



AGENDA
CITY OF SEASIDE
CITY COUNCIL

SPECIAL MEETING
VIRTUAL ONLY
Thursday, May 14, 2020
5:30 PM

Pursuant to Governor Newsom's Executive Orders [N-29-20](#) and [N-33-20](#), and to do all we can to help slow the spread of COVID-19 (coronavirus) City of Seaside meetings will be adapted in the following ways:

- Meetings of the Seaside City Council and its Boards and Commissions will be conducted with virtual (electronic) participation only. Members of the public may watch the live stream of the City Council and Boards and Commission meetings at <https://bit.ly/SeasideYouTube>
- Members of the public may participate before and during each meeting by submitting comment(s) to cityclerk@ci.seaside.ca.us. The clerk will read each received public comment aloud into the record at the designated time, subject to time limits that may be imposed pursuant to the Brown Act. In the subject line of a public comment email, please specify the meeting body and date and indicate the relevant item number or "general" to help staff easily receive and organize public comments.

1. CALL TO ORDER

2. ROLL CALL – ESTABLISHMENT OF QUORUM

Ian N. Oglesby	Mayor
David R. Pacheco	Mayor Pro Tem
Jason Campbell	Council Member
Jon Wizard	Council Member
Alissa Kispersky	Council Member

3. PLEDGE OF ALLEGIANCE

4. PUBLIC COMMENT

Members of the public wishing to address the City Council on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three minutes. Public Comments on specific agenda items are heard under that item. For the public record, please state your name.

5. STUDY SESSION

A. BRAINSTORMING SESSION ON COMMUNITY AND CITY FISCAL RECOVERY

RECOMMENDATION: Discuss and brainstorm ideas related to accelerating community and City fiscal recovery from the COVID-19 pandemic.

6. ADJOURNMENT

Next Regularly Scheduled Meeting:

May 21, 2020

7:00

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at:

<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Governor Newsom's Executive Orders N-29-20 and N-33-20.



CITY OF SEASIDE STAFF REPORT

Item No.: 5.A.

TO: City Council

BY: Craig Malin, City Manager

DATE: May 14, 2020

SUBJECT: BRAINSTORMING SESSION ON COMMUNITY AND CITY FISCAL RECOVERY

PURPOSE & RECOMMENDATION

Discuss and brainstorm ideas related to accelerating community and City fiscal recovery from the COVID-19 pandemic.

BACKGROUND

5.13.20 UPDATE: The attached list was updated to reflect new ideas that were submitted.

The COVID-19 pandemic has, at the same time, created both an unprecedented need to innovate to support community recovery and resulted in a substantial winnowing of the City's ability to implement new programs, given reductions in staff capacity.

Regardless, innovation is required and the City must respond.

A conceptual list of potential ideas from Council members is attached. In no particular order, similar ideas from different Council members are grouped together, and a (City Manager imperfect) matrix of cost / time / impact / complications is offered for consideration.

Pending Council review, staff will proceed as appropriate. Leveraging high value projects and soliciting high impact support from community stakeholders (C-JOBS, as an example) will prove most effective.

ATTACHMENTS

1. Council Member Ideas Summary

Reviewed for Submission to the
City Council by:

A handwritten signature in blue ink, consisting of several overlapping loops and a long horizontal stroke extending to the right.

Craig Malin, City Manager

Council Member Ideas

	IDEA	COST	TIME REQUIRED	PRINCIPAL IMPACT	COMPLICATIONS
1.	Closing Broadway to cars to provide room for pedestrians to social distance.	LOW	SOME	CBZ/CTY	SOME
1A	Social distancing faire. As a pilot, close Broadway and set up expanded seating, self serve (pick up and busing), allow for public consumption of alcohol. Maybe live music with diagrammed spacing for audience.	MODERATE	MODERATE	CBZ/CTY	SOME MORE
1B	Close West Broadway on weekends to create a pedestrian promenade with physically distant outdoor dining	LOW	SOME	CBZ/CTY	SOME
1C	Broadcasting live music and entertainment for people to tune in at home.	MODERATE	SOME	COMMUNITY	SOME
2.	Pause all recently approved committees and commissions plus non-essential commissions for one year.	NONE	NONE	CTY	FEW
2A	B.A.R, remove or have joint meetings	NONE	NONE	CBZ/CTY	FEW
2B	Consolidate BAR into Planning Commission	NONE	NONE	CBZ/CTY	FEW
2C	CDBG - if legal, select committee during recommendation period if possible	?	?	?	?
2D	Enlist the C-JOBS to review, study, and provide recommendations for the long-term recovery	NONE	SOME/MOD	CBZ/CTY	FEW
3.	Provide incentives for new businesses plus development opportunities and remove fees or reduce fees when feasible.	MOD/HIGH	SOME/MOD	CBZ	SOME / MANY
3A	Provide incentives and reduce fees for established businesses that improve facades.	MOD/HIGH	SOME/MOD	CBZ	SOME / MANY
3B	Lessen regulations on signage as approved for businesses to promote store fronts	NONE	NONE/SOME	CBZ	FEW

MOD = Moderate CBZ = Community, Businesses CTY = City

3C	Waive through emergency proclamation authority municipal code restrictions that functionally outlaw food trucks in Seaside, provisions of the sign code outlawing banners and sandwich boards, and encroachment permits for nonpermanent installation of signs, tables, chairs, etc., to facilitate outdoor business activity	SOME/MOD	SOME/MOD	CBZ/CTY	SOME / MANY
3D	Create a Small Business Loan/Grant Bank using CDBG-CV Funds	SOME/MOD	MOD / A LOT	CBZ	MANY
3E	Create a Small Business Emergency Micro grant Stabilization Fund using between \$50K - \$75K from CDBG and/or Cannabis tax monies	SOME/MOD	SOME	CBZ/CTY	SOME
4.	Streamline city regulations and processes to reduce time and expense prior to approval	SOME/MOD	SOME/MOD	CBZ	SOME / MANY
4A	24/7 City Hall – Online processes for all City transactions	MOD	MOD	CBZ/CTY	SOME / MANY
4B	Streamline applications for new businesses	MOD	MOD	CBZ/CTY	SOME / MANY
4C	Seaside Creates should become more of a community & small business economic resource clearinghouse (a Business Recovery Center)	NONE	SOME	CBZ	FEW
5.	Consolidation of fire services: share chief officers with Marina as a trial for full consolidation	MOD / HIGH (savings tbd)	A BUNCH	CTY	MANY / BALLOT
6.	Convert to charter city to charge higher documentary transfer tax fee or otherwise exercise greater tax authority	SOME / MOD (\$+ IF SUCCEED)	A BUNCH	CTY	BALLOT
6A	Establish documentary transfer tax for real property transactions (limited to portion of fee charged by county	SOME / MOD (\$+ IF SUCCEED)	A BUNCH	CTY	BALLOT
6B	Vacancy tax for unoccupied residential, commercial, and industrial property	SOME / MOD (\$+ IF SUCCEED)	A BUNCH	CTY	BALLOT
7.	Establish a city enterprise to monitor and administer prevailing wage requirements for area governments as a fee for service	SOME / MOD (\$+ IF	MOD / A BUNCH	CTY	MANY

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		SUCCEED)			
8.	Establish a city enterprise to build, own, and lease a cannabis testing facility to a company	MOD / HIGH (\$+ IF SUCCEED)	A BUNCH	CTY	MANY
9.	Facilitate creation of new business interest in Home Depot parking lot	SOME / MOD	MOD	CBZ/CTY	SOME / MANY
10.	Employing extra people at storefronts to run inside and grab an item for consumers.	LOW / SOME	SOME	CBZ	FEW / SOME
10A	Increase the numbers in the city's Summer Youth Job Program	LOW/SOME	SOME	CTY	FEW
11.	Building little fiberglass stations for people to eat in at restaurants.	SOME / MOD	SOME / MOD	CBZ	SOME
12.	Car parades.	NONE	LITTLE	CBZ	FEW
13.	Create a fund to assist low income families with a rent/utilities grant using CDBG-CV funds	SOME/MOD	MOD	CBZ	MANY
13A	Free internet and WiFi to all qualifying low-income households, especially students in low income households, who don't already subscribe to an internet service	MOD /HIGH	SOME/A LOT SOME IF CONTRACT	CBZ	FEW / MANY FEW IF CONTRACT
13B	Delay any Seaside Muni Water increases for 6-12 months	NONE/SOME	NONE	CBZ	FEW
14.	Research the process to purchase the U.S. Army's Housing units within the Seaside boundaries	SOME/MOD	A BUNCH	CBZ/CTY	MANY
14A	Increase Revenue!	Cost +	na	CTY	Na