

**COMMUNITY ADVISORY COMMISSION  
AGENDA**

September 7, 2011  
7:00 p.m.

City Hall Council Chambers  
65 Civic Avenue; Pittsburg, CA

Commission Members

De'Shawn Woolridge, Chair  
Ruben Esqueda  
Dennis Linsley  
Theresa Miller  
Emmanuel Ogunleye  
George Tagnipes  
James Watkins

- 1. Call to Order**
- 2. Roll Call**
- 3. Pledge of Allegiance**
- 4. Election of Vice-Chair**
- 5. Approval of Meeting Minutes of August 3, 2011**
- 6. Correspondence (Informational Only)**
- 7. Presentations**
  - a. (none)
- 8. Report from Community Advisory Commission regarding Commission Committees**
  - a. Traffic / Eyes on the Street
  - b. Recreation
  - c. Planning,
  - d. Education
  - e. CERT Steering Committee
- 9. Old Business**
  - a. Consideration of a Motion to Schedule at a Date Specific the previously discussed matters of menthol flavoring in tobacco products and tobacco retail licensing

**10. New Business**

- a. Booth at the Seafood Festival
- b. Senior Citizen Town Hall Meeting
- c. Contra Costa County Emergency Operations Center (EOC) Site Visit Models
- d. Forums Report Back
- e. Recreation Grants and Resources

**11. Audience Remarks**

Members of the audience who wish to address the Commission on issues that are not scheduled for the agenda should complete a Speaker's Card available at the dais. Please read the card carefully in order to fill out the card properly. Submit the completed card to the clerk before the item is called, preferably before the meeting begins. Individuals will be given three minutes to address the Commission unless additional time is allowed. Prior to speaking, each member of the public shall state their name and business and City of residence in a clear and audible tone of voice. (No action required.)

**12. Commissioner Comments**

Community Advisory Commission Members may make brief announcements or informal comments at this time. Commission Members may ask questions for clarification from City staff, and make a report on their activities, including reports on committee assignments. (No action required.)

**13. Recess to Goal Setting Workshop**

**14. Workshop for Goal Setting Purposes**

- a. The Commission will put together its goals for the 2011-2012 year. Members of the public may participate in the goals setting workshop.

**15. Adjournment to October 5, 2011**

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# COMMUNITY ADVISORY COMMISSION

AUGUST 3, 2011

## MINUTES

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The Community Advisory Commission of the City of Pittsburg met in regular session on August 3, 2011 in Council Chambers, located at 65 Civic Avenue, Pittsburg, CA at 7:00 pm.

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**CALL TO ORDER:** Chair Woolridge called the meeting to order at 7:02 p.m.

**PLEDGE OF ALLEGIANCE:** The Pledge of Allegiance was led by Chair Woolridge.

**COMMISSIONERS PRESENT:** Theresa Miller, George Tagnipes, Jim Watkins, and De'Shawn Woolridge

**COMMISSIONERS ABSENT:** Dennis Linsley, Emmanuel Ogunleye, and Ruben Esqueda

**APPROVAL OF MINUTES:** Commissioner Tagnipes made the motion to approve the minutes of June 1, 2011. Commissioner Miller seconded the motion. The June minutes were approved.

**CORRESPONDENCE:** None

### **PRESENTATIONS:**

1. Lynette Darensburg– CDBG Activity Report – Ms. Darensburg presented a spreadsheet displaying a breakdown of all the CDBG agencies served this fiscal year, their goals, expenditures and what was accomplished to date. It was noted that the Independent Living R-Accessibility Assistance for Housing for People with Disabilities Agency was not able to participate during this funding cycle and their allocated grant amount of 5K will be redistributed during the 2012-14 fiscal year(s). Commissioner Miller stated that this spreadsheet was great and asked that this report is submitted to the CAC each quarter for review. Next, Ms. Darensburg explained that a substantial amendment to the action plan was necessary due to the California Network agency's decision to not accept funds during the 2011-12 fiscal year. It was the decision of the CDBG subcommittee to redistribute the 20K allocated amongst three other agencies.

**REPORT FROM COMMUNITY ADVISORY COMMISSION (CAC) REGARDING COMMISSION COMMITTEES:** The following issues were discussed:

**Recreation-** Chair Woolridge said National Night Out had a good turnout and he was pleased with the amount of City representatives in attendance.

**Traffic –** Chair Woolridge was hoping that the Public Works department can give the public an advance notice of when traffic will be held up and/or diverted so commuters can make preparations. Commissioner Miller suggested the Commissioner Tagnipes communicate that suggestion via the City website.

**Eyes on the Street** – Commissioner Watkins would like to do something to make the council require that those that are having garage sells take down their signs as soon as the sale is over. Commissioner Miller believes this is a Code Enforcement issue and they should be notified. She also believes there may already be a city ordinance in place.

**Education** – Chair Woolridge said they are working at the college level to get funding for text books for those in need. There is also a goal to establish a commission to make sure all educational guidelines for levels K – 12 are fulfilled so students entering college are able to hit the ground running. Lastly, Los Medanos College wants to establish an Equity Committee to review the various class syllabi to make sure the lesson plans are fair and represent the entire college community. Commissioner Watkins said the new building complex for Riverside High School broke ground in July. Also, Joe Alvarez, former counselor at Pittsburg High School, will be the new principal at Riverside. Commissioner Watkins would like to invite the principals for both Pittsburg High School and Riverside High School to speak at the October CAC meetings and convey their goals for the school year.

**Planning** – Commissioner Miller stated that the new commissioners have been selected.

**CERT Steering Committee** – Commissioner Miller said there is an upcoming CERT training to be held at Delta Hawaii on September 19<sup>th</sup>. The committee is working with the police department vehicle and/or a trailer to put store their supplies. CERT will also be present at the Seafood Festival.

**NEW BUSINESS:**

Commissioner Miller asked that because there is no vice chair at this time please submit names to Chair Woolridge so a ballot can be prepared for vote at the next meeting. A date for the annual goal setting meeting is not yet established. Chair Woolridge will send out a Doodle poll to all members see availability and set the date. Commissioner Miller said she'd like the process of establishing the CAC

agenda (staff working with the Chair) to remain the same. She also stated that the CAC has approached Opportunity Junction on behalf of the Community Access department to get an intern to volunteer. She also reminded the commission that the purpose of the CAC is to focus on quality of life issues that impact the community and to advise the city council.

**OLD BUSINESS:**

None

**AUDIENCE REMARKS:**

None

**COMMISSIONER'S COMMENTS:** Commissioner Tagnipes said he's usually present at the Farmer's Market as a CERT and CAC representative once it begins. However, there are not as many community tables as in the previous years and apparently a considerable advance reservation is now required. He believes the earliest he can get a table is September. He will notify members of the dates he will be present once established. Commissioner Watkins mentioned that the Lions Club will hold a BBQ this Saturday at the Blind Center at 4 pm and he has tickets for sale for \$20. Chair Woolridge stated that he's looking forward to chairing the committee and his goal is for them to do more in the community by partnering with local organizations. He'd also like to develop a stronger relationship with council. Commissioner Tagnipes thanked the former Chair Miller for all of her work and congratulated the new appointed Chair Woolridge.

**ADJOURNMENT:**

Commissioner Miller made the motion for adjournment and Commissioner Watkins seconded the motion. The meeting was adjourned at 7:35 pm.

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**CITY OF PITTSBURG**  
65 Civic Avenue  
Pittsburg, California 94565

**TO:** Community Advisory Commission

**FROM:** Marc Fox, Assistant City Manager – Internal Services

**SUBJECT:** Consideration of a Motion to Schedule at a Date Specific the previously discussed matters of menthol flavoring in tobacco products and tobacco retail licensing.

**MEETING DATE:** September 7, 2011

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**EXECUTIVE SUMMARY**

On May 4, 2011 the Community Advisory Commission considered matters of menthol flavoring in tobacco products and tobacco retail licensing. At that meeting the Commission adopted a motion to postpone to a later date this topic. The item before the Commission is whether or not to bring this topic back before the Commission and, if electing to bring the matter back, to select a date specific.

**FISCAL IMPACT**

Not applicable.

**RECOMMENDATION**

If the Commission wishes to revisit this topic then the recommended motion would be:

MOVE to schedule for the \_\_\_\_\_ meeting the previously discussed topic of menthol flavoring in tobacco and tobacco retail licensing.

**BACKGROUND**

The Community Advisory Commission discussed this matter at their May 2011 meeting. At that time the Commission adopted a motion to postpone further discussion of the matter. A copy of the May 2011 minutes on this topic, along with the accompanying attachments, are enclosed.

**STAFF ANALYSIS**

The item before the Commission is *whether* to set a date for further discussion of the topic. Not before the Commission is the *merits* of the topic.



From Meeting Minutes:

1. Jaime Jenett - The Contra Costa County Tobacco Prevention Coalition
  - a) Resolution of support to ban menthol flavoring in tobacco products

Ms. Jenett explained that the coalition was founded in 1984 by the American Heart Association, American Cancer Society, American Lung Association and the County Health Department. It focuses on changing the norms in the community through policy change. In 2009 the Obama administration decided that the FDA would regulate tobacco in an effort to prevent youth access; thus bringing up the issue of menthol. Menthol is a product of the peppermint plant and gives things minty flavors. Unfortunately it's added to tobacco products which mask some of the harsh effects and flavors of tobacco. Almost all smokers begin before the age of 18 and most new smokers use menthol products. Youth that experiment with menthol cigarettes versus non-menthol are much more likely to become regular smokers and find smoking these products much harder to quit. The tobacco industry targets certain communities with their products (i.e. youth, low income and people of color). These communities are offered more discounts and experience lots more interior and exterior signage. The FDA has banned candy flavors in cigarettes but unfortunately there's a loophole for menthol. The FDA advisory committee has determined that banning menthol cigarettes would benefit public health in the United States. Ms. Jenett would like the CAC to sign a resolution of support encouraging the FDA to ban menthol and to submit the resolution to the city council. When the council adopts the resolution it would then be sent to the FDA so they would know all of the different communities that are in support of changing this policy.

- b) Resolution in support of tobacco retail licensing in the City of Pittsburgh

Unfortunately, most youth that try to purchase tobacco products are able to buy. One of the solutions to this problem is retailer licensing. It works by setting up a program where anyone that wants to sell tobacco products would have to buy a license from the City, and the money used to purchase that license then pays for the licensing enforcement. Sting operations would ensue and if a retailer is found to be in violation, their license is suspended. The program is designed to pay for itself. Other cities/counties that have adopted this program have found it effective in bringing down the rate of tobacco sales to young people.

Commissioner Ogunleye made the motion to recommend that the city council consider and sign the resolution of support to ban menthol flavoring in tobacco products. Commission Tagnipes seconded the motion. Commissioner Ogunleye then made a second motion to postpone the support of tobacco retail licensing in the City of Pittsburgh so that law enforcement's opinion could be solicited on how much this program would cost the City of Pittsburgh. Commissioner Watkins seconded the motion.



CONTRA COSTA COUNTY  
TOBACCO PREVENTION COALITION

ALCOHOL AND OTHER DRUGS  
ADVISORY BOARD

AMERICAN CANCER SOCIETY

AMERICAN HEART  
ASSOCIATION

AMERICAN LUNG  
ASSOCIATION

BAY AREA COMMUNITY  
RESOURCES

CENTER FOR HUMAN  
DEVELOPMENT

COMMUNITY HEALTH  
EDUCATION INSTITUTE

COMMUNITY CLINIC  
CONSORTIUM OF CONTRA  
COSTA COUNTY

CONTRA COSTA COUNTY  
BUILDING TRADES COUNCIL

CONTRA COSTA CHILD CARE  
COUNCIL

CONTRA COSTA COUNTY  
OFFICE OF EDUCATION  
In Partnership with Public School  
District Tobacco Coordinators

CONTRA COSTA  
HEALTH SERVICES:  
Contra Costa Health Plan  
Public Health Division

ETA- EMPOWERMENT  
THROUGH ACTION

NEW CONNECTIONS

PITTSBURG PRESCHOOL  
COORDINATING COUNCIL

PLANNED PARENTHOOD:  
SHASTA DIABLO

RAINBOW COMMUNITY  
CENTER

RIDE

UJIMA FAMILY  
RECOVERY SERVICES

WEST COUNTY  
ASTHMA COALITION

PARTICIPATING RESIDENTS  
OF THE COUNTY

STAFF:  
Tobacco Prevention Project  
Community Wellness &  
Prevention Program

April 20, 2011

Theresa Miller, Chair, Pittsburg Community Advisory Commission  
De'shawn Woolridge, Vice-Chair  
Dennis Linsley  
Emmanuel Ogunleye  
Ruben Esqueda  
George Tagnipes  
James Watkins  
C/o City of Pittsburg Community Access Department  
916 Cumberland Street  
Pittsburg, CA 94565

Dear Chair Miller and members of the Commission,

The Tobacco Prevention Coalition of Contra Costa has a long history of working with residents and cities to reduce the impact of tobacco and reduce youth smoking in our communities. I am writing to you today to request time on the Commission's agenda to present information on two issues that we believe are of interest to residents in the City of Pittsburg.

The first issue involves the US Food and Drug Administration's (FDA) potential regulation of menthol flavoring in tobacco products. The Family Smoking Prevention and Tobacco Control Act, signed into law in June 2009, gave the U.S. Food and Drug Administration (FDA) the authority to regulate tobacco products. The law made the sale of most flavored cigarettes illegal but exempted menthol-flavored cigarettes, which are considered "starter products" for youth. The County Board of Supervisors has signed a resolution of support asking the FDA to ban these products, and the Coalition is working to get support from Contra Costa cities for additional resolutions.

The second issue is that of illegal sales of tobacco products to minors in the City of Pittsburg and the opportunity for the City to take action at the local level to reduce these sales through licensing of tobacco retailers.

The Coalition has developed Resolutions of Support on these issues, which are attached for review. We would very much appreciate the opportunity to present these issues to the Commission, and to answer any questions that the Commission may have on our current efforts in tobacco prevention in the County.

Respectfully,  
Paul Doolittle  
Co-Chair

**DRAFT**

**RESOLUTION OF SUPPORT FOR TOBACCO-FREE YOUTH POLICIES**

WHEREAS \_\_\_\_\_ recognizes that each year 32,000 youth in California become daily smokers, joining the nearly four million current smokers in the state;

WHEREAS 90% of adult smokers started smoking at or below the age of 18;

WHEREAS the Federal Drug Administration of the United States government has classified the nicotine in tobacco products as a drug;

WHEREAS the tobacco industry spends over \$12 billion every year in the United States and and \$820 million each year in California on advertising and promotions to make tobacco products and their use a cultural norm;

WHEREAS, low socioeconomic status individuals and diverse communities throughout California are aggressively targeted by the tobacco industry and as a result, often smoke at disproportionately higher rates than the statewide adult and youth averages; and,

WHEREAS studies have shown repeatedly that the main target of tobacco advertising is young people and that young people who are exposed to ads are 40% more likely to start smoking;

WHEREAS 18 cities, including Pittsburg, and the County of Contra Costa adopted and implemented the Tobacco-Free Youth Ordinance to keep tobacco inaccessible to youth;

WHEREAS 23.3 % of Pittsburg stores surveyed by California Health Services' Food and Drug Branch in 2008 sold tobacco illegally to minors demonstrating that tobacco is still readily available to Pittsburg youth;

WHEREAS strong tobacco retailer license policy encourage compliance with tobacco laws, and reduces the illegal sales rate of tobacco to youth; be it

RESOLVED that \_\_\_\_\_ endorses local Tobacco Retailer Licensing and a Tobacco Retailer Licensing fee that supports implementation of the License, and be it further

RESOLVED to encourage and support efforts to reduce youth access to tobacco by moving Tobacco Retailer Licensing forward in the City of Pittsburg.

\_\_\_\_\_  
(Signature)

\_\_\_\_\_  
(Title)

\_\_\_\_\_  
(Date)

\_\_\_\_\_  
(Please Print Name)

Please return to: Tobacco Prevention Coalition, 597 Center Avenue, Suite 125  
Martinez, CA 94553, Fax No. (925) 313-6840

**RESOLUTION OF SUPPORT FOR FOOD AND DRUG ADMINISTRATION (FDA)  
BANNING MENTHOL IN CIGARETTES AND FLAVORING  
IN OTHER TOBACCO PRODUCTS**

1. WHEREAS, mentholated and flavored tobacco products are shown to be “starter” products for youth who begin using tobacco; <sup>iii</sup>
2. WHEREAS, youth who experiment with menthol cigarettes are at far greater risk of becoming regular smokers than those who experiment with non-menthol cigarettes.<sup>iv</sup>
3. WHEREAS, the Tobacco Industry has been manipulating the dose of menthol in cigarettes to ensure the uptake and continued use, especially by young people and other vulnerable populations for many years; <sup>v</sup>
4. WHEREAS, the tobacco industry has a well-documented history of developing and marketing mentholated brands to racial and ethnic minorities and youth; <sup>vi</sup>
5. WHEREAS, in cigarettes, menthol is the only additive that is actively marketed to consumers and virtually all cigarettes contain menthol to make cigarettes more palatable; <sup>viii</sup>
6. WHEREAS, the Tobacco Industry has targeted African Americans with mentholated products and as a result nearly 83% of African American smokers smoke menthol cigarettes, compared with 24% of White smokers; <sup>ix,xi</sup>
7. WHEREAS, 71% of Lesbian, Gay, Bisexual, Transgender, Queer and Questioning (LGBTQ) smokers, particularly youth, smoke menthol cigarettes; <sup>xii</sup>
8. WHEREAS, the availability of menthol cigarettes reduces cessation success, particularly among African Americans. <sup>xiii</sup>
9. WHEREAS, the Food and Drug Administration (FDA) has the authority to issue product standards to promote public health, which can include eliminating or reducing certain ingredients;
10. WHEREAS, the FDA prohibits cigarettes from having candy, fruit and spice as their characterizing flavors because these flavors make tobacco products especially appealing to youth, and can lead to a lifetime of tobacco addiction; <sup>xiv</sup>
11. WHEREAS, menthol was exempted from this ban on candy, fruit and spice as characterizing flavors in cigarettes;
12. WHEREAS, other tobacco products (smokeless, little cigars, hookah tobacco, dissolvable tobacco products) are exempted from this ban on candy, fruit and spice as characterizing flavors;
13. WHEREAS, the Tobacco Products Scientific Advisory Committee (TPSAC) recommendations to the FDA state that, “Removal of menthol cigarettes from the marketplace would benefit public health in the United States”;
14. WHEREAS, \_\_\_\_\_ is committed to the health and wellbeing of it’s residents and is particularly concerned about preventing tobacco use among youth;

NOW, THEREFORE, BE IT RESOLVED, that the XX of XX hereby supports the U.S. Food and Drug Administration’s exercise of its authority to ban the use of menthol in cigarettes and flavorings in other tobacco products in the United States.

Name of Signatory	Title	Date
(Please Print)		

BE IT FURTHER RESOLVED that the XX shall send this resolution to the following individuals:

**FDA Staff and Advisory Committee:**

Dr. Lawrence Deyton, MSPH, MD  
Director  
Center for Tobacco Products  
Food and Drug Administration  
9200 Corporate Boulevard  
Rockville, MD 20850-3229

Cristi Stark, MS  
Center for Tobacco Products  
Food and Drug Administration  
9200 Corporate Boulevard, Room 110H  
Rockville, MD 20850-3229

Dr. Jonathan Samet, MD, MS  
Chair  
Tobacco Products Scientific Advisory Committee  
Food and Drug Administration  
9200 Corporate Boulevard  
Rockville, MD 20850-3229  
Note: chair of advisory committee that is making  
report on menthol in cigarettes

Margaret Hamburg, MD  
Commissioner  
Food and Drug Administration  
10903 New Hampshire Avenue  
Silver Spring, MD 20993-0002

Kathleen Sebelius  
Secretary  
Department of Health & Human Services  
200 Independence Avenue, S.W.  
Washington, D.C. 20201

**Federal Elected Officials**

Senator Barbara Boxer  
United States Senate  
112 Hart Senate Office Building  
Washington, D.C. 20510

Congressman George Miller  
United States Congress  
2205 Rayburn HOB  
Washington, D.C. 20515

Senator Dianne Feinstein  
United States Senate  
331 Hart Senate Office Building  
Washington, D.C. 20510

Congressman John Garamendi  
United States Congress  
2459 Rayburn HOB  
Washington, D.C. 20515

<sup>i</sup> Substance Abuse and Mental Health Services Administration, Office of Applied Studies. November 19, 2009: *The NSDUH Report: Use of Menthol Cigarettes*. Rockville, MD.

<sup>ii</sup> Hersey JC, Ng SW, Nonnemaker JM, Mowery P, Thomas KY, Vilsaint MC, Allen JA, Haviland ML. Are menthol cigarettes a starter product for youth? *Nicotine Tob Res*. 2006 Jun;8(3):403-13. PubMed PMID: 16801298.

<sup>iii</sup> Wackowski O, Delnevo CD. Menthol cigarettes and indicators of tobacco dependence among adolescents. *Addict Behav*. 2007 Sep;32(9):1964-9. Epub 2006 Dec 22.

<sup>iv</sup> Tobacco Products Scientific Advisory Committee (TPSAC) of the Center for Tobacco Products of the Food and Drug Administration (FDA), (2011). *Menthol Cigarettes and Public Health: Review of the Scientific Evidence and Recommendations (as reviewed at the TPSAC meeting on March 18, 2011)*.

<http://www.fda.gov/downloads/AdvisoryCommittees/CommitteesMeetingMaterials/TobaccoProductsScientificAdvisoryCommittee/UCM247689.pdf>. Accessed April 4, 2011.

<sup>v</sup> Kreslake J M., Wayne F, Alpert G, et al. Tobacco Industry Control of Menthol in Cigarettes and Targeting of Adolescents and Young Adults *Am J Public Health* 2008 0: AJP.H.2007.125542.

<sup>vi</sup> The National Cancer Institute. Research Topics: Menthol and Tobacco Page. [http://dxps.nci.nih.gov/terb/research\\_topic-menthol.html](http://dxps.nci.nih.gov/terb/research_topic-menthol.html). Updated November 5, 2009. Accessed September 1, 2010.

<sup>vii</sup> Yerger, VB, Przewoznik J, et al. (2007). Racialized geography, corporate activity, and health disparities: tobacco industry targeting of inner cities. *J Health Care Poor Underserved*. 18(4 Suppl): 10-38.

<sup>viii</sup> Gardiner P & Clark P. (2009) *Summary of the Second Conference on Menthol Cigarettes Menthol in Cigarettes: It helps the poison go down easier. A Report to the Food and Drug Administration (FDA)*. Prepared as Public Comment, Washington, D.C.

[http://www.naquitline.org/resource/resmgr/news/100202\\_menthol-cigarette-rep.pdf](http://www.naquitline.org/resource/resmgr/news/100202_menthol-cigarette-rep.pdf) Accessed September 1, 2010.

<sup>ix</sup> Moolchan E. Adolescent menthol smokers: Will they be a harder target for cessation? *Nicotine Tob Res* (2004) 6(Suppl 1): S93-S95 doi:10.1080/14622203310001649522.

<sup>x</sup>The National African American Tobacco Prevention Network. Blacks and Menthol Fact Sheet.

<http://naatpn.org/resources/Blacks%20&%20Menthol.pdf>. Accessed September 1, 2010.

<sup>xi</sup> Substance Abuse and Mental Health Services Administration, Office of Applied Studies. *The NSDUH Report: Use of Menthol Cigarettes*. Rockville, MD. November 19, 2009.

<sup>xii</sup> National Youth Advocacy Coalition. Coming Out About Smoking: A Report from the National LGBTQ Young Adult Tobacco Project. August, 2010. [http://wiki.nyacyouth.org/index.php?title=Coming\\_Out\\_About\\_Smoking&oldid=1674](http://wiki.nyacyouth.org/index.php?title=Coming_Out_About_Smoking&oldid=1674). Accessed August 30, 2010.

<sup>xiii</sup> Tobacco Products Scientific Advisory Committee (TPSAC) of the Center for Tobacco Products of the Food and Drug Administration (FDA), (2011). *Menthol Cigarettes and Public Health: Review of the Scientific Evidence and Recommendations (as reviewed at the TPSAC meeting on March 18, 2011)*.

<http://www.fda.gov/downloads/AdvisoryCommittees/CommitteesMeetingMaterials/TobaccoProductsScientificAdvisoryCommittee/UCM247689.pdf>. Accessed April 4, 2011.

<sup>xiv</sup> U. S. Food and Drug Administration. FDA Parental Advisory on Flavored Tobacco Products - What You Need To Know.

<http://www.fda.gov/TobaccoProducts/ProtectingKidsfromTobacco/FlavoredTobacco/ucm183196.htm>. Accessed September 1, 2010.

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**CITY OF PITTSBURG**  
65 Civic Avenue  
Pittsburg, California 94565

**TO:** Community Advisory Commission  
**FROM:** Marc Fox, Assistant City Manager – Internal Services  
**SUBJECT: Recreation Grants and Resources**  
**MEETING DATE:** September 7, 2011

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**EXECUTIVE SUMMARY**

On June 1, 2011 the Community Advisory Commission provided its recommendation on a proposed fee increase within the Parks and Recreation Department. The Commission also volunteered to provide the Parks and Recreation Department with grant resources to give to the field participants to aid them with this increase. The item before the Commission is a discussion, and possible action, on how the Commission can provide assistance to the Parks and Recreation Department.

**FISCAL IMPACT**

Not applicable.

**RECOMMENDATION**

The staff has no recommendation for the Commission at this time.

**BACKGROUND**

The Community Advisory Commission received a city staff recommendation for an increase in recreation field rental rates at their June 2011 meeting. The Commission also volunteered to provide the Parks and Recreation Department with grant resources to give to the field participants to aid them with this increase. A copy of the June 2011 meeting minutes on this topic are enclosed.

**STAFF ANALYSIS**

An increase in the field rental rates was presented to the City Council; however, the City Council pulled the agenda topic from their meeting and the matter has not been considered by the City Council.

From meeting minutes:

1. Mr. Marc Fox – Recreation Department – Increase in the Artificial Turf Rental Fee – Currently, the City is dealing with the general fund deficit because general purpose revenues (i.e. property tax, sales tax, etc.) are insufficient to support the current operation(s) of the City. In an effort to minimize the use of funds from the City's Budget Stabilization Account, the Parks and Recreation Department recommends a ten dollar (\$10) per hour increase in the artificial grass field rental rate which would be a \$21,300 revenue increase per fiscal year. The department requests that the CAC adopt a motion recommending to the City Council that the City's Master Fee Schedule is amended by increasing these fees. The commission expressed concern that this increase in fees would impose a hardship on the leagues that currently use the fields. After much discussion Commissioner Woolridge made the motion to recommend to the City Council that there will be a ten percent (10%) across the board increase to all current field rental rates that will be rounded up to the nearest dollar. Commissioner Linsley seconded the motion. Commissioner Esqueda abstained. The CAC also volunteered to provide the Parks and Recreation Department with grant resources to give to the field participants to aide them with this increase.



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## Community Advisory Commission Goals Committees 2010-2011

Goal	Commissioners	Action Needed	Process	Achievement Oct 2010 - June 2011	Action Competed
Liaisons					<b>As of Mar 2011</b>
Planning Commission	George Tagnipes, Dennis Lindsey, Emmanuel Ogunleye	Attend, advise CAC of quality of life issues	Upon need have planning commission address any project concerns	Attend 11 Planning Commission Meetings	Attended
Park and Rec.	James Watkins, De'Shawn Woolridge	Communication with City Calendar of Events	Identify City personnel to address needs Have calendar	Address as needed community requests on Parks / Rec.	Addressed 4 issues
Education	De'Shawn Woodridge Emmanuel Ogunleye George Tagnipes	Reactive to quality of life for education needs	Attend and report	1 reactive	Attended board elections and liaison with superintendant
Health care District	Emanuel Ogunleye De Shawn Woolridge	Develop partnerships With CCC Health Mental Health Commission Local health care district	Development ongoing	TBD	Liaison relationship in place attending meetings as scheduled
Traffic / Eyes on the Street	All	Inform as needed conditions of community streets, lighting safety concerns with infrastructure	Observe and report development ongoing	5	All members are reporting on traffic and other conditions as directly affect quality of life
Chamber of Commerce	Theresa Miller Emanuel Ogunleye De'Shawn Woolridge	Develop a relationship / partnership with Chamber to address quality life issues for local businesses	Attend and report Development ongoing	5	

<b>CDBG Grant Process</b>	4 Commissioners 3 Alternates	Longest termed Commissioners Rotate up.	4 -Commissioners participate in process and vote. 3 -Alternates sit in on process offer insight; however do not vote unless designated Commissioner is not in attendance.	Smooth process without accounting for absences, and learning process for junior commissioners (junior- newest members)	Now 3 commissioners and 1 alternate not voting. Bylaws changed
<b>Committees</b>					
<b>Public Events</b>	Theresa Miller Theresa Miller Jim Watkins De'Shawn Woolridge George Tagnipes, all other commissioners Ribbon Cutting Work shops	National Night Out Seafood Festival Other Street Events  Farmers Market  Ad hock Ad hock	Attend provide information Attend provide information Attend walk /talk to residents about CAC Attend provide information  Present a CAC visibility at events	1 1 3 5 1 2	Attended National niteout Seafood festival Downtown events 4 Farmers market 4
<b>CERT community Emergency Response Team</b>	Theresa Miller George Tagnipes	Develop and promote emergency preparedness for the community and business community	Event Classes Presentations	3 classes 5 ER presentations	Conducted 2 classes this period, considering more, presented 4 preparedness presentations
<b>Neighborhood Watch</b>	Theresa Miller Dennis Lindsey De Shawn Woolridge	Develop communication with local NW groups and help with quality of life concerns		5	No NW meetings have been listed by PD liaison
<b>Neighborhood Improvement Program</b>	Ad hock	Present a CAC presence at neighborhood meetings and help as needed		TBD	No meetings attended or held in City
<b>Holiday Party</b>	All commissioners	Development ongoing	Development ongoing	TBD	TBD