

CITY OF CERES
PLANNING COMMISSION
MINUTES

April 7, 2014

MEETING CALLED TO ORDER: 6:01 p.m.

ROLL CALL:

PRESENT: Chapman, Del Nero, Kachel, Molina (arrived 6:10 p.m.), Smith

ABSENT: None

ALSO PRESENT: Director of Community Development Tom Westbrook,
Acting City Manager/City Engineer Toby Wells, City
Attorney Mike Lyons, Associate Planner James Michaels,
Secretary/Deputy City Clerk Ann Montgomery

PLEDGE OF ALLEGIANCE:

The Pledge of Allegiance was led by Chairperson Chapman.

APPROVAL OF MINUTES:

1. **ACTION:** It was moved by Commissioner Smith; seconded by Commissioner Kachel to approve the minutes from the meeting of March 17, 2014. Motion passed by the following vote:

AYES: Commissioners Chapman, Del Nero, Kachel, Smith

NOES: None

ABSENT: Molina

CONFLICT OF INTEREST DECLARATION:

None

CITIZEN COMMUNICATIONS:

None

APPROVAL OF AGENDA AS POSTED (OR AMENDED) AND CERTIFICATION OF POSTING:

ACTION: It was moved by Commissioner Kachel; seconded by Commissioner Del Nero to approve the agenda as posted (or amended) and certification of posting. Motion passed by the following vote:

AYES: Commissioners Chapman, Del Nero, Kachel, Smith
NOES: None
ABSENT: Molina

CONSENT CALENDAR:

None

PUBLIC HEARING:

2. Conditional Use Permit (CUP) 89-03 Amendment; Proposed amendment to the existing Concerts in the Park Conditional Use Permit to allow for beer and wine sales (by the Ceres Chamber of Commerce), to take place at Whitmore Park during the seven weeks of the concerts; City of Ceres and Ceres Chamber of Commerce, applicant.

Director of Community Development, Tom Westbrook presented the staff report.

The public hearing was opened at 6:08 p.m.

- Renee Ledbetter, Ceres Chamber of Commerce President

Ms. Ledbetter remarked that the Chamber would really like to find ways for the Concerts to run self-sufficiently. In addition to the wine and beer sales, the Chamber came up with the idea of selling Season Passes. She handed out flyers, advertising the “passes” and explained the process of the drawing and prize winnings. This will be another way to generate revenue and also draw people and improve the attendance of the Concerts in the Park. Anything over the 100 ticket mark will be split in thirds with the Ceres Downtown Improvement District, the Concerts in the Park fund as well as the Chamber of Commerce. The reason why the Chamber is looking for that one-third portion, is to be able to reinvest into marketing the City more through a Convention and Visitors Bureau that they’d like to bring to fruition some day soon.

Commissioner Del Nero remarked that the flyer was a bit confusing, as it implies that a pass would be needed to attend the Concerts in the Park.

Commissioner Smith suggested revising the flyer to say “Summer Concerts 50/50 Drawing Pass,” or something between “Concerts” and “Pass” to make the distinction that the pass is not for the Concerts.

Commissioner Smith inquired about the Chamber’s expenses being covered, for the purchase of the alcohol products. Ms. Ledbetter clarified that they’re hoping to obtain those items through donations or sponsorships. We are trying to promote our local winery; Bronco Winery. The Chamber is working with them to help promote some of the things that the Chamber is doing. The Chamber is getting a good price for the wine; beer will be an out-of-pocket expense.

Commissioner Smith asked if there had been any discussion about the need for additional security during the Concerts. Mr. Westbrook explained that historically the Public Safety Department has been very supportive of the Concert series, with several public safety officers in attendance. Also, with the close proximity of the Police Department to the park, security hasn’t been an issue.

Commissioner Del Nero suggested that bottled water also be available for purchase.

The public hearing was closed at 6:17 p.m.

ACTION: It was moved by Commissioner Smith; seconded by Commissioner Kachel to adopt PC Resolution 14-07. Motion passed by the following vote:

AYES: Commissioners Chapman, Del Nero, Kachel, Molina, Smith
NOES: None
ABSENT: None

NEW BUSINESS:

None

PUBLIC MEETING(S):

None

UNFINISHED BUSINESS:

None

MATTERS INITIATED BY PLANNING COMMISSION AND STAFF

None

REPORTS:

Commissioner Smith:

- She, Mr. Westbrook and Commissioners Del Nero and Chapman attended the League of California Cities Planning Commissioners Academy in San Francisco last week. It was an excellent Academy with two levels: a beginning level and an advanced Planning Commissioners level. It was all about technology and collaboration.
- StanCOG hosted a Suburban Place Making workshop last week. It was part of a bigger project that's going on with the Local Government Commission for State Route 108, otherwise known as McHenry Avenue. The speaker was Michelle Reeves, from Portland. She is an extremely forward thinking, dynamic consultant that helps downtowns and communities that are in an identity, branding or marketing crisis. She is currently working with Riverbank, Modesto and Oakdale on this district branding for McHenry. Ms. Ledbetter and Mr. Westbrook had talked about how we might be able to work out a situation with the Local Government Commission, where she can lend some of her expertise. Commissioner Smith's suggestion is, even if we can't through a grant with the Local Government Commission, we should reach out and see what opportunity might exist; not withstanding any grant, because she's fabulous.

Chairperson Chapman:

- He echoes Commissioner Smith's comments about the Planning Commissioners Academy. He was very impressed with the different courses and the organization of the event. He thanked the City of Ceres for giving the Planning Commission and staff the opportunity to attend.

Mr. Westbrook:

- He attended the Suburban Place Making workshop. One thing that he noted from Ms. Reeves' presentation was; "What can be done?" There are some unique strategies that seem pretty cost effective that can be done to change the appearance and character of downtown.
- There will not be a Chamber Mixer this month; however on April 18th at 7:15 a.m. at the Howard Training Center, there will be a special Chamber Coffee Hour with Mayor Vierra giving the State of City Address.
- Stanislaus County Planning Commissioners Workshop will be held on Saturday, May 10th from 8:30 a.m. – 12:30 p.m. at the Oakdale Senior Center. He requested that those who haven't responded to please let him know by tomorrow so the reservations can be made.
- Article entitled, "The Decline of the Community Care Model, The Rise of the Rehab Riviera(s)" by Christi Hogin. This is an informational handout from a session at the Planning Commissioners Academy regarding massage establishments, sober living facilities and medical cannabis.
- Love Ceres – He and the Acting City Manager helped tear down a dilapidated shed on Saturday. Although the attendance was not what they had hoped for, it was a good event, with some very good works done within the community.

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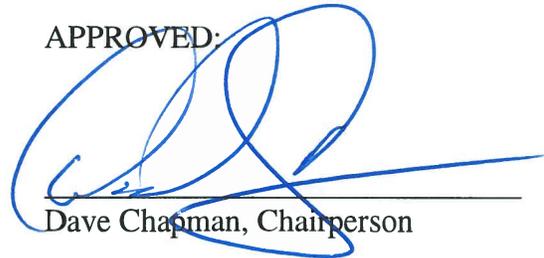
Mr. Wells:

- He echoes Mr. Westbrook's comments about Love Ceres. That is an activity that he would love to see continue to grow. In his new role, he's trying to get community engagement. Any opportunity that we have to show people that we do care and to try to get them to reciprocate and get engaged in this community, all works together.
- Steve Hallam started today; his first day as the Redevelopment and Economic Development Manager. We are very excited to have him on board. He comes with a wealth of experience in Community Development and Economic Development. He will be at our next Planning Commission meeting. He attended our meeting today with the Alliance and the Chamber and we're excited that relationship bridges are being built and we're moving forward.

ADJOURNMENT:

The Commission adjourned at 6:30 p.m. to the next regularly scheduled meeting of Monday, May 5, 2014.

APPROVED:



Dave Chapman, Chairperson

ATTEST:



Tom Westbrook, Secretary