

MINUTES OF THE REGULAR MEETING OF THE CITY COUNCIL OF THE CITY OF  
YREKA HELD IN SAID CITY ON JANUARY 16, 2014

On the 16<sup>TH</sup> day of January 2014, the City Council of the City of Yreka met in the City Council Chambers of said City in regular session, and upon roll call, the following were present: Bryan Foster, Rory McNeil, John Mercier and David Simmen. Absent – Robert Bicego.

Consent Calendar: Mayor Simmen announced that all matters listed under the consent calendar are considered routine and will be enacted by one motion unless any member of the Council wishes to remove an item for discussion or a member of the audience wishes to comment on an item:

- a. Approval of Minutes of the meeting held December 19, 2013
- b. Approval/ratification of payments issued from December 20, 2013 through January 16, 2014.
- c. Adopt Resolution 2014-1 extending the suspension of Section 13.76.010 of the Yreka Municipal Code, allowing installation of Banners on Fairlane Road.
- d. Approve Agreement for Services between the City of Yreka and Northwoods Backflow Services and authorize the City Manager to execute the necessary agreements for Backflow Inspection Services.

Councilmember Mercier requested item 1d be pulled for discussion.

Following Council discussion, Councilmember McNeil moved to approve the items a, b, & c on the consent calendar as submitted.

Councilmember Foster seconded the motion, and upon roll call, the following voted YEA: Foster, McNeil, Mercier and Simmen.

Mayor Simmen thereupon declared the motion carried.

Approve Agreement for Services between the City of Yreka and Northwoods Backflow Services and authorize the City Manager to execute the necessary agreements for Backflow Inspection Services.

Councilmember Mercier asked Finance Director Hogan if this project was advertised for bid to attract local contractors.

Following Council discussion, Councilmember Mercier moved to table this item, and directed staff to prepare a Request for Proposals for this project.

Councilmember Foster seconded the motion, and upon roll call, the following voted YEA: Foster, McNeil, Mercier and Simmen.

Mayor Simmen thereupon declared the motion carried.

### Tourism Marketing Strategy

Public Hearing – To receive input and respond to questions regarding a report to develop a Tourism Marketing Strategy and evaluate the potential for long-term funding.

Tonya Dowse, Executive Director, and Niki Brown, Program Manager of the Siskiyou County Economic Development Council (SCEDC), addressed the Council and audience to provide a recap of the background for the report and to answer any questions regarding the completed report for the Strategic Tourism Marketing Plan.

Ms. Dowse reported that a community summit was held with tourism related businesses approximately 1.5 years ago. It was well attended by most hoteliers from Yreka. An outcome from that discussion was that there was consensus that businesses did want to work on a collaborative marketing strategy. The hoteliers present generated many ideas about the kinds of assets that could be promoted to draw visitors. Following the summit meeting, SCEDC proceeded to compile a report based on that meeting, plus individual input received and telephone interviews. The report identifies five basic recommendations for the business community, one of which is that a sustainable funding strategy that should be considered is a Tourism Business Improvement District (TBID).

This being the date and time set for the Public Hearing, Mayor Simmen opened the public hearing to the audience.

Steve Radford stated he did not believe a TBID was necessary, that existing volunteer efforts were sufficient, and that the community could handle this. Mr. Radford also expressed concerns about accepting grant funds, stating that we will lose local control. Joan Smith-Freeman addressed the council as a proponent of a locally controlled TBID and stated that funds are needed to market for success, especially as County and City funds have shrunk in recent years. Don Hall indicated he did not believe the document was “strategic”, but it contained some good ideas. He felt a TBID may have value for the community but criticized the report as incomplete in that it did not have information about existing visitors or the impacts and benefits from existing events, specifically what are our “Tourism Magnets”? What do we have to bring people to town and where do they come from? Lee Robinson stated he thought it was a good idea to support tourism, but was not excited about new taxes and feels that the City’s Transient Occupancy Tax is too high compared to our Oregon neighbors. Sandra Palmer stated that reaching out to more visitors ultimately means more money available for all sectors, and that it is important to work together. Amaan Dillon stated that she did not feel the report was prepared utilizing the information from the local hotel owners. She further stated that she is all for bringing tourism and collaborative marketing efforts, however, we need to make sure we put together a plan specific to our needs here in Yreka and hire a person or firm that is able to meet our needs.

Ms. Dowse reiterated that this report is the first step to collect referenced data and that SCEDC has not looked at feasibility yet. She felt it was helpful to start the conversations between local industry leaders and marketing experts to begin bringing the thought processes together for a collaborative effort.

Mr. Hall asked for a clarification that accepting this report did not obligate the City to any action. City Manager, Steve Baker, stated that accepting this report is merely a requirement in the grant closeout process, and that no further obligations are made.

There being no further public comments, Mayor Simmen closed the public hearing and opened discussion to the Council.

Adopt Resolution No. 2014-2 accepting the Tourism Marketing Strategy as complete.

Following Council discussion, Councilmember McNeil moved to adopt Resolution No. 2014-2 as submitted.

Councilmember Mercier seconded the motion, and upon roll call, the following voted YEA: Foster, McNeil, Mercier and Simmen.

Mayor Simmen thereupon declared the motion carried.

Presentation regarding 2014 – 2019 Draft Housing Element Update (from Pacific Municipal Consultants)

Public Hearing – To receive input and respond to questions regarding the Draft Housing Element Update of the Yreka General Plan that reflects the new State’s Regional Housing Need Assessment requirements for planning period 2014-2019, and includes strategies to meet the City’s current and future housing needs as required by the State of California Department of Housing and Community Development.

Mike Martin of Pacific Municipal Consultants gave a presentation on the Draft Housing Element Update and an overview of the Housing Element Requirements.

This being the time and date scheduled for a public hearing, Mayor Simmen opened the hearing to the audience. Steve Radford stated that it appears that the Housing Element is an onerous requirement placed on the City by the State without any local decision-making authority.

Mr. Martin stated that it is important to remember that the State is not requiring the City to build or provide the housing to meet the needs; however, it is the City’s responsibility to provide the required zoning of adequate land for the possibility.

In closing, Mr. Martin stated that the City has more than enough available land zoned to meet the housing needs. As a part of the Housing Element Update, the City will need to adopt ordinances to implement state law regarding Density Bonus, Single-room occupancy units, Emergency Shelters by right, Transitional and supportive housing in the same way other residential uses are allowed, Group Care facilities, and the Employee Housing act.

There being no further comments, Mayor Simmen closed the public hearing and opened discussion to the Council.

Authorize Staff to submit the City of Yreka 2014 – 2019 Housing Element Update to the California Department of Housing and Community Development for review.

Following Council discussion, Councilmember McNeil moved to authorize staff to submit the draft Housing Element Update to the State for review.

Mayor Simmen seconded the motion, and upon roll call, the following voted YEA: Foster, McNeil, Mercier and Simmen.

Mayor Simmen thereupon declared the motion carried.

Adopt Resolution No. 2014-3 approving execution of Memorandum of Understanding negotiated with the Yreka Management Unit.

Following Council discussion, Councilmember McNeil moved to adopt Resolution No. 2014-3 as submitted.

Councilmember Mercier seconded the motion, and upon roll call, the following voted YEA: Foster, McNeil, Mercier and Simmen.

Mayor Simmen thereupon declared the motion carried.

**CLOSED SESSION:**

1. Conference with Real Property Negotiator (Government Code Section 54956.8)
 

Property:	1400 Fairlane Road, Yreka, CA
Third Party Negotiator:	Todd Whipple and Stacey R. Whipple Trust
City Negotiators:	City Manager and Chief of Police
Under Negotiation:	Possible acquisition including price, terms of payment, or both
  
2. Conference with Labor Negotiator Government Code Section 54957.6 (a)
 

Agency Negotiators:	Steven Baker
Employee Organizations:	Yreka Management Team Association and Yreka City Employees Association.
  
3. Conference with Legal Counsel - Anticipated Litigation

Initiation of litigation pursuant to Subdivision (c) of Section 54956.9 of the Government Code: (Number of cases to be discussed – 2) - The names of the parties are not disclosed as it is believed that that to do so would jeopardize the City's ability to serve process or to conclude existing settlement negotiations to the City's advantage).
  
4. Pending Litigation: Conference with Legal Counsel pursuant to Government Code Section 54959.9 – On the matter of City of Yreka v. Kimberlee Abbott, et al. – Siskiyou County Superior Court Case No. 11-1001.
  
5. Conference with Real Property Negotiator (Government Code Section 54956.8)

Property: APN 013-110-130 and 013-100-140, Yreka, CA  
Third Party Negotiator: Charles Brown, Fruit Growers Supply Company  
City Negotiators: City Manager  
Under Negotiation: Possible sale including price, terms of payment, or both

**RETURN TO OPEN SESSION:** Upon return to open session, City Manager Baker reported that no reportable action was taken in closed session.

**ADJOURNMENT** There being no further business before the Council the meeting was adjourned.

Attest:

\_\_\_\_\_  
David Simmen, Mayor  
Minutes approved by Council  
Motion 2-6-2014

\_\_\_\_\_  
Elizabeth E. Casson, City Clerk