

AGENDA CITY OF WATSONVILLE CITY COUNCIL MEETING

Motto: "Opportunity Through Diversity; Unity Through Cooperation."



Mission Statement: "The City of Watsonville is dedicated to improving the economic vitality, safety & living environment for the culturally rich Watsonville community, by providing leadership for the achievement of community goals & high quality, responsive public services."

Mayor Karina Cervantez, District 2
Mayor Pro Tempore Felipe Hernandez, District 1

Lowell Hurst, Council Member, District 3
Eduardo Montesino, Council Member, District 4
Daniel Dodge, Council Member, District 5
Trina Coffman-Gomez, Council Member, District 6
Dr. Nancy A. Bilicich, Council Member, District 7

Carlos J. Palacios, City Manager
Alan J. Smith, City Attorney
Beatriz Vázquez Flores, City Clerk

CIVIC PLAZA COUNCIL CHAMBERS
275 MAIN STREET, 4th FLOOR, 6th LEVEL PARKING
WATSONVILLE, CALIFORNIA

INTERPRETATION SERVICES
Spanish language interpretation is available

Americans with Disabilities Act



The Council Chambers is an accessible facility. If you wish to attend a meeting and you will require assistance in order to attend and/or participate, please call the City Clerk's Office at least five (5) days in advance of the meeting to make arrangements. The City of Watsonville TDD number is (831) 763-4075.

Meetings are televised live on Charter Cable Communications Channel 70 and AT&T Channel 99.

For information regarding this agenda or interpretation services, please call the City Clerk's Office at (831) 768-3040.

**CITY OF WATSONVILLE
REGULAR CITY COUNCIL**

August 26, 2014

City Council Chambers
275 Main Street, 4th Floor

4:30 P.M.

1.0 ROLL CALL

8.0 NEW BUSINESS

8.1 PROJECT TO DEVELOP & IMPLEMENT A COMMUNICATIONS (BRANDING & MARKETING) STRATEGY AT THE LOCAL, STATE, & NATIONAL MEDIA LEVEL TO IMPROVE WATSONVILLE'S IMAGE (Recommended by Public Works & Utilities Director Palmisano)

- (a) [Staff Report](#)
- (b) City Council Questions
- (c) Public Input
- (d) City Council Discussion
- (e) [Resolution Approving Agreement with Ford & Bonilla, LLC., to Develop Unified City Messages & Implement a Communications \(Branding & Marketing\) Strategy that will use Local, State, & National Media to Improve Watsonville's Image, in an Amount not to Exceed \\$12,000, and Authorizing and Directing the City Manager to Execute Same](#)

**REGULAR JOINT CITY COUNCIL/SUCCESSOR AGENCY
FOR THE FORMER REDEVELOPMENT AGENCY MEETING**

8.2 FOURTH LOAN AGREEMENT BETWEEN THE CITY AND THE SUCCESSOR AGENCY (Recommended by Administrative Services Director Vega)

- (a) [Staff Report](#)
- (b) City Council Questions
- (c) Public Input
- (d) City Council Discussion
- (e) [Joint Resolution Approving Fourth Loan Agreement with Successor Agency to the Redevelopment Agency of the City of Watsonville under Health & Safety Code Section 34173\(h\)](#)

5:30 P.M.

10.0 CLOSED SESSION

(City Council Conference Room, 275 Main Street, 4th Floor)

- (a) Public Comments regarding the Closed Session agenda will only be accepted by the City Council at this time.
- (b) Closed Session Announcement
The City Council will now recess to discuss those items listed on the Closed Session Statement attached to the Agenda.

6:30 P.M.

1.0 ROLL CALL

2.0 PLEDGE OF ALLEGIANCE

3.0 PRESENTATIONS & ORAL COMMUNICATIONS

3.1 ORAL COMMUNICATIONS FROM THE PUBLIC & CITY COUNCIL

(This time is set aside for members of the general public to address the Council on any item not on the Council Agenda, which is within the subject matter jurisdiction of the City Council. No action or discussion shall be taken on any item presented except that any Council Member may respond to statements made or questions asked, or may ask questions for clarification. All matters of an administrative nature will be referred to staff. All matters relating to Council will be noted in the minutes and may be scheduled for discussion at a future meeting or referred to staff for clarification and report. Any Council Member may place matters brought up under Oral Communications on a future agenda. ALL SPEAKERS ARE ASKED TO FILL OUT A BLUE CARD & LEAVE IT AT THE TABLE DESIGNATED NEAR THE PODIUM, GO TO THE PODIUM AND ANNOUNCE THEIR NAME AND ADDRESS IN ORDER TO OBTAIN AN ACCURATE RECORD FOR THE MINUTES OF THE MEETING.)

3.2 REPORT OUT OF CLOSED SESSION

3.3 PRESENTATION OF CERTIFICATES BY MAYOR CERVANTEZ TO THE 2014 SUMMER YOUTH PROGRAM PARTICIPANTS: Elijah Anderson, Andrea Castillo, Christian Fernandez, Atalo Paniagua, Xavier Reyes, Celeste Sandoval, Stephanie Solorzano, & Claudia Villalta-Mejia

4.0 CONSENT AGENDA

All items appearing on the Consent Agenda are recommended actions which are considered to be routine and will be acted upon as one consensus motion. Any items removed will be considered immediately after the consensus motion. The Mayor will allow public input prior to the approval of the Consent Agenda.

Public Input on any Consent Agenda Item

4.1 MOTION APPROVING MINUTES OF JUNE 24 & JULY 1, 2014

4.2 RESOLUTION REJECTING CLAIM FOR DAMAGES OF GABRIEL GONZALEZ (Date of Occurrence: 5/23/14)

4.3 REVISED JOB CLASSIFICATIONS & JOB DESCRIPTIONS WITHIN THE WATSONVILLE POLICE DEPARTMENT (Recommended by Personnel Commission)

(a) RESOLUTION REVISING CRIME ANALYST JOB DESCRIPTION & REAFFIRMING ESTABLISHED SALARY RANGE OF 22-26

(b) RESOLUTION REVISING POLICE SERVICE SPECIALIST JOB DESCRIPTION & REAFFIRMING ESTABLISHED SALARY RANGE OF 18-05

- (c) RESOLUTION APPROVING & AUTHORIZING NEW JOB DESCRIPTION & JOB CLASSIFICATION FOR PROPERTY & EVIDENCE SUPERVISOR AT SALARY RANGE 19-00
 - (d) RESOLUTION APPROVING & AUTHORIZING NEW JOB DESCRIPTION & JOB CLASSIFICATION FOR PROPERTY & EVIDENCE TECHNICIAN I/II AT THE ESTABLISHED SALARY RANGE OF 16-54 & 17-73, RESPECTIVELY
 - (e) RESOLUTION APPROVING & AUTHORIZING NEW JOB DESCRIPTION & JOB CLASSIFICATION FOR RECORDS SUPERVISOR AT ESTABLISHED SALARY RANGE OF 19-50 & REPEALING JOB CLASSIFICATION & DESCRIPTION OF RECORDS & PROPERTY SUPERVISOR
- 4.4 RESOLUTION APPROVING REVISED JOB DESCRIPTION FOR DEPUTY CITY CLERK & REALLOCATION OF SALARY RANGE FROM 18-15 TO 18-98 (Recommended by Personnel Commission)
 --Staff Report
 --Resolution
- 4.5 RESOLUTION ADOPTING SANTA CRUZ INTEGRATED REGIONAL WATERSHED MANAGEMENT PLAN 2014 (Recommended by Public Works & Utilities Director Palmisano)
 --Staff Report
 --Resolution
- 4.6 RESOLUTION ADOPTING PÁJARO RIVER WATERSHED INTEGRATED REGIONAL WATERSHED MANAGEMENT PLAN, JULY 2014 (Recommended by Public Works & Utilities Director Palmisano)
 --Staff Report
 --Resolution
- 4.7 FINAL ADOPTION OF ORDINANCE ADDING ARTICLE 12 (ADMINISTRATIVE CITATIONS) OF CHAPTER 1 (ANIMALS) OF TITLE 6 (SANITATION & HEALTH) OF WATSONVILLE MUNICIPAL CODE PERTAINING TO THE ADMINISTRATIVE ENFORCEMENT OF ANIMAL CONTROL REGULATIONS

5.0 ITEMS REMOVED FROM CONSENT AGENDA

6.0 PUBLIC HEARINGS, ORDINANCES, & APPEALS

- 6.1 APPEAL OF PLANNING COMMISSION'S DECISION TO REVOKE SPECIAL USE PERMIT APPLICATION (PP2013-223) FOR THE SALE OF BEER & WINE IN CONJUNCTION WITH A RESTAURANT, BAR, & BILLIARD HALL FOR EL MIRAMAR LOCATED AT 522 MAIN STREET (APN: 018-241-36) (Recommended by Community Development Director Tavantzis)
- (a) Staff Report
 - (b) Appellant Presentation
 - (c) Public Comments
 - (d) Council Questions

- (e) Appellant Rebuttal
- (f) City Council Deliberation
- (g) [Resolution Denying Appeal Filed by Juan Yépez García & Upholding Revocation of Special Use Permit \(PP2013-223\) Prohibiting Sale of Beer & Wine in Conjunction with the Restaurant, Bar, & Billiard Hall for El Miramar Sports Bar Located at 522 Main Street \(APN: 018-241-36\)](#)

6.2 STATE-MANDATED EMERGENCY LANDSCAPE WATERING RESTRICTIONS & PILOT TURF REPLACEMENT REBATE PROGRAM (Recommended by Public Works & Utilities Director Palmisano)

- (a) [Staff Report](#)
- (b) City Council Questions
- (c) Public Hearing
- (d) City Council Discussion
- (e) [Resolution Adopting State Water Resources Control Board Resolution No. 2014-0038 Limiting Overhead Watering to Two Days per Week & Setting Schedule of Fines Consistent with State Order](#)
- (f) [Resolution Establishing a Pilot Turf Replacement Rebate Program to Encourage the Replacement of High Water Use Lawn Areas](#)

7.0 UNFINISHED BUSINESS

7.1 APPROVAL OF MASTER PROJECT LABOR AGREEMENT IN CITY CONSTRUCTION PROJECTS & MEMORANDUM OF UNDERSTANDING (Recommended by Public Works & Utilities Director Palmisano)

- (a) [Staff Report](#)
- (b) City Council Questions
- (c) Public Input
- (d) City Council Discussion
- (e) [Resolution Approving Master Project Labor Agreement for City of Watsonville for City Construction Projects Exceeding \\$600,000 & Involving three or More Trades](#)
- (f) [Resolution Approving Memorandum of Understanding with Monterey/ Santa Cruz Counties Building & Construction Trades Council](#)

10.1 EMERGENCY ITEMS ADDED TO AGENDA

10.2 INFORMATION ITEMS—Written Report(s) Only

- (a) [Report of Disbursements](#)
- (b) [Miscellaneous Documents](#)

11.0 ADJOURNMENT

Pursuant to Section 54954.2(a)(1) of the Government Code of the State of California, this agenda was posted at least 72 hours in advance of the scheduled meeting at a public place freely accessible to the public 24 hours a day and on the City of Watsonville website at www.cityofwatsonville.org.

Materials related to an item on this Agenda submitted to the Council after distribution of the agenda packet are available for public inspection in the City Clerk's Office (275 Main Street, 4th Floor) during normal business hours. Such documents are also available on the City of Watsonville website at www.cityofwatsonville.org subject to staff's ability to post the document before the meeting.

**CITY COUNCIL
CITY OF WATSONVILLE
CLOSED SESSION AGENDA
AND STATEMENT FOR MAYOR PRIOR TO CLOSED SESSION**
(Government Code §§ 54954.2 and 54957.7)



5:30 P.M.

City Council Chambers
275 Main Street, 4th Floor

Regular Adjourned Special Meeting of August 26, 2014
[Date]

The City Council of the City of Watsonville will recess to Closed Session to discuss the matters that follow:

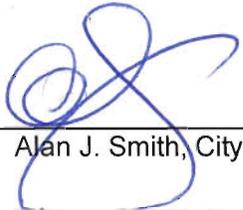
A. CONFERENCE WITH REAL PROPERTY NEGOTIATOR
(Government Code § 54956.8)

1. Properties: 278, 280, 282 Main Street (APN: 017-018-16)
Negotiating parties: Carlos Palacios (City)
Under Negotiation: Price and terms of payment

B. CONFERENCE WITH LEGAL COUNSEL—ANTICIPATED LITIGATION
(Government Code Section 54956.9)

1. Anticipated litigation pursuant to subdivision (e)(3):
 - a) Claimant: Esteban Serna
Agency claimed against: City of Watsonville
 - b) Claimant: Olallieberry Farms, Inc., dba Navarro Farms
Agency claimed against: City of Watsonville

Dated: Wednesday, August 20, 2014

Prepared by: 
Alan J. Smith, City Attorney