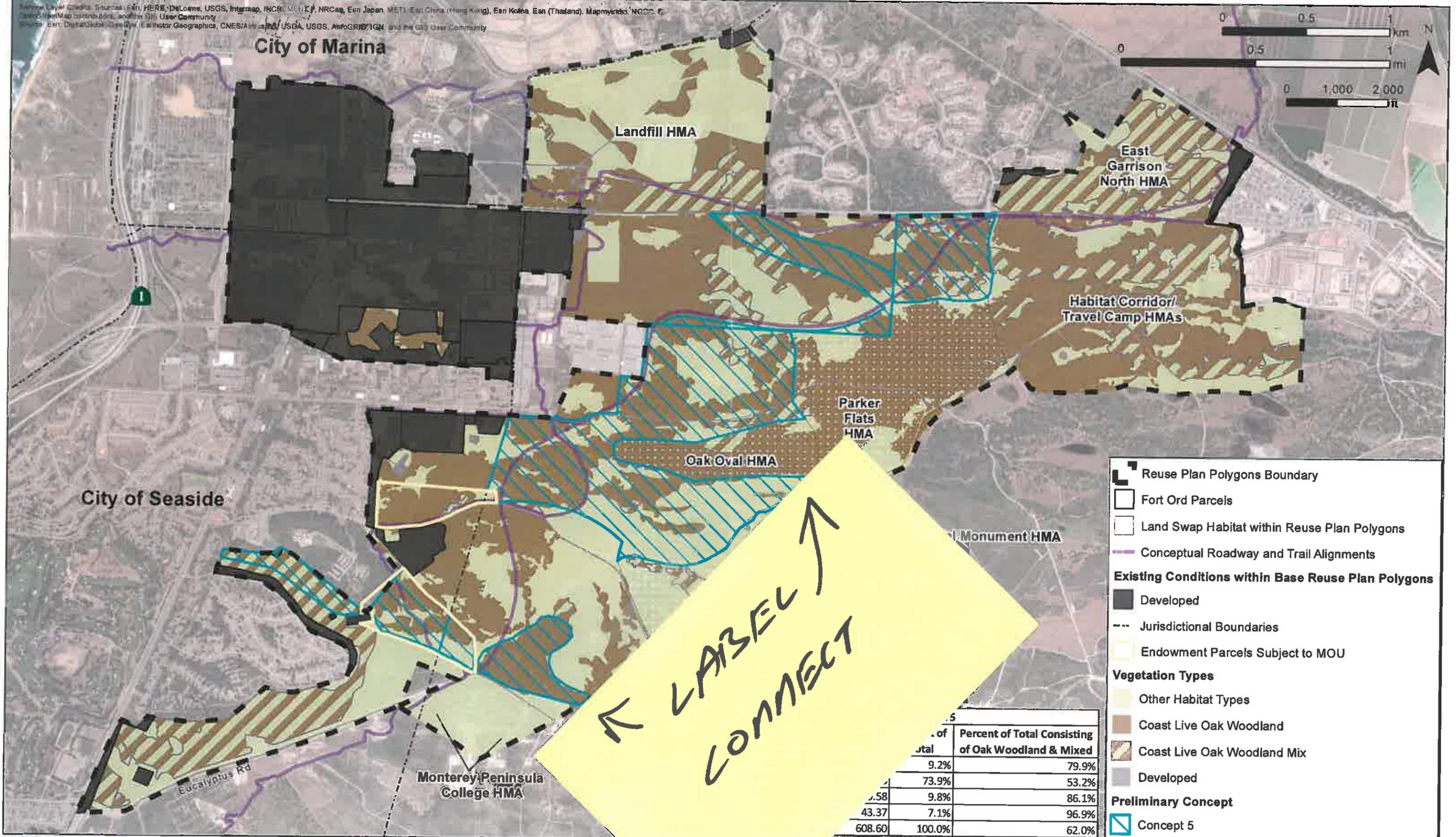
BEFORE PEOPLE DECIDE WHAT THEY THINK OF YOUR MESSAGE, THEY DECIDE WHAT THEY THINK OF YOU.

ONCE YOU ESTABLISH YOUR WARMTH, YOUR STRENGTH IS A WELCOME REASSURANCE

"CONNECT FIRST" - AND YOUR LEADERSHIP BECOMES A GIFT, NOT A THREAT



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Reuse Plan Polygons Boundary

- Fort Ord Parcels
- Land Swap Habitat within Reuse Plan Polygons
- Conceptual Roadway and Trail Alignments

Existing Conditions within Base Reuse Plan Polygons

- Developed
- Jurisdictional Boundaries
- Endowment Parcels Subject to MOU

Vegetation Types

- Other Habitat Types
- Coast Live Oak Woodland
- Coast Live Oak Woodland Mix
- Developed

Preliminary Concept

- Concept 5

	Area (Acres)	Percent of Total	Percent of Total Consisting of Oak Woodland & Mixed
Concept 5	608.60	100.0%	62.0%
Other	43.37	7.1%	96.9%
Other	2.58	0.4%	86.1%
Other	1.58	0.2%	53.2%
Other	0.58	0.1%	79.9%



Title: **Oak Woodland Conservation Area - Preliminary Concept 5**

Date: 02-20-2018
 Scale: 1 in = 0.33 mi
 Project: 2016-29



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