

1.a.

**CITY OF SELMA  
WORKSHOP/PRE-COUNCIL MEETING  
October 5, 2015**

The Workshop/ pre-Council meeting of the Selma City Council was called to order at 5:00 p.m. in the Council Chambers. Council members answering roll call were: Montijo, Rodriguez, Mayor Pro Tem Avalos and Mayor Robertson. Council member Derr was absent.

Also present were City Manager Grey, City Attorney Costanzo, Financial Consultant Yribarren, and interested citizens.

The agenda for this meeting was duly posted in a location visible at all times by the general public seventy-two hours prior to this meeting.

**RETAIL STRATEGIES LLC. PRESENTATION:** Mr. Joseph Fackel, Retail Strategies Senior Vice President LLC., stepped forward and provided a PowerPoint presentation on the retail recruitment services that his company provides. After much discussion, Council thanked Mr. Fackel for attending and requested a proposal.

**EXECUTIVE SESSION:** Mayor Robertson recessed the meeting into Executive Session at 5:20 p.m. to discuss the following: 2 cases of Potential litigation pursuant to Government Code Section 54956.9.

The meeting reconvened at 6:01 p.m., with Mayor Robertson stating that there was no reportable action.

**ADJOURNMENT:** There being no further business, the meeting was adjourned at 6:02 p.m.

Respectfully submitted,

Reyna Rivera  
City Clerk

---

Scott Robertson  
Mayor of the City of Selma

**CITY OF SELMA  
REGULAR COUNCIL MEETING  
October 5, 2015**

The regular meeting of the Selma City Council was called to order at 6:07 p.m. in the Council Chambers. Council members answering roll call were: Montijo, Rodriguez, Mayor Pro Tem Avalos, and Mayor Robertson. Council member Derr was absent

Also present were City Manager Grey, City Attorney Costanzo, Community Services Director Kirchner, Financial Consultant Yribarren, Fire Chief Kain, Police Chief Garner, and interested citizens.

The agenda for this meeting was duly posted in a location visible at all times by the general public seventy-two hours prior to this meeting.

**INVOCATION:** Pastor Joe Alvarez, Antioch Church led the invocation.

**PG&E DONATION PRESENTATION:** Ms. Erica Cabrera, PG&E Representative stepped forward and provided a donation to the Selma Police Department Neighborhood Watch Program and a donation to the Little League Lighting Project. Council thanked Ms. Cabrera for the donations.

**WECOMM ORGANIZATION PRESENTATION:** Fresno State University & Bakersfield College Professor Jonathan Hernandez stepped forward to provide a presentation on the WeComm Organization. After much discussion on the volunteer organization, Council thanked Professor Hernandez for the information.

**POLICE DEPARTMENT INTRODUCTION AND SWEARING-IN CEREMONY:** Police Chief Garner stepped forward and introduced newly hired Police Officers: Alexandro Alvarez, Jonathon Hissong, and Andres Bibian. City Clerk Rivera administered the Oath of Office to the three Police Officers. They were all congratulated by Council.

**RECESS:** At 6:35p.m., Mayor Robertson called for a short break in the meeting. The meeting then reconvened at 6:53 p.m.

**CONSENT CALENDAR:** Council member Montijo requested that agenda item 1.c. be pulled for separate discussion. Motion to approve the remainder of the Consent Calendar was made by Council member Rodriguez and seconded by Mayor Pro Tem Avalos. Motion carried with the following vote:

AYES:	Rodriguez, Avalos, Montijo, Robertson
NOES:	None
ABSTAIN:	None
ABSENT:	Derr

- a. Minutes of the Sept. 21, 2015 Workshop/Pre-Council meeting approved as read.
- b. Minutes of the Sept. 21, 2015 Regular meeting approved as read.
- c. Pulled for separate discussion.
- d. RESOLUTION NO. 2015 – 63R, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SELMA DECLARING EXCESS BASEBALL AND SOFTBALL EQUIPMENT SURPLUS AND AUTHORIZING THEIR SALE, DONATION OR DISPOSAL. Resolution approved by standard motion.
- e. Request to develop bid packet for the repainting and wood work repair to the Pioneer Village Vincent House. Authorization approved by standard motion.
- f. Request to issue Call for Bids for Shafer Park Basketball Court Resurfacing. Authorization approved by standard motion.
- g. Check Register Dated September 29, 2015. Approved by standard motion.

**AGENDA ITEM 1.c. CONSIDERATION AND NECESSARY ACTION ON AMENDMENT TO RESOLUTION APPROVING APPROPRIATION TO THE STATE CITIZENS OPTION FOR PUBLIC SAFETY (COPS) GRANT 2015/16:** After discussion, motion to approve RESOLUTION NO. 2015 – 62R, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SELMA AMENDING APPROPRIATIONS FOR THE STATE OF CALIFORNIA CITIZENS OPTION FOR PUBLIC SAFETY (COPS) GRANT was made by Council member Montijo, and seconded by Mayor Pro Tem Avalos. Motion carried with the following vote:

AYES: Montijo, Avalos, Rodriguez, Robertson  
NOES: None  
ABSTAIN: None  
ABSENT: Derr

**CONSIDERATION AND NECESSARY DISCUSSION ON REPORT REGARDING ACTIVE TRANSPORTATION PROGRAM REGIONAL FUNDING, COUNCIL OF FRESNO COUNTY GOVERNMENTS:** City Manager Grey provided Council with an update regarding the recent Active Transportation Program Regional Funding that the City was recently awarded. He explained the application process for both State and Local Programming. Council thanked City Manager Grey on the report.

**FIRE DEPARTMENT REPORT ON 2015 CALIFORNIA FIRE SEASON:** Fire Chief Kain stepped forward and introduced Firefighter Jeremy Owens who provided a PowerPoint presentation on the multiple strike team assignments that Selma personnel held for the 2015 Fire Season.

**CONSIDERATION AND NECESSARY ACTION ON RESOLUTION REJECTING ALL BIDS AND DECLARING MATERIALS FOR PROJECT CAN BE HAD AT A LOWER COST ON THE OPEN MARKET AND AUTHORIZING STAFF TO PROCURE THOSE MATERIALS AND TO SOLICIT NEW BIDS FOR THE REMAINING PART OF THE SELMA PERFORMING ARTS STORAGE BUILDING PROJECT:** City Attorney Costanzo discussed the recent bids received from two contractors for the construction or erection of a storage building for materials used in the operations of the Selma Arts Center.

After much discussion, motion to approve RESOLUTION NO. 2015-64R, A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SELMA REJECTING ALL BIDS RECEIVED ON THE PERFORMING ARTS STORAGE BUILDING PROJECT AND AUTHORIZING PURCHASE OF THE METAL BUILDING AND RELATED MATERIALS OR SERVICES ON THE OPEN MARKET was made by Council member Rodriguez and seconded by Council member Montijo. Motion carried with the following vote:

AYES: Rodriguez, Montijo, Avalos, Robertson

NOES: None

ABSTAIN: None

ABSENT: Derr

**CONSIDERATION AND NECESSARY ACTION ON SCULPTURE PLACEMENT (ROSE AND MCCALL) AND SCULPTURE DONATION AND PLACEMENT (DOWNTOWN PARKING LOT):** City Manager Grey discussed the placement of the sculptures for Council.

Mrs. Rose Gallardo-Robertson, 1057 Mill Street stepped forward and stated that it is an honor to donate the statue to the community. She further provided a description of what the statute represents.

Mayor Pro Tem Avalos motioned and Council member Rodriguez seconded the approval of recommendation to change the location (Rose and McCall) for loaned sculpture from Mr. Ernesto Palomino and accept donation and approve placement (Downtown parking lot) of sculpture from Scott and Rose Robertson. Motion carried with the following vote:



AYES: Avalos, Rodriguez, Montijo, Robertson

NOES: None

ABSTAIN: None

ABSENT: Derr

**DEPARTMENTAL REPORTS:** City Manager Grey updated Council on the revenue bond refinancing time schedule. After discussion, it was the consensus of Council to direct staff to move forward with the proposed schedule. He also provided an update on the Public Works Department personnel, and Rolling Stock Fleet.

Community Services Director Kirchner reminded everyone on the upcoming programming at the Selma Arts Center.

Fire Chief Kain provided Council with an update to the fire training facility.

City Clerk Rivera reported that the City of Selma Horse Race is scheduled for October 15, 2015 at the Fresno Fair, and tickets are available for Council.

**COUNCIL REPORTS:** Council member Montijo thanked Mrs. Solis for attending the Council meeting, invited everyone to the upcoming SKF Open House, and reported on attending the Caruthers Fair with the ALMS marching band.

Mayor Pro Tem Avalos reported on attending the Football Bandits potluck at Shafer Park. He thanked Mr. Baxter for attending the Council meeting, and thanked Chamber Director Bob Allen and all the volunteers that assist with the community.

Mayor Robertson reported on attending the following: Business Watch Group meeting, Beautification Committee Meeting, Prop 1 Funding meeting, and the National Hispanic Christian Coalition Conference. He invited everyone to the upcoming Tejano Concert which will benefit the Second Chance Animal Shelter and the Selma Arts Foundation. He thanked Selma Police Officer Andrew Guzman for volunteering at the Home Depot Safety Day and at the Second Chance Animal Shelter. Mayor Robertson also explained the importance of having an animal shelter. He thanked the Selma Cancer Support and Selma Cares Group for all that they do in the community.

**ADJOURNMENT:** There being no further business, the meeting was adjourned at 8:19 p.m.

Respectfully submitted,

Reyna Rivera  
City Clerk

---

Scott Robertson  
Mayor of the City of Selma

## Check Register Report

l.c.

Date: 10/14/2015

Time: 8:49 am

Page: 1

City of Selma

BANK: UNION BANK

Check Number	Check Date	Status	Void/Stop Date	Vendor Number	Vendor Name	Check Description	Amount
<b>UNION BANK Checks</b>							
65982	09/30/2015	Printed		11620.735	PETTY CASH	INVESTIGATIVE SERVICES EXPENSE	500.00
65983	10/01/2015	Printed		10170.073	AIR LIQUIDE HEALTHCARE AMERICA	OXYGEN CYLINDER RENTALS	513.68
65984	10/01/2015	Printed		10180.850	ALVES ELECTRIC	SHAHER TROUBLESHOOT	187.50
65985	10/01/2015	Printed		10190.063	AMERICAN AMBULANCE	AMBULANCE OVERPAYMENT REIMB	89,600.00
65986	10/01/2015	Printed		10100.510	AT&T	TELEPHONE SERVICE	19.58
65987	10/01/2015	Printed		10100.515	AT&T	FAX CHARGES	213.88
65988	10/01/2015	Printed		10210.255	BANNER PEST CONTROL INC	PEST CONTROL	441.00
65989	10/01/2015	Printed		10230.028	MATT BEGINES	FUEL FOR ENGINE	122.22
65990	10/01/2015	Printed		10230.130	BENNETT & BENNETT, INC.	MISC SPRINKLER SUPPLIES	279.22
65991	10/01/2015	Printed		10230.256	BEST TOURS & TRAVEL INC.	SENIOR TRIP 9/17/15 FRESNO ZOO	525.00
65992	10/01/2015	Printed		10260.801	BLUE CROSS	AMBULANCE OVERPAYMENT REIMB	1,000.00
65993	10/01/2015	Printed		10260.452	BLUE CROSS OF CALIFORNIA	AMBULANCE OVERPAYMENT REIMB	88.99
65994	10/01/2015	Printed		10260.702	BLUE SHIELD OF CALIF	AMBULANCE OVERPAYMENT REIMB	901.00
65995	10/01/2015	Printed		10310.963	CALIFORNIA PEACE OFFICERS ASSN	LSP FOR ALCARAZ	370.00
65996	10/01/2015	Printed		10300.815	CENTRAL SAN JOAQUIN VALLEY RMA	2015/2016 2ND QTR DEPOSIT	155,046.00
65997	10/01/2015	Printed		10330.280	CENTRAL VALLEY PRESORT INC.	WINDOW ENVELOPES -CH	250.00
65998	10/01/2015	Printed		10330.283	CENTRAL VALLEY TOXICOLOGY INC.	DRUG TESTING CS# 15-435-1891	465.00
65999	10/01/2015	Printed		10340.610	CITY OF FRESNO-POLICE DEPT.	RANGE USE	360.00
66000	10/01/2015	Printed		11620.722	CITY OF SANGER	CONSULTING FEE	2,182.50
66001	10/01/2015	Printed		10370.392	COMMUNITY MEDICAL CENTER	BLOOD DRAW -PD	350.00
66002	10/01/2015	Printed		10370.940	COOK'S COMMUNICATION CORP	OUTFITTING NEW PD UNIT	29,386.88
66003	10/01/2015	Printed		10370.953	COOLAIR SPECIALTY	REPLACED SWAMP COOLERS-YARD	8,324.00
66004	10/01/2015	Printed		10410.100	DAVE'S TOWING	EVIDENCE STORAGE 15-4377	292.50
66005	10/01/2015	Printed		10400.215	DIVISION OF THE STATE ARCHITEC	ADA BUSINESS LICENSE FEE	67.50
66006	10/01/2015	Printed		10450.140	DOOLEY ENTERPRISES, INC.	AMMUNITION	2,033.40
66007	10/01/2015	Printed		10460.000	DRAMATIST PLAY SERVICE INC	SHEL SILVERSTEIN ROYALTYS	640.00
66008	10/01/2015	Printed		10560.250	EMPLOYMENT DEVELOPMENT DEPT.	SUI QTRLY PMT 4/1-6/30/15	2,243.64
66009	10/01/2015	Printed		10630.218	FINE PRINT	ARRANTS ST STORM DRAIN	24.96
66010	10/01/2015	Printed		10670.050	FRESNO BEE	ART CENTER & ROCK N BREWS ADS	1,025.00
66011	10/01/2015	Printed		10670.270	FRESNO CO TREASURER-SHERIFF	PRISONER PROCESSING	72.00
66012	10/01/2015	Printed		10670.520	FRESNO-MADERA AAA	SENIOR MEALS AND SUPPLIES	153.69
66013	10/01/2015	Printed		11040.176	MAGNOLIA S. JIMENEZ GALLARDO	PHLEBOTOMY SERVICE 15-4575	150.00
66014	10/01/2015	Printed		10710.619	GARREKS, INC	CAR WASHES	805.00
66015	10/01/2015	Printed		10720.010	GATEWAY ENGINEERING, INC.	ENGINEERING SERVICES	17,702.50
66016	10/01/2015	Printed		10720.100	GEE MANUFACTURING, INC.	AUTO SERVICE REPAIR	40.77
66017	10/01/2015	Printed		10820.020	HEALTHEDGE ADMINISTRATORS INC.	DENTAL, CHIRO 9/16/15	1,762.32
66018	10/01/2015	Printed		10820.020	HEALTHEDGE ADMINISTRATORS INC.	DENTAL, CHIRO 9/23/15	1,236.44
66019	10/01/2015	Printed		10820.155	HENRY SCHEIN INC.	MEDICAL SUPPLIES	1.60
66020	10/01/2015	Printed		11010.283	RICHARD JAMIESON	AMBULANCE OVERPAYMENT REIMB	91.00
66021	10/01/2015	Printed		11120.510	JEFF KESTLY	MEDICAL PREMIUM REIMB OCT 15	148.78
66022	10/01/2015	Printed		11200.150	L.N. CURTIS & SONS	RATCHET FOR HELMETS	47.62
66023	10/01/2015	Printed		11224.031	LL RESOURCES	FOOD MANAGER CLASS & EXAM	110.00

# Check Register Report

Date: 10/14/2015

Time: 8:49 am

Page: 2

City of Selma

BANK: UNION BANK

Check Number	Check Date	Status	Void/Stop Date	Vendor Number	Vendor Name	Check Description	Amount
<b>UNION BANK Checks</b>							
66024	10/01/2015	Printed		11250.630	LOSS PROTECTION AND	MONTHLY SERVICE OF CONTAINERS	140.00
66025	10/01/2015	Printed		11330.050	STEVEN MCINTIRE	MEDICAL PREMIUM REIMB OCT 15	1,373.43
66026	10/01/2015	Printed		11340.016	MEDICARE PART B	AMBULANCE OVERPAYMENT REIMB	732.13
66027	10/01/2015	Printed		11340.800	METRO UNIFORM	POLICE UNIFORMS-REVOLVING ACCT	1,058.30
66028	10/01/2015	Printed		11300.105	MUNISERVICES LLC	SUTA SERVICES	915.54
66029	10/01/2015	Printed		11420.318	NELSON PROPERTIES	TAX SHARING AGREEMENT	11,734.88
66030	10/01/2015	Printed		11400.032	NGLIC CO SUPERIOR VISION	VISION INSURANCE PREMIUM	1,730.30
66031	10/01/2015	Printed		11530.100	OFFICE DEPOT	OFFICE SUPPLIES	804.25
66032	10/01/2015	Printed		11570.300	OVERPAYMENT RECOVERY	AMBULANCE OVERPAYMENT REIMB	622.56
66033	10/01/2015	Printed		11579.027	OVERSTREET & ASSOCIATES	ATTORNEY FEES-ARRANTS STORM DR	7,508.25
66034	10/01/2015	Printed		11610.155	PACIFIC GAS & ELECTRIC CO.	UTILITIES	40,899.60
66035	10/01/2015	Printed		11630.500	PHYSIO-CONTROL, INC	QTRLY BILLING LIFE PACK MAINT	133.00
66036	10/01/2015	Printed		11640.810	PITNEY BOWES PURCHASE POWER	POSTAGE REFILL	1,992.25
66037	10/01/2015	Printed		11800.600	THE RADAR SHOP	RADAR RECERT	396.00
66038	10/01/2015	Printed		11840.010	ROBINA WRIGHT ARCHITECT &	INSPECTIONS	850.00
66039	10/01/2015	Printed		11840.132	RON'S TOWING & ROAD SERVICE	EVIDENCE STORAGE 15-4366	425.00
66040	10/01/2015	Printed		11820.195	DAN RUIZ	PER DIEM -SAN RAMON SEMINAR	145.00
66041	10/01/2015	Printed		11926.843	SECOND CHANCE ANIMAL SHELTER	MONTHLY SUPPORT PAYMENT	6,333.33
66042	10/01/2015	Printed		11945.790	SELMA TROPHY SHOP	PLANNING NAME PLATE	20.66
66043	10/01/2015	Printed		11945.800	SELMA UNIFIED SCHOOL DISTRICT	FUEL	17,593.05
66044	10/01/2015	Printed		11946.230	SEQUOIA SAFETY COUNCIL, INC.	AMBULANCE OVERPAYMENT REIMB	550.00
66045	10/01/2015	Printed		11960.254	SIGN RANCH	SHEL & STEEL POSTERS & BANNERS	869.24
66046	10/01/2015	Printed		11961.134	SISAC III	AMBULANCE OVERPAYMENT REIMB	733.20
66047	10/01/2015	Printed		11975.624	STERICYCLE, INC.	SERI-SAFE OSHA COMPLIANCE	89.51
66048	10/01/2015	Printed		11985.138	SUN LIFE	EMPLOYEE INSURANCE	1,078.15
66049	10/01/2015	Printed		11985.153	SUNNYSIDE TROPHY	FMCPA PLAQUES	173.16
66050	10/01/2015	Printed		12029.109	THE MT PIT	IN THE HEIGHTS CDS	17.50
66051	10/01/2015	Printed		12040.031	TILE TECH	BUSINESS LIC OVERPAYMENT REIMB	35.00
66052	10/01/2015	Printed		12050.254	TOWNSEND PUBLIC AFFAIRS	ATP GRANT-COG	2,500.00
66053	10/01/2015	Printed		12070.120	TULARE CO JAIL INDUSTRIES	GRAPHICS FOR PD VEHICLES	2,095.20
66054	10/01/2015	Printed		12220.199	VALLEY MEDICAL TRANSPORTATION	BUSINESS LIC OVERPAYMENT REIMB	55.00
66055	10/01/2015	Printed		12270.190	VERIZON WIRELESS	AIRCARDS	344.36
66056	10/01/2015	Printed		12350.489	WILLDAN FINANCIAL SERVICES	NORTH SEWER PROJECT	2,950.00
66057	10/01/2015	Printed		12252.630	YRIBARREN GROUP	CONSULTING SERVICES-SEPTEMBER	6,250.00
66058	10/07/2015	Printed		11220.110	LEAGUE OF CALIFORNIA CITIES	MEMBERSHIP MEETING	50.00
66059	10/07/2015	Printed		11360.327	CARLOS MONTANO	MUSIC FOR SHEL SILVERSTEIN	500.00
66060	10/07/2015	Printed		12010.189	TAMARA LYNNE DESIGNS	COSTUMES FOR THE MUSIC MAN	2,000.00
				<b>Total Checks: 79</b>		<b>Checks Total (excluding void checks):</b>	<b>435,473.02</b>
				<b>Total Payments: 79</b>		<b>Bank Total (excluding void checks):</b>	<b>435,473.02</b>
				<b>Total Payments: 79</b>		<b>Grand Total (excluding void checks):</b>	<b>435,473.02</b>

**CITY MANAGER'S/STAFF'S REPORT  
CITY COUNCIL MEETING:**

October 19, 2015

---

---

---

**ITEM NO:** 2.

**SUBJECT:** Consideration and Necessary Action on Resolution Initiating  
Dinuba-Duke Raven Reorganization/Annexation –  
(Casa Bella Single Family Residential Subdivision Development).

---

---

**DISCUSSION:** Prior to making a Cooperative Agreement with Consolidated Irrigation District (CID) on October 1, 2012, which became effective on or about April 15, 2015, the City had adopted resolutions initiating annexation or other change of organization proceedings before LAFCO with respect to a number of proposed developments, including one initiating the annexation of the residential subdivision development known as Casa Bella, which is the subject of Vesting Tentative Tract Map No. 5361 adopted by Resolution of the City Council on April 7, 2008. At the time, the City adhered to a practice of not seeking to detach from Consolidated Irrigation District, which it adhered to for strategic reasons related to the disputes between CID and the City of Selma that preceded the Cooperative Agreement. The Cooperative Agreement requires the City to request that CID be detached from any territory that is annexed to the City.

The developer of this subdivision, Raven Homes, has, requested in light of the existence of the Cooperative Agreement which eliminates legal challenges by CID to proposed development in the City of Selma, to initiate appropriate proceedings before LAFCO to annex this subdivision so that the development may proceed. A resolution which initiates these proceedings and which includes a provision for the detachment of CID is proposed for adoption and replacement of the previous Resolution No. 2008-15R which initiated that reorganization proceeding without detaching CID.

<b><u>COST:</u></b> (Enter cost of item to be purchased in box below)		<b><u>BUDGET IMPACT:</u></b> (Enter amount this non-budgeted item will impact this years' budget in box below – if budgeted, enter NONE).
None		None
<b><u>FUNDING:</u></b> (Enter the funding source for this item in box below – if fund exists, enter the balance in the fund).		<b><u>ON-GOING COST:</u></b> (Enter the amount that will need to be budgeted each year in box below – if one-time cost, enter NONE).
Funding Source: N/A  Fund Balance:		None

**RECOMMENDATION:** Approve revised Resolution of the Selma City Council initiating Fresno County LAFCO proceedings for annexation of property identified by Vesting Tentative Tract Map No. 5361.

/s/ Neal E. Costanzo

10/14/15

Neal E. Costanzo, City Attorney

Date

  
Ken Grey, City Manager

10/14/2015  
Date

We \_\_\_\_\_ and \_\_\_\_\_  
Ken Grey, City Manager Steve Yribarren, Financial Consultant

do hereby agree that the funding for the above is correct and that enough funds exist to cover the expenditure.



**RESOLUTION NO. 2015-\_\_\_\_\_**

---

**A RESOLUTION OF THE SELMA CITY COUNCIL INITIATING  
DINUBA-DUKE RAVEN REORGANIZATION/ANNEXATION**

**CASA BELLA SINGLE-FAMILY RESIDENTIAL  
SUBDIVISION DEVELOPMENT (RAVEN HOMES)**

---

**WHEREAS**, the City of Selma has been requested to process a proposed annexation of unincorporated territory with the short title of Dinuba-Duke Raven Reorganization/Annexation pursuant to the Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000, Division 3, commencing with §56000 of the California Government Code. Said reorganization is proposed to annex territory to the City of Selma and Selma-Kingsburg-Fowler County Sanitation District and to detach the same from Fresno County Fire Protection District, Consolidated Irrigation District and Kings River Conservation District; and

**WHEREAS**, the territory proposed for reorganization/annexation is uninhabited and on this day contains two registered voters according to information received from the County Elections Office; and

**WHEREAS**, a map and description of the boundaries of the territory is set forth in Exhibits A and B, respectively, attached hereto and by this reference incorporated herein; and

**WHEREAS**, the reorganization proposal is made for the purpose of providing the logical and orderly expansion of the City of Selma. Said expansion is consistent with the Selma General Plan which designates the area of the territory to be annexed to the City of Selma for residential purposes; and

**WHEREAS**, this proposal is consistent with the Sphere of Influence of the City of Selma; and

**WHEREAS**, the City of Selma will prepare a plan of services for the territory demonstrating that all City services are available to the property; and

**WHEREAS**, the City of Selma did prepare Environmental Assessment No. 2005-0022 for the Project, Dinuba-Duke Raven Reorganization/Annexation (APN 358-021-21, 18, 20, 22, 62, 63), General Plan Amendment, Zone Change (Pre-zoning) and Vesting Tentative Tract Map No. 5361. The initial study prepared for the project shows no

substantial evidence that the project may have a significant effect on the environment. A Mitigated Negative Declaration was adopted by resolution; and

**WHEREAS**, no part of the territory proposed to be annexed by this resolution is subject to any land conservation contract (Williamson Act).

**NOW, THEREFORE, BE IT RESOLVED** by the City Council of the City of Selma as follows:

1. That the foregoing recitals are true and correct and incorporated herein by this reference.
2. That Resolution No. 2008-15R initiating proceedings with Fresno County LAFCO adopted April 7, 2008, is hereby repealed and replaced by this resolution initiating those proceedings for annexation of the above territory.
3. That the City of Selma does hereby initiate proceedings with Fresno County LAFCO to annex the property identified and described in Exhibit A and B attached hereto and incorporated by reference, according to the terms stated above and in the manner provided for by the Cortese-Knox-Hertzberg Local Government Reorganization Act of 2000.

\*\*\*\*\*

The foregoing Resolution was duly approved this \_\_\_\_ day of \_\_\_\_\_, 2015 by the following vote, to wit:

AYES:	COUNCIL MEMBERS
NOES:	COUNCIL MEMBERS
ABSTAIN:	COUNCIL MEMBERS
ABSENT:	COUNCIL MEMBERS

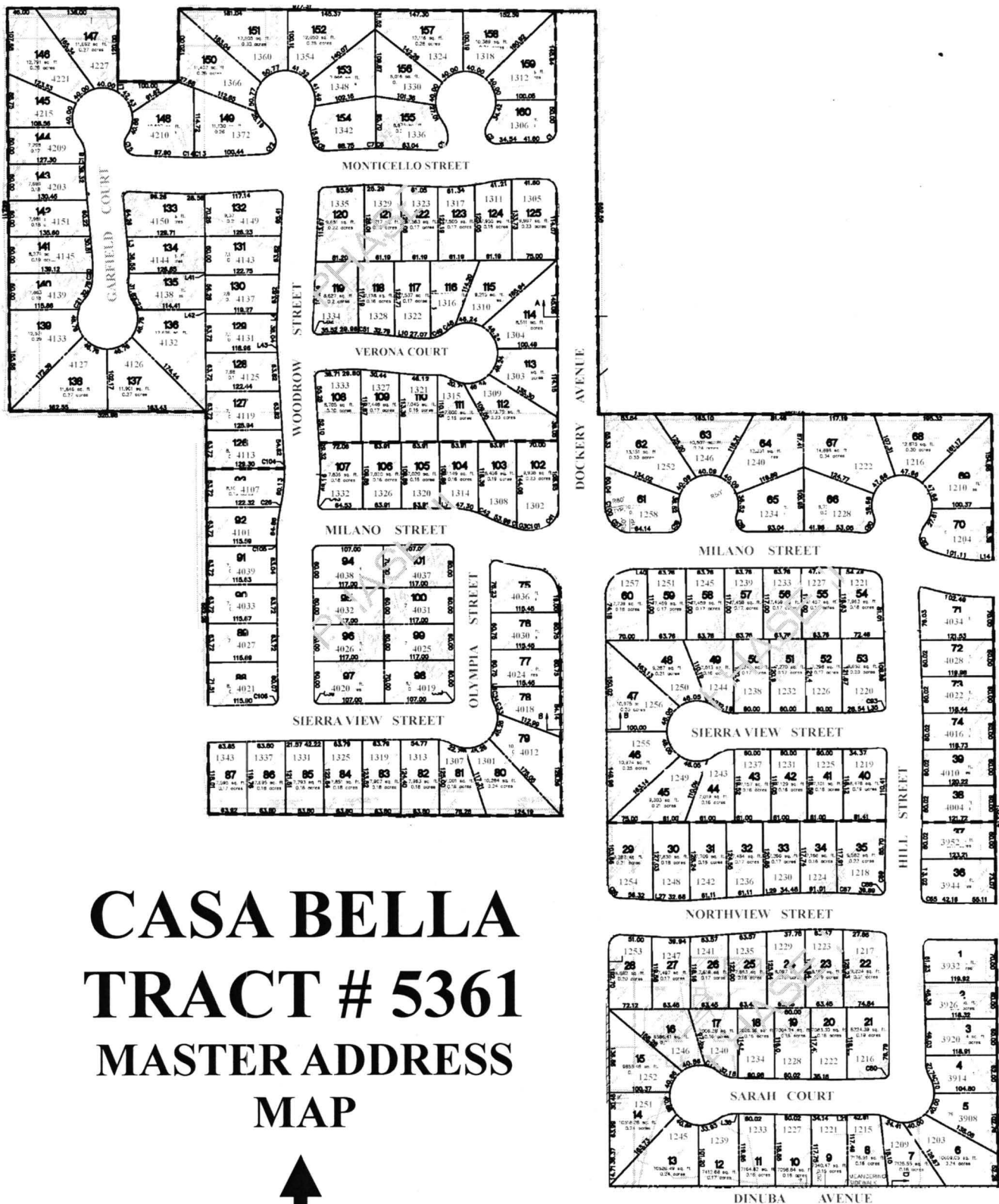
---

Scott Robertson, Mayor of the City of Selma

ATTEST:

---

Reyna Rivera, City Clerk





## **Dinuba-Dockery Reorganization**

### **Annexation to the City of Selma and Selma-Kingsburg-Fowler County Sanitation District and Detachment from the Fresno County Fire Protection District, Kings River Conservation District, and Consolidated Irrigation District**

A parcel of land being all of the Northeast Quarter of the Southeast Quarter of the Southwest Quarter, all of the Southeast Quarter of the Northeast Quarter of the Southwest Quarter, all of the Southwest Quarter of the Northeast Quarter of the Southwest Quarter, all of the Northwest Quarter of the Southeast Quarter of the Southwest Quarter, a portion the West Half of the Southwest Quarter of the Southeast Quarter, and a portion of the Southwest Quarter of the Southwest Quarter, all lying in Section 29, Township 15 South, Range 22 East, Mount Diablo Base and Meridian, in the County of Fresno, State of California, and being more particularly described as follows:

COMMENCING at the South Quarter Corner of said Section 29;

Thence, along the north-south quarter section line of said Section 29, North 00°18'38" West, a distance of 20.00 feet to the north right-of-way line of East Dinuba Avenue, said point being the TRUE POINT OF BEGINNING;

Thence, North 00°18'38" West, a distance of 642.57 feet to the southeast corner of said Northeast Quarter of the Southeast Quarter of the Southwest Quarter;

Thence, North 89°31'02" West, a distance of 652.46 feet to the southeast corner of said Northwest Quarter of the Southeast Quarter of the Southwest Quarter;

Thence, North 89°31'02" West, along the south line of said Northwest Quarter of the Southeast Quarter of the Southwest Quarter, a distance of 622.47 feet to a point on the east right-of-way line of South Duke Avenue, 30.00 feet east of, as measured normal to, the west line of said Northwest Quarter of the Southeast Quarter of the Southwest Quarter;

Thence, along said right-of-way line, South 00°13'56" East, parallel with and 30.00 feet east of the east line of said Southwest Quarter of the Southwest quarter, a distance of 641.96 feet to the north right-of-way line of East Dinuba Avenue, being 20.00 feet north of, as measured normal to, the south line of the Southwest Quarter of said Section 29;

Thence, along said north right-of-way line, North 89°29'25" West, parallel with and 20.00 feet north of the south line of the Southwest Quarter of said Section 29, a distance of 556.18 feet to

the Southwest Corner of the property described in a Grant Deed recorded January 10, 2006 as Document No. 2006-0005221, Official Records of Fresno County;

Thence, along the westerly line of the property described in said Grant Deed, North 00°30'35" East, a distance of 325.88 feet;

Thence, South 89°30'15" East, a distance of 86.94 feet;

Thence, North 00°12'31" West, a distance of 977.55 feet to the northwest corner of the property described in said Grant, said corner being located on the north line of the Southwest Quarter of the Southwest Quarter of said Section 29;

Thence, South 89°32'39" East, a distance of 434.61 feet to the northeast corner of said Southwest Quarter of the Southwest Quarter;

Thence, North 00°13'56" West, a distance of 661.95 feet to the northwest corner of said Southwest Quarter of the Northeast Quarter of the Southwest Quarter;

Thence, South 89°34'17" East, a distance of 651.57 feet to the northwest corner of said Southeast Quarter of the Northeast Quarter of the Southwest Quarter;

Thence, South 89°34'17" East, a distance of 651.54 feet to the northeast corner of said Southeast Quarter of the Northeast Quarter of the Southwest Quarter;

Thence, South 00°18'38" East, a distance of 662.58 feet to the northeast corner of said Northeast Quarter of the Southeast Quarter of the Southwest Quarter;

Thence, South 89°47'06" East, a distance of 651.68 feet to the northeast corner of said West Half of the Southwest Quarter of the Southeast Quarter;

Thence, South 00°20'20" East, along the east line of said West Half of the Southwest Quarter of the Southeast Quarter, a distance of 1303.14 feet to a point on the north right-of-way of East Dinuba Avenue, 20.00 feet north of, as measured normal to, the south line of the Southeast Quarter of said Section 29;

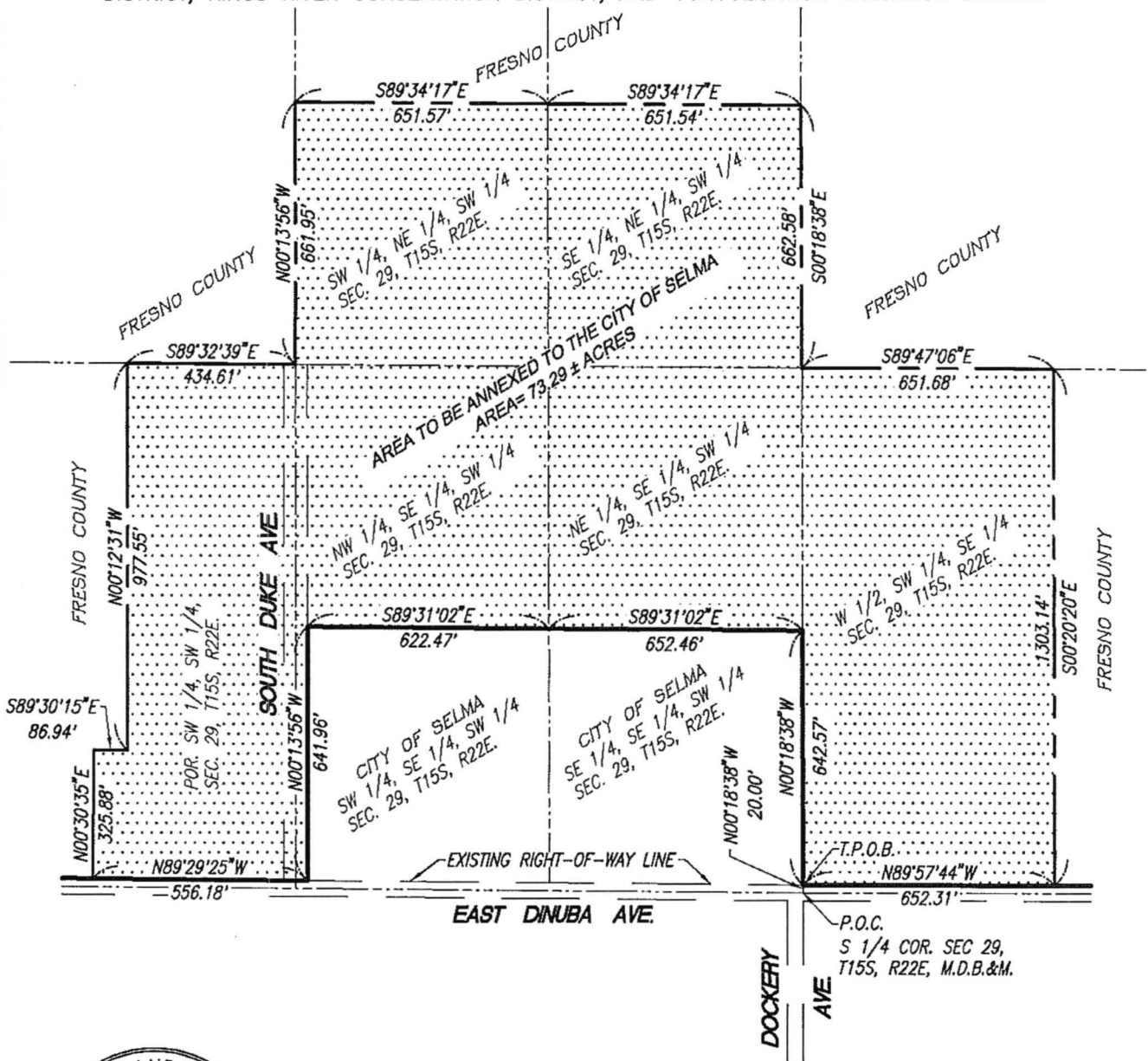
Thence, along said north right-of-way line, North 89°57'44" West, parallel with and 20.00 feet north of said south line, a distance of 652.31 feet to the TRUE POINT OF BEGINNING.

The above described parcel contains 3,192,498 square feet or 73.29 acres, more or less.

Basis of Bearing: the South Line of the Southeast Quarter of Section 29, Township 15 South, Range 22 East, Mount Diablo Base & Meridian is taken to bear North 89°57'44" West.

## EXHIBIT "B"

ANNEXATION TO THE CITY OF SELMA AND SELMA-KINGSBURG-FOWLER COUNTY  
SANITATION DISTRICT AND DETACHMENT FROM THE FRESNO COUNTY FIRE PROTECTION  
DISTRICT, KINGS RIVER CONSERVATION DISTRICT, AND CONSOLIDATION IRRIGATION DISTRICT



*Peter D. Cohrs*  
**PRECISION**  
CIVIL ENGINEERING, INC.



SCALE: 1" = 400'

### LEGEND:

	RIGHT-OF-WAY
	SECTION LINE
	CITY OF SELMA LIMITS
	ANNEXATION LINE
	AREA TO BE ANNEXED TO THE CITY OF SELMA

**CITY MANAGER'S/STAFF'S REPORT  
CITY COUNCIL MEETING:**

October 19, 2015

---

---

---

**ITEM NO:** 3.

**SUBJECT:** Discussion and necessary action on proposed contract with Retail Strategies for Retail Recruitment.

---

---

**DISCUSSION:** During the October 5, 2015 Council Workshop, Mr. Joseph Fackel, Retail Strategies, LLC Senior Vice President provided a PowerPoint presentation regarding retail recruitment services for the City of Selma.

The proposal is for a three year period, and Retail Strategies has indicated that the expenditures would be as followed:

- Year One \$40,000;
- Year Two \$30,000;
- Year Three \$30,000

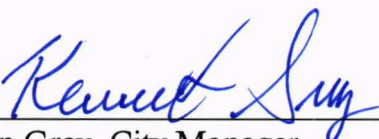
Staff has received a request from Mr. Larry Kosmont, President and CEO of Kosmont Realty Corporation, a similar vendor to address Council at an upcoming Council meeting. Kosmont Realty Corporations is recommended to the City by Mr. Cliff Tutelian as a preferred resource for retail development, marketing , and public/private financing mechanisms. Mr. Tutelian would like to discuss the possibility of sharing the costs for this work with the City of Selma at the time of Mr. Kosmont's presentation.

<b><u>COST:</u></b> (Enter cost of item to be purchased in box below)		<b><u>BUDGET IMPACT:</u></b> (Enter amount this non-budgeted item will impact this years' budget in box below – if budgeted, enter NONE).
<b><u>FUNDING:</u></b> (Enter the funding source for this item in box below – if fund exists, enter the balance in the fund).		<b><u>ON-GOING COST:</u></b> (Enter the amount that will need to be budgeted each year in box below – if one-time cost, enter NONE).
Funding Source:  Fund Balance:		

---

**RECOMMENDATION:**    Staff is requesting direction.

---

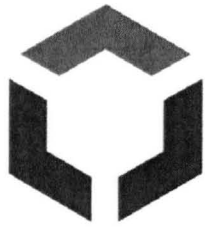
  
 Ken Grey, City Manager

10/14/2015  
 Date

---

We \_\_\_\_\_ and \_\_\_\_\_  
                     Ken Grey, City Manager                      Steve Yribarren, Financial Consultant

do hereby agree that the funding for the above is correct and that enough funds exist to cover the expenditure.



**Retail**  
STRATEGIES

RETAIL STRATEGIES PROPOSAL TO:

**City of Selma, CA**

RETAIL RECRUITMENT

Presented On: October 5, 2015

Pricing Valid Until: December 1, 2015

PREPARED BY:  
JOSEPH FACKEL  
SENIOR VICE PRESIDENT  
RETAIL STRATEGIES, LLC  
FORT WORTH, TX

October 19, 2015<sup>1</sup> Council Packet

**STRICTLY PRIVATE  
AND CONFIDENTIAL**  
18





# TABLE OF CONTENTS

1.0 Executive Summary and Firm Background	3
2.0 The Selma Team	4
3.0 Our Process and Service	6
4.0 Investment	19
5.0 Addendum A: Research Analysis and Approach	20
6.0 Addendum B: Team Bios	23
7.0 Addendum C: Optional Services	27

# Executive Summary

Retail attraction and retention is a primary goal for most communities across the country. In the past cities have spent valuable time and public funds to hire consultants for retail analysis, only to be left with research reports, a list of retailers, and limited guidance on the actual process of recruiting prospects to their community.

Robert Jolly and Mead Silsbee, retail brokers and developers in Birmingham, AL, saw the opportunity to take their knowledge of research and commercial real estate to develop a holistic approach to retail recruitment. Their vision is to provide a turnkey solution allowing communities' access to retail real estate professionals who develop and execute a tailored strategic plan on behalf of their community.

To meet that goal, Retail Strategies has grown to a team of 30+ highly motivated and skilled retail real estate professionals from a variety of backgrounds including marketing, research, analytics, sales, communication and commercial real estate. Retail Strategies has offices in Birmingham, AL and Fort Worth, TX Retail Strategies is working with more than 115 communities in 23 States.

This model is both strategic and comprehensive. By combining research, analysis, a Strategic Retail Recruitment Plan, marketing materials, conference representation, and pro-active retail recruitment, our firm has helped these communities define and execute against specific opportunities.

The World of Retail is a dynamic and evolving market. Due to the nature of our business, Retail Strategies plans are fluid and evolve as needed for success. The Strategic Retail Recruitment Plan is a dynamic document and provides the baseline for the partnership. The plan identifies the state of retail in the community today and our partnership goals in the short and long term.

Following the presentation of the Strategic Plan the Retail Strategies team goes to work on your behalf recruiting both the retailers, and developers, who will be interested, and more importantly, successful in your community, creating tangible results for your residents.

The following pages of this document further define and explain our processes.



# Team Description

## Our Difference

Our team of 30+ professionals is unrivalled within the industry. We are unique in that we assign dedicated professionals to execute against the opportunities within your markets. The team skillsets, along with their roles and responsibilities, complement each other to create the desired results within your markets. Team roles include a Vice President of Retail Recruitment, Account Executive, Client Manager, Senior Retail Recruitment Coordinator, Junior Retail Recruitment Coordinator, Marketing Assistants, and a Data and Research Analysis Professional.

## Our Commitment

We commit to our clients to:

- 1) Provide Progress Updates
  - ✓ Every call, email, face-to-face meeting, or trade show meeting is logged and recorded to the Retail Prospect list and uploaded to Basecamp each month for your review.
  - ✓ Interaction with the Client Manager, Retail Recruiters, and other members of your team will be ongoing and regular.
- 2) Perform Dynamically
  - ✓ Our team will react to the rapidly changing retail environment throughout the course of the engagement
  - ✓ Our focus is to daily identify newly announced expansions, closures, and relocations to position our clients appropriately.
  - ✓ On-Demand Reporting
- 3) Provide Answers
  - ✓ Provide feedback and direction on barriers to entry when retailers turn down a site
  - ✓ Provide feedback and direction for entrepreneurial opportunities
- 4) Your Success is Our Goal

## Selma Core Team

# Built for You

The Core Team consists of marketing, research, and real estate professionals who will work hand in hand with you to identify and achieve results. Our firm has carefully devised a structure that can be implemented in your community to provide tailored solutions to this unique engagement.

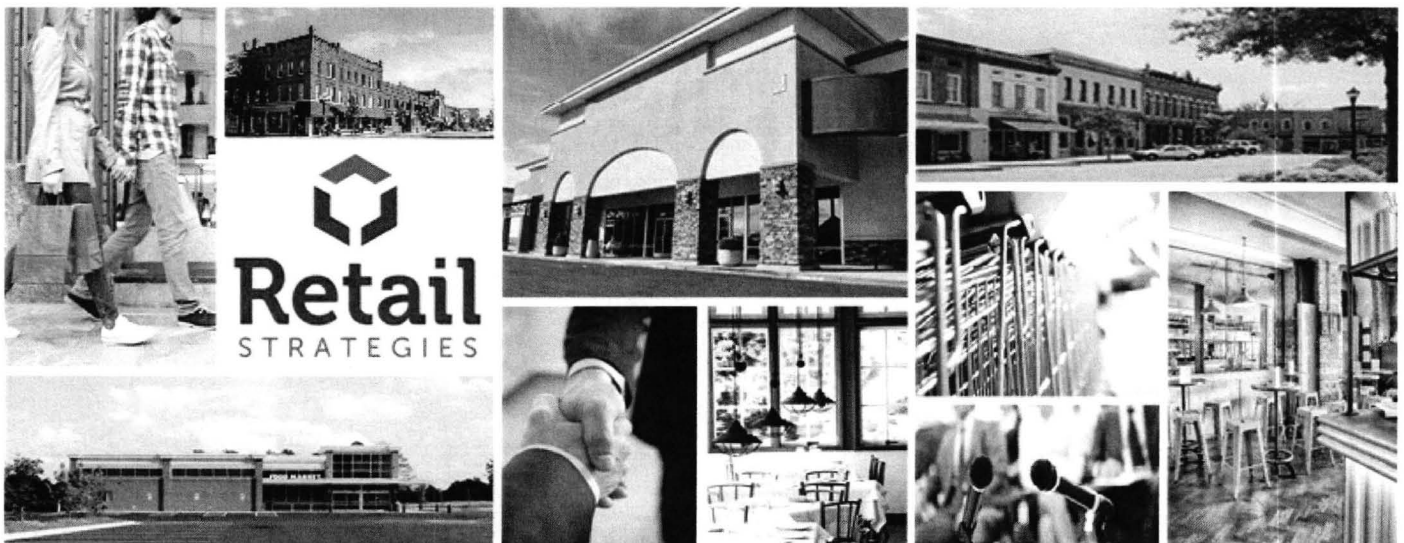
The Selma Core team consists of our three Principals, Executive VP of Retail Recruitment, Client Manager, Senior Retail Recruitment Coordinator, Account Executive, Marketing Assistants, and Research and Analytics Specialists. The responsibilities of your Core Team encompass all aspects of retail recruitment and the individuals working with Selma will each utilize their unique skill set to execute on behalf of the community.

## Retail Strategies Team

# Leverage

In addition to your Core Team, Retail Strategies puts connections made from a National perspective to work for your community. Investors, developers, and retailers are looking for the right sites Nationwide. We will get your market opportunities in front of the proper decision makers and make retail happen.

**“We Make Retail Happen”**



# Our Process

## **Research:**

- Identify Selma's Retail Trade Areas using political boundaries, drive times and radii and custom boundary geographies
- Perform Market & Retail GAP Analysis for each trade area (Leakage and Surplus)
- Provide Consumer Attitude and Behavior Analysis
- Conduct Retail Peer Market Analysis
- Competition analysis between the Selma market trade area(s) and surrounding competitive communities
- Cannibalization Analysis (Distance Tolerance) for all recommended retail prospects between nearest existing locations and Selma
- Tapestry Lifestyles – Psychographic Profile of Trade Area / Market Segmentation Analysis
- Thematic Mapping and Aerial Imagery by trade area
- Retail Competitor Mapping/Analysis
- Market Maximization Summary and Strategic Leasing Plan
- Analysis of future retail space requirements in relation to the retail market analysis, the market's growth potential and trends in the retail industry
- Identification of Retail Prospects to be targeted for recruitment
- Retailer Recruitment and Execution of the Retail Strategic Plan
- Updates on Retail Industry Trends
- Custom On-Demand Demographic Research – Historical, Current, and Projected Demographics – to include market trade areas by radius/drive-time, and custom trade areas associated with Selma

## **Boots on the Ground Analysis:**

- Identify/Evaluate/Catalog Priority Commercial Properties for Development, Re-development and higher and best use opportunities
- Identification of Priority Business Categories for Recruitment and/or Local Expansion
- Perform Competitive Analysis of Existing Shopping Centers and retail corridors

## **Retail Recruitment**

- Pro-Active Retail Recruitment
- ICSC Representation
- Monthly Updates

**Further Explanation and Examples to Follow.**

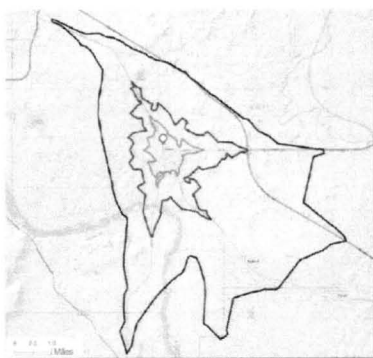
## Quantitative Research

# We Speak Retail

Our research solutions are not “one size fits all”. Each community, neighborhood, or retail trade area requires unique analysis based on numerous factors including natural boundary areas, retail tenant mix, travel times, radius areas, and existing sites/buildings. Our research focuses on identifying the data points that are most likely to influence the site location decisions of retailers. Speaking their language to provide realistic expansion opportunities. In addition, we provide thematic maps, aerial photos, asset maps, and customized reports by retail concept.

### market analysis: coweta

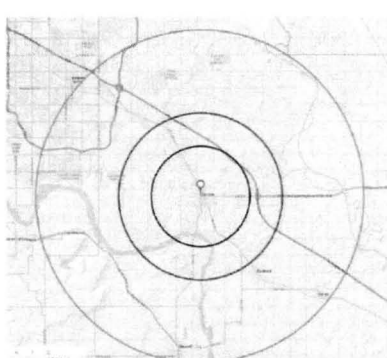
| Retail Strategies



Category	3 Minute Drive Time	5 Minute Drive Time	10 Minute Drive Time
Population 2014	4,339	7,219	14,710
Population 2019	4,463	7,414	15,403
Median Household Income 2014	\$42,313	\$45,109	\$52,907
Median Household Income 2019	\$48,920	\$51,233	\$57,834
Median Disposable Income 2014	\$38,422	\$37,836	\$42,902

### market analysis: coweta

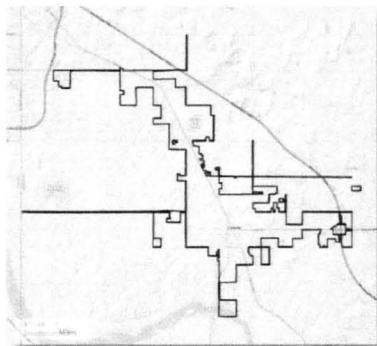
| Retail Strategies



Category	3 Mile Radius	5 Mile Radius	10 Mile Radius
Population 2014	10,102	16,086	70,797
Population 2019	10,450	16,790	74,952
Median Household Income 2014	\$50,689	\$54,034	\$59,543
Median Household Income 2019	\$54,946	\$59,275	\$67,318
Median Disposable Income 2014	\$40,709	\$44,051	\$50,143

### market analysis: coweta

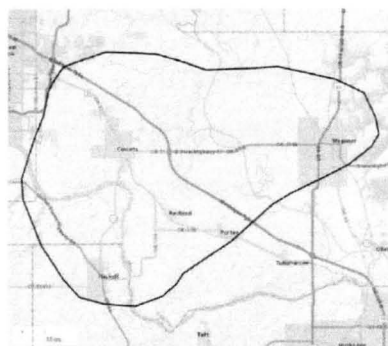
| Retail Strategies



Category	City Boundary
Population 2014	10,272
Population 2019	10,664
Median Household Income 2014	\$51,469
Median Household Income 2019	\$56,075
Median Disposable Income 2014	\$41,496

### market analysis: custom

| Retail Strategies



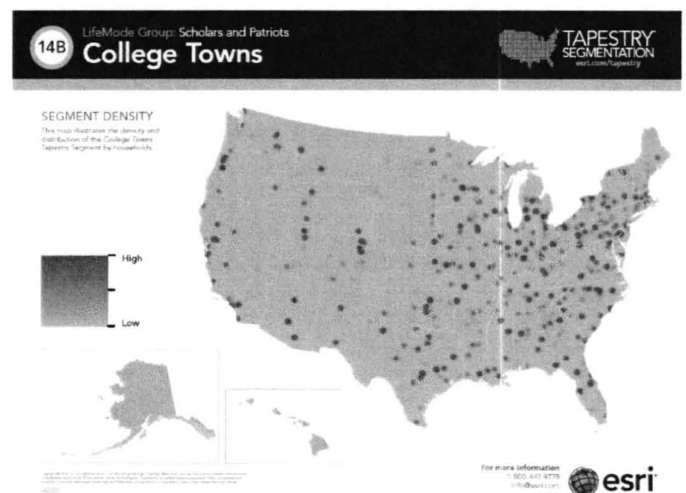
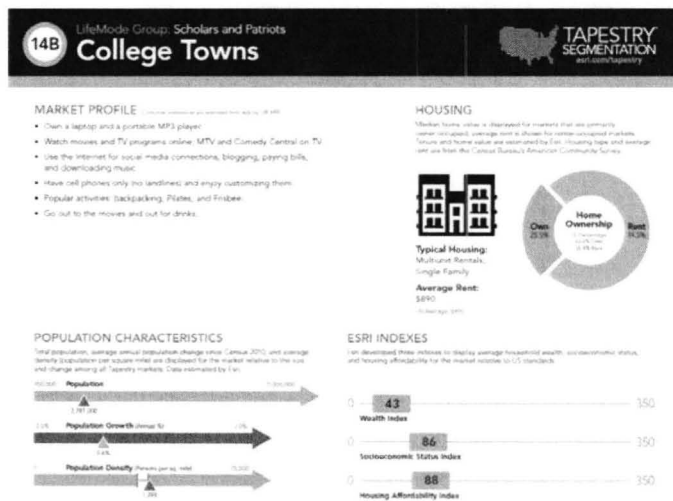
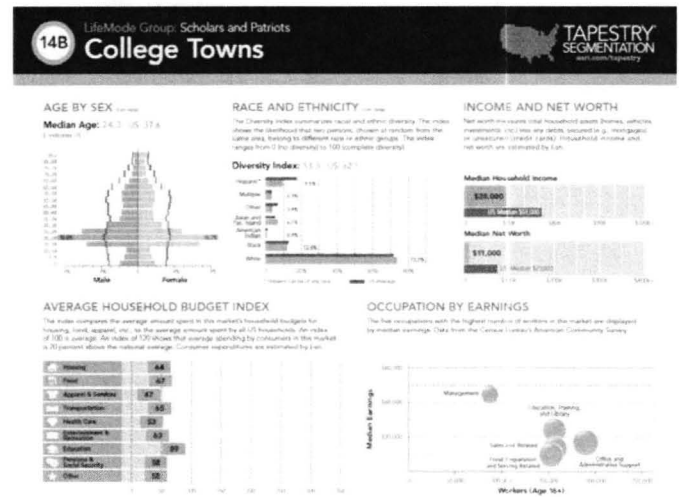
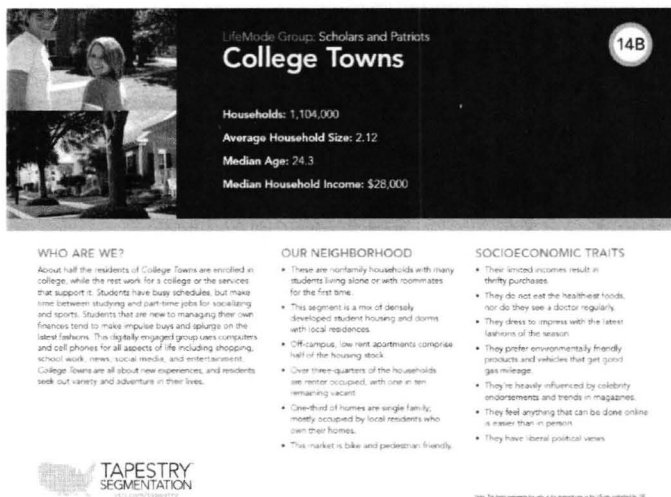
Category	Custom Trade Area (309.53 Square Miles)
Population 2014	39,330
Population 2019	41,134
Median Household Income 2014	\$51,823
Median Household Income 2019	\$57,756
Median Disposable Income 2014	\$41,821



## What is Tapestry?

Tapestry helps you understand your customers' lifestyle choices, what they buy, and how they spend their free time. Tapestry classifies US residential neighborhoods into 67 unique segments based on demographic and socioeconomic characteristics. That's how you get more insights so you can identify your best customers and underserved markets.

## "Identify Where the Desired Consumer is Located"



## GAP Analysis

### What is GAP Analysis?

The Retail GAP Analysis examines the quantitative aspect of the community's retail opportunities. It is a guide to understanding retail opportunities but it is not an analysis that indicates unconditional opportunities. The analysis is sometimes called "a leakage report" or "a supply and demand analysis" and can aid in the following:

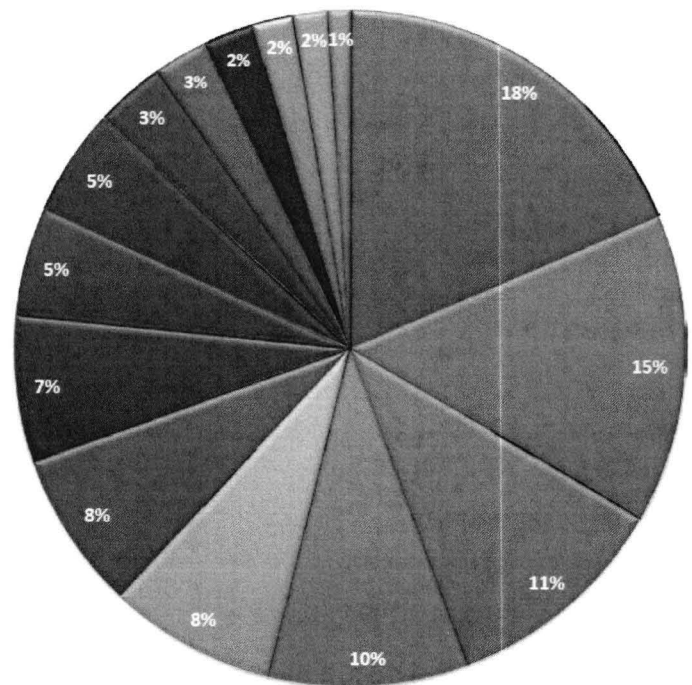
- Indicating how well the retail needs of local residents are being met
- Uncovering unmet demand and possible opportunities
- Understanding the strengths and weaknesses of the local retail sector
- Measuring the difference between actual and potential retail sales

## gap analysis

**Retail GAP Summary - Coweta OK**  
**Custom Retail Trade Area**

Retail Stores	Opportunity GAP
General Merchandise Stores	\$25,645,757
Supermarkets, Grocery Stores	\$20,515,468
Home Centers/Outdoor Power Equipment Stores	\$15,107,091
Pharmacies & Drug Stores	\$13,370,839
Full-Service Restaurants	\$11,225,960
Limited-Service Restaurants	\$10,440,421
Home Furnishing, Furniture, & Household Appliance Stores	\$9,754,442
Family Clothing Stores	\$7,205,458
Office Supplies, Stationery, Gift Stores	\$7,116,015
Sporting Goods Stores	\$4,650,165
Automotive Parts/Accessories	\$3,535,335
Health & Personal Care Stores	\$3,396,849
Women's Clothing Stores	\$2,720,538
Shoe Stores	\$2,287,086
Cosmetics, Beauty Supplies, Perfume Stores	\$1,537,731
<b>Total</b>	<b>\$138,509,155</b>

**Retail GAP Summary – Custom Trade Area**





## Consumer Expenditure, Attitudes, and Behaviors

### Your Market in Action

Our detailed consumer attitude, expenditures, and behavior data allows us to drill down to the consumer level and understand their preferences and likelihood to purchase products and services. Local retail businesses can use this data to better understand the product and service mix needed to grow their company and capture spending that may be leaving the immediate trade area.

### Over 1,000 Variables that Cover 95% of Household Spending



#### Health and Beauty Market Potential

City of Bixby, OK 3-5-10 Minute Drive Time  
Bixby, Oklahoma, United States  
Drive Time: 3 minute

Latitude: 35.94204  
Longitude: -95.88332

Demographic Summary		2014	2019
Population		2,523	2,848
Population 18+		1,862	2,124
Households		987	1,118
Median Household Income		\$38,090	\$44,900
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Typically spend 6+ hours exercising per week	363	19.5%	86
Typically spend 3-5 hours exercising per week	384	20.6%	95
Typically spend 1-2 hours exercising per week	371	19.9%	99
Exercise at home 2+ times per week	435	23.4%	82
Exercise at club 2+ times per week	185	9.9%	77
Exercise at other facility (not club) 2+ times/wk	134	7.2%	93
Own elliptical	57	3.1%	77
Own stationary bicycle	95	5.1%	91



#### Pets and Products Market Potential

City of Bixby, OK 3-5-10 Minute Drive Time  
Bixby, Oklahoma, United States  
Drive Time: 3 minute

Latitude: 35.94204  
Longitude: -95.88332

Demographic Summary		2014	2019
Population		2,523	2,848
Population 18+		1,862	2,124
Households		987	1,118
Median Household Income		\$38,090	\$44,900
		Expected Number of	
Product/Consumer Behavior	Households	Percent	MPI
HH owns any pet	567	57.4%	108
HH owns any bird	28	2.8%	101
HH owns any cat	282	28.6%	126
HH owns any dog	403	40.8%	103
HH owns 1 cat	153	15.5%	125
HH owns 2+ cats	129	13.1%	124

\*Additional Example Reports are Available Upon Request

## Peer Analysis

### What is Peer Analysis?

Retailers seek known variables and as a result tend to locate in similar communities and/or trade areas. By identifying these similar communities from a demographic and business scope, we can analyze those retailers who have shown a propensity to locate in these peer areas giving our team the ability to demonstrate why your market is a fit.

## peer analysis

| Retail Strategies

City	State	Population (2010)	Population (2014)	Population (2019)	Households (2014)	Average Household Income (2014)	Total Retail Expenditures (2014)
Spearfish	SD	10,526	10,814	11,155	4,884	\$59,518	\$102,724,537
Carroll	IA	10,103	10,203	10,487	4,413	\$58,514	\$91,244,335
Brownfield	TX	9,657	9,821	10,240	3,250	\$60,818	\$67,663,700
<b>Coweta</b>	<b>OK</b>	<b>9,384</b>	<b>9,573</b>	<b>10,049</b>	<b>3,636</b>	<b>\$59,049</b>	<b>\$75,468,198</b>
Grinnell	IA	9,378	9,415	9,491	3,677	\$60,129	\$77,263,404
Augusta	KS	9,274	9,326	9,596	3,790	\$58,142	\$78,123,801
Bacliff	TX	8,619	9,304	10,179	3,294	\$58,389	\$67,712,156
Perryton	TX	8,841	8,987	9,198	3,149	\$58,258	\$64,806,042
Fort Stockton	TX	8,368	8,439	8,668	3,049	\$60,209	\$64,195,628
Bernalillo	NM	8,320	8,372	8,778	3,088	\$59,480	\$64,209,649
Bloomfield	NM	8,112	8,078	8,283	2,930	\$58,458	\$60,536,935
Webster City	IA	8,070	8,064	8,089	3,485	\$58,363	\$72,025,610

**United**  
Supermarkets

**BEALLS**

**DQ**

**SONIC**  
America's Drive-In

**FAMILY DOLLAR**

**NAPA**

**O'Reilly**  
AUTO PARTS

**Long John Silver's**

**LONE STAR**  
Texas Grill

**Pizza Hut**

**Walgreens**  
The Pharmacy America Trusts

**ACE**  
The helpful place

**Sears**  
Hometown Store

**HIBBETT SPORTS**

**Denny's**

**DOLLAR GENERAL**

**Little Caesars**

**McDonald's**

**Arby's**

**TACO BELL**

**at&t**

**ALDI**

**DUNKIN' DONUTS**

**BURGER KING**

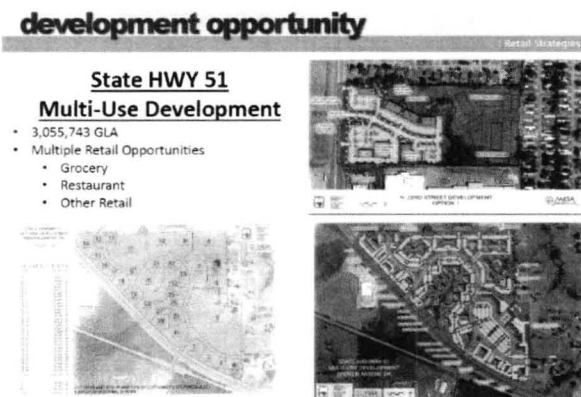
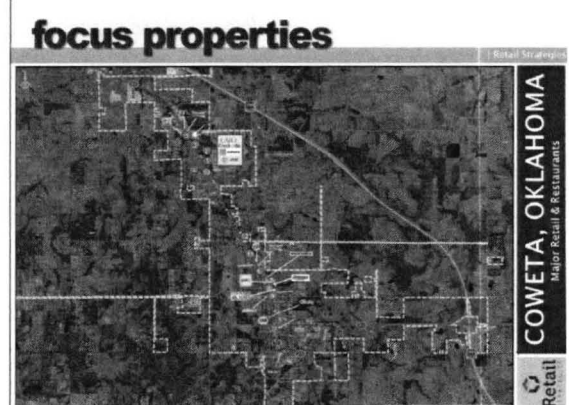


## Boots on the Ground Analysis ("BOG")

# What Does a Retailer See?

Purpose of this analysis is to:

- Identify/Evaluate/Catalog Priority Commercial Properties for Development, Re-development and higher and best use opportunities
- Identification of Priority Business Categories for Recruitment and/or Local Expansion
- Perform Competitive Analysis of Existing Shopping Centers and retail corridors



Number on Aerial	Name	Address	City	State
1	Land: North of Walmart	11091 S Highway 51	Coweta	OK
2	Land: Between Walmart and Shadow Center	11300 S Highway 51	Coweta	OK
3	Meadow Brook Center	11319 S Highway 51	Coweta	OK
4	Coweta Crossing	11359 S Highway 51	Coweta	OK
5	Land: North of Burger King	13449 S Highway 51	Coweta	OK
6	Land: North of Dollar General	13637 S Highway 51	Coweta	OK
7	Oak Grove Shopping Center	13765 S Highway 51	Coweta	OK
8	Country Mart	13937 S Highway 51	Coweta	OK
9	Vacant Building: South of Walgreens	14041 S Highway 51	Coweta	OK
10	Land: Next to Phillips 66	30453 S Highway 51	Coweta	OK
11	FTD Motors Building	13533 S Highway 51	Coweta	OK
12	Land	11399 S Highway 51	Coweta	OK
13	Land	S Highway 51 & N 23rd Street	Wagoner County	OK



## Basecamp

# What is Basecamp?

Basecamp is a document and project management solution to provide access to all project deliverables and real time updates to the appropriate community contacts. Basecamp is a two way project management solution allowing our clients the ability to upload information to the Retail Strategies team, set alerts, create to do lists, and much more.

The Client Manager for the Selma engagement will also upload any on demand research requests and updates of conversations with local property owners, commercial realtors and developers. All users designated by the City of Selma will receive Basecamp training from Retail Strategies staff through a web meeting.

## Communication is the Key to a Great Partnership

Back to Dashboard | Switch to a different project

Project Settings | My info | Sign out | HELP

### Choctaw Nation Oklahoma

Overview | Messages | To-Dos | Calendar | Writeboards | Time | Files

People & Permissions | Search

#### Project overview & activity

[New message](#) | [New to-do list](#) | [New event](#) | [New file](#)

MONDAY, 9 FEBRUARY 2015

- File PDF City of Poteau, OK (City Boundary) - Traffic Count Map.pdf Uploaded by Ford F.
- File PDF City of Atoka, OK (City Boundary) - Traffic Count Map.pdf Uploaded by Ford F.

MONDAY, 26 JANUARY 2015

- File XLS City of Atoka, OK 10-15-20 Minute Drive Time - (Claritas GAPS).xls Uploaded by Ford F.
- File XLS City of Atoka, OK 5-10-15 Mile Radius - (Claritas GAPS).xls Uploaded by Ford F.
- File XLS City of Poteau, OK 10-15-20 Minute Drive Time - (Claritas GAP).xls Uploaded by Ford F.
- File XLS City of Poteau, OK 5-10-15 Mile Radius - (Claritas GAP).xls Uploaded by Ford F.

TUESDAY, 9 SEPTEMBER 2014

- File PDF Poteau, OK Major Retail\_Sept14.pdf Uploaded by Ford F.
- File PDF Atoka, OK Major Retail\_Sept14.pdf Uploaded by Ford F.

MONDAY, 8 SEPTEMBER 2014

- File PDF City of Poteau, OK (10, 15, 20 Minute Drive Time) - Tapestry Segmentation.pdf Uploaded by Ford F.
- File PDF City of Poteau, OK (5, 10, 15 Mile Radius) - Tapestry Segmentation.pdf Uploaded by Ford F.
- File PDF City of Atoka, OK (10-15-20 Minute Drive Time) - Tapestry Segmentation.pdf Uploaded by Ford F.
- File PDF City of Atoka, OK (5, 10, 15 Mile Radius) - Tapestry Segmentation.pdf Uploaded by Ford F.
- File XLS City of Atoka (OK) - 15 Mile Radius - (Restaurant GAP).xls Uploaded by Ford F.
- File DOC Atoka, OK Research 360 - Restaurant Attitudes & Behaviors.docx Uploaded by Ford F.

### Retail STRATEGIES

Stay up to date on this project

- ☐ Turn on email updates to receive a daily digest notifying you of any to-do items or milestones that were added or completed in the last day.
- ☐ Project RSS feed (What's RSS?)

People on this project

#### Retail Strategies

- Matt Petro**  
You are currently signed in
- Jackie Bell**  
Latest activity 26 days ago
- Ford Fitts**  
Hasn't signed in recently
- Lauren Turriglio**  
Hasn't signed in recently
- Amanda Beshears**  
Hasn't signed in recently
- Chuck Branch**  
Hasn't signed in recently

## Development of the Strategic Retail Recruitment Plan

### Explanation of Opportunities. Action Plan Moving Forward.

#### Recruitment Strategy

Upon completing data analysis, the real estate analysis (BOG), and reviewing input from the client, the Retail Strategies team develops a Recruitment Strategy for the community. The Recruitment Strategy will identify both short-term and long-term recruitment objectives and goals.

#### Retail Prospects

The Retail Prospect List, includes targeted retail prospects for recruitment to Selma, and is based on the initial research and analysis (both quantitative and in-market). The Retail Prospect List is a dynamic document which is continuously updated based on real time conversations with both retailers and developers. As we represent Selma nationally, present opportunities within Selma to retailers and developers, and learn of newly announced retail expansion plans and concepts, the prospect list will be updated accordingly.

#### Recommendations for Site Locations for Retail/Restaurant Companies

Retail Strategies will work with the City to prioritize commercial properties that may be suitable sites to present to prospective new retailers. This will include maps, marked aerials, and all pertinent contact and site specific information relative to each site.

#### Monthly Update

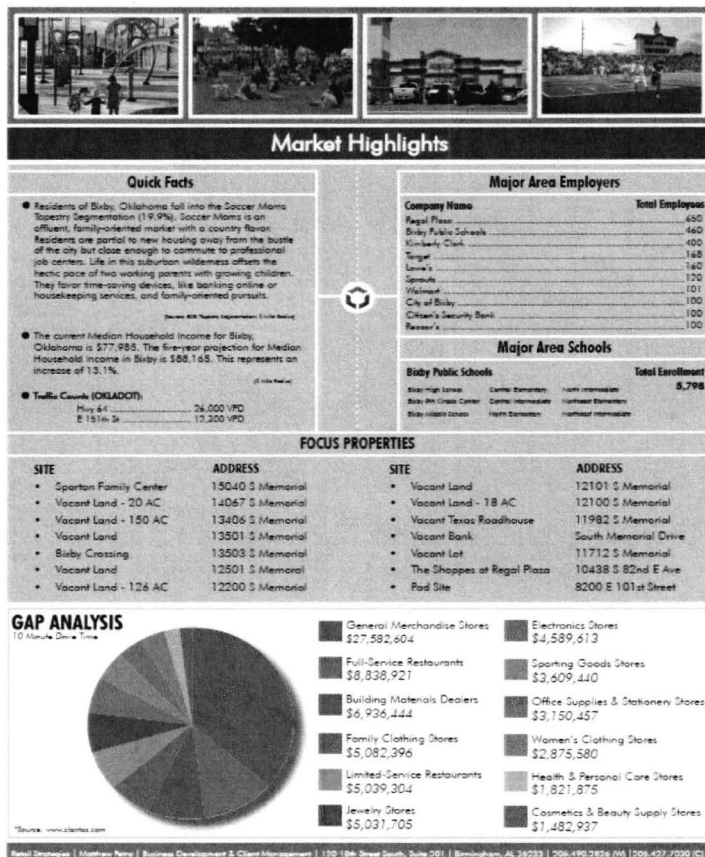
Through Basecamp, emails, and phone calls our team will keep the identified contacts updated relative to recruitment efforts and specific interaction with prospective retailers and developers interested in the Selma retail trade area.



## Marketing Materials

# Give Them What They Want

Marketing materials are an essential tool to recruiting retailers. Our team will build custom materials to attract retail to your community. We carefully craft the information within each Marketing piece to best represent the opportunities in the community, and show the decision makers the information the desire when looking at an expansion opportunity.



\*Other Example Marketing Guides Available Upon Request

## Execution of the Strategic Retail Recruitment Plan

# People and Connections Make the Difference

### Implementation

Upon completion and adaptation of the Strategic Retail Recruitment Plan, Retail Strategies puts its years of retail real estate experience – and a national network of retail, restaurant and developer contacts – to work on your behalf. Retail recruitment is a commercial real estate activity and, as such, requires all of the aforementioned elements in order to yield results. Retail Strategies will embark upon a sustained, aggressive recruitment campaign on behalf of Selma. We become an extension of the staff providing the focus, expertise, and relationships necessary to develop and execute a successful recruitment process.

### Portfolio Review

Due to the number of engaged cities we work with, we have retailers and developers who are aggressively expanding their market presence regionally and nationally and want to sit down with our team to discuss our portfolio. Our firm has a roster of developers who are looking to replicate previous developments in similar communities across appropriate geographic regions. Retail Strategies meets with these retailers and developers in a variety of settings – corporately, regionally, at ICSC functions or in their offices – to position opportunities across our engaged City portfolio down to the specific sites meeting their criteria. Extensive analysis and preparation prior to the Portfolio Review allow meetings to focus on deal making in addition to exchanging information. Retailers and developers have told us that this is the most productive use of their time and their preferred way to discuss opportunities and negotiate deals.



\*Full Team Bios Located in Addendum B and online at [www.retailstrategies.com](http://www.retailstrategies.com)

## National Representation

# How Do We Represent Clients?

In 2015 Retail Strategies will attend more than thirty (30) Retail Real Estate Conferences to represent our clients to developers and expanding retailers. After thorough preparation for each convention, our team sits down with decision makers with data, sites, and other creative tools to position your community to attract the right retailer.

## What is ICSC?

The International Council of Shopping Centers (ICSC) is the global trade association for the retail industry. ICSC helps both the public and private sector understand the market through educational programs, monthly publications, certification programs, and (most popular) Deal Making Conventions. The most well known and most attended is ICSC RECON which takes place annually in May in Las Vegas, NV. This year there are over 35,000 attendees and is the largest year on record. RECON is one of the largest opportunities for Retail Strategies to represent your community each year to expanding retail concepts. In addition, Regional Deal Making Shows are another great opportunity to meet with retail decision makers.

## Deal Making Space

Retail Strategies invests heavily each year to provide a leading platform for our Clients at retail conferences nationally. By having this platform, retailers, brokers, developers, and investors take notice and will connect with our team to discuss your community. In 2015 Retail Strategies will have over 5,000 sf of deal making space for our team to represent and our clients to utilize across the country at more than a dozen retail conferences.



LAS VEGAS	2015
NLW YORK CITY	2015
DALLAS	2015
ATLANTA	2015
CHICAGO	2015
ORLANDO	2015
OKLAHOMA CITY	2015
NEW ORLEANS	2016
CHARLOTTE	2016

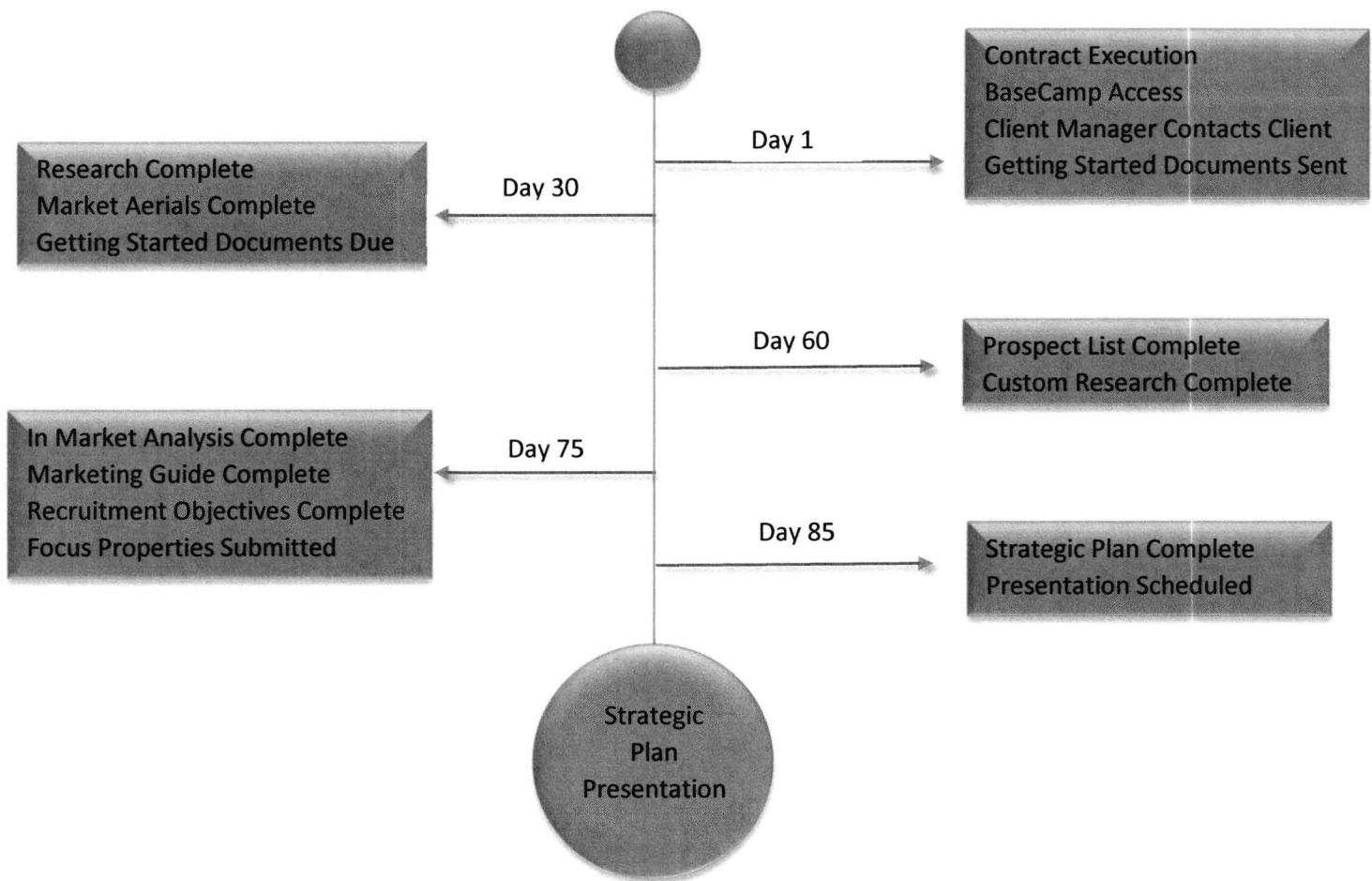




## Timeline

### On-Boarding Process

Following the execution of our agreement Retail Strategies begins immediately working to better understand and identify opportunities within the Selma market. The following diagram gives you a brief perspective on the completion dates for the materials that go in to the Strategic Retail Recruitment Plan.



# Investment

## Year 1

**\$50,000**

- Research – Quantitative and In-Market Assessment of Real Estate Assets
- Access to BaseCamp
- Development of the Strategic Retail Recruitment Plan
  - Recruitment Strategy for New Retail and Restaurant Companies
  - Provide Identification and Recommendation of Retail Prospects
  - Recommendation of Site Locations for Retail/Restaurant Concepts
  - Development of Marketing Materials
  - Call List and Recruitment Updates
- Execution of Strategic Recruitment Plan
  - Working with local property owners, developers and real estate professionals in order to facilitate retail growth, including On Demand Research/Analysis
  - Outreach to retail prospects with continuous updating of Retail Prospect List
  - Representation at national and regional retail real estate conferences

## Year 2 & 3

**\$30,000/\$25,000**

Retail Strategies, for year two and three of the engagement, will provide updated research and continue on-demand research reports/analysis.

- Updated quantitative research and on-demand research reports/analysis
- Updating of Strategic Retail Recruitment Plan
- Updating of Retail Prospect List
- Representation at national and regional retail real estate conferences
- Representation at national and regional retail real estate conferences



# Addendum A: Data Approach and Analysis

## DATA ANALYSIS METHODOLOGY AND APPROACH

Our research solutions are not a “one size fits all” or pre-formatted by an industry standard radius or drive-time area. Each City, neighborhood or retail trade area requires unique analysis based on numerous factors including natural boundary areas, current retail tenant mix, travel times, radius areas and existing sites/buildings. Our research focuses on identifying the data points that are most likely to influence the site location decisions of retailers. Once these data points are determined – we provide thematic maps, aerial photos, asset maps, and customized research reports by retail concept.

## PRIMARY DATA RESOURCES

**Census, AGS, and ESRI Demographics:** By incorporating demographic data from multiple sources, DDR is able to better understand the population, income and retail spending shifts taking place in the current economic environment.

**Business Location Data:** This location data is ideal for competitive analysis, understanding market opportunities and evaluating market dynamics. Sourced to D&B®, the world's most trusted source of sales and marketing solutions, all D&B information is powered by DUNSRight™, D&B's Quality Process which gives you the insight you need to identify and target prospects.

**Consumer Expenditures:** This data includes 18 reports and close to 1,000 variables that collectively cover almost 95% of household spending. Based on extensive modeling of the BLS Consumer Expenditure Survey, CEX provides reliable estimates of market demand and average household expenditures.

**Retail Potential:** This new tabulation utilizes the Census of Retail Trade tables which cross-tabulates store type by merchandise line. The Consumer Expenditure data was aggregated to the merchandise line classification and then distributed to each of the major store types.

**Tapestry Psychographic Segmentation:** Tapestry, an ESRI product, classifies US neighborhoods into 65 market segments based on socioeconomic and demographic factors, then consolidates them into LifeMode and Urbanization Groups.

## Additional Information and Sources for our Research:

- Census data from 1980 through 2010 (Census years), current year and 5 year projections. Data and reports are updated annually and across all identified retail trade areas for all client engagements.
- Most of our data providers use similar methodologies for creating estimates and projections – which is then impacted by methodologies for aggregating that data across block groups up to trade area boundaries.
- AGS demographics for current year and 5 year projections.

- ESRI demographics for current year and 5 year projections.
- Claritas demographics for current year and 5 year projections.
- We use the following additional datasets for segmentation analysis:
  - MOSAIC
  - Tapestry
- MRI's Consumer Behavior and Attitude data.
- Additional data from the Bureau of Economic Analysis, Census of Retail/Consumer Spending, and the Department of Labor.
- Multiple sources for our GAP Analysis supplemented by business databases and our boots on the ground market research.
- Crime stats directly from the FBI.
- IPEDS for analysis of 2 year and 4 year education institutions when needed to better understand the demographics of college students in a given market/trade area.
- We create geographies and maps down to areas as small as .5 mile radius or 1 minute travel times.
- We create custom retail trade areas by aggregating geography boundaries or hand drawing polygons.
- Our software solutions allow us to filter a retailer's locations to then match targeted sites within each engaged clients retail trade area(s).
- We use Regus software to create aeriels by City, retail trade area or development/redevelopment zones including locations of all existing retail. Regus also allows us to map identified development, redevelopment and higher and best use locations within targeted retail corridors.

#### Conduct Market Research

- Identify Selma's Retail Trade Areas

Retail Strategies will identify the appropriate radius, drive time and custom trade areas based on feedback from key community contacts, analysis of peer communities and through our onsite market visits

- Perform Market & Retail GAP Analysis

Once the Retail Trade Areas are identified, we begin the process of performing detailed demographic research, GAP/leakage analysis across all retail categories and household level consumer expenditure reviews to use as part of our pro-active outreach to retailers. Our Custom Demographic Research includes Historical, Current, and Projected Demographics from multiple sources

- Conduct Retail Peer Identification and Analysis

Retailers have a tendency to locate in similar communities and/or trade areas. By identifying communities similar to Selma markets from a demographic and business scope, we can analyze those retailers who have shown a propensity to locate in these peer areas.

- Provide Consumer Attitude and Behavior Analysis

Our detailed consumer attitude and behavior data allows us to drill down to the consumer level and understand their preferences and likelihood to purchase products and services. Local retail businesses can use this data to better understand the product and service mix needed to grow their company and capture spending that may be leaving the immediate trade area

- Identify/Evaluate/Catalog Available Commercial Properties and Development Opportunities

Understanding the real estate options within the market for development, redevelopment and higher and best use allows the Retail Strategies team to position specific properties to retail prospects. Our licensed real estate professionals drive the market and retail corridors within Selma to build a database of the available commercial properties

- Tapestry Lifestyles – Psychographic Profile of Trade Area / Market Segmentation Analysis

Retailers today know the psychographic profiles of their target consumer. Through Tapestry Lifestyles we are able to review 65 segmentation groups and match the consumer profile of Selma shoppers to prospective retailers. This data can also be critical to retailers regarding the types of product and service offered once the location decision has been reached

- Thematic Mapping and Aerial Imagery by trade area

Data visualization allows retailers to identify and target areas for expansion/relocation and the consumers that match their customer profile

# Addendum B: Team Bios



**JOSEPH FACKEL**  
**SENIOR VICE PRESIDENT**

Joe has been involved in Retail Consulting across the country for the past 11 years. Joe served as Senior Vice President at Buxton and managed hundreds of client engagements in that time with cities, economic development corporations and chambers of commerce. In his position at Retail Strategies, Joe will manage business development in the Southwest and Midwest, while overseeing the operation of the Retail Strategies Dallas office.

Joe has been a featured presenter at regional, national and international conferences in the retail and municipal space including the National League of Cities, Texas Municipal League, International City/County Management Association, National Brownfields Conference and the International Downtown Association.



**LAUREN TURRIGLIO**  
**CLIENT MANAGER**

Lauren joined Retail Strategies in 2014 with more than a decade of experience in marketing, events, and non-profit business management. She is a client manager for multiple municipalities throughout the country facilitating the recruitment of retail for her clients.

A native of Marietta, Georgia, Lauren now lives in Birmingham. She moved to Alabama in 2004 to begin her career after graduating from the University of Georgia with a bachelor's degree in Consumer Journalism with a concentration in Advertising.



**CLAY CRAFT**  
**RETAIL RECRUITMENT COORDINATOR**

Clay specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each City's trade area.

Clay graduated from Auburn University in 2010 with a Masters of Landscape Architecture. Clay and his wife Rachel moved to Birmingham in 2012. In his free time Clay enjoys scuba diving, mountain biking and being on the lake.



**WADE ROBINETT**  
**EXECUTIVE VICE PRESIDENT**

Wade will lead Retail Strategies execution of our clients' strategic plan and recruitment strategy as he oversees the team of Client Managers and Retail Recruiters engaged in each client City.

Prior to joining Retail Strategies, Wade spent twelve years at Colonial Properties Trust, a publicly traded REIT, where he specialized in new development project leasing. He was involved in all aspects related to new developments including site plan design, tenant strategy and leasing execution. Wade's project leasing experience has resulted in developing working relationships with a network of national brokers, developers and retailers. His experience also included ground up development and mixed used projects that incorporated retail, office and residential.

In addition, Wade managed the leasing team for 20 open air centers totaling over five million square feet in Texas, Tennessee, Florida, North Carolina, Alabama, and Georgia. He handled all communication with the asset managers and was responsible for overseeing all deal making. Wade's first ten years in the commercial real estate industry began at Colliers Keenan in South Carolina where he leased distressed shopping centers throughout the Southeast.



### **ROBERT JOLLY**

#### **PRINCIPAL**

Robert Jolly co-founded Retail Strategies in 2011 and since then has overseen development of numerous retail projects and has assisted some of the most well-known tenants in the United States with their expansion into new markets throughout the Southeast.

Robert brings years of experience with previous sales and management positions at Eason, Graham, and Sandner, Inc. and Black and Decker Corporation. He was the Birmingham Commercial Rookie of the Year in 1998, named one of the "Top 40 Under 40" in 2004, and "Who's Who of Commercial Real Estate" in 2005 and 2010.

Robert graduated from the University of Alabama majoring in marketing and English. He is a member of ICSC, a life member of the Birmingham Association of Realtors "Million Dollar Sales Club" and in 2008 earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute. Robert holds a broker's license in Alabama, Mississippi, Georgia, Florida, Tennessee, Louisiana, South Carolina and Oklahoma.



### **MEAD SILSBREE, III**

#### **PRINCIPAL**

Mead Silsbree co-founded Retail Strategies in 2011 and brings over a decade of real estate experience to the company. Most recently Mead worked on the retail team at Eason, Graham, and Sandner, Inc. in Birmingham, Alabama.

He previously held positions at Hamlet Homes and Intermountain Mortgage Company in Park City, Utah.

Mead graduated from the Randolph-Macon College in Ashland, Virginia where he earned a bachelor's degree in history and economics. In 2008, he earned the coveted Certified Commercial Investment Member (CCIM) designation from the Commercial Real Estate Investment Institute and is a member of the International Council of Shopping Centers (ICSC).



### **LACY BEASLEY**

#### **VICE PRESIDENT OF BUSINESS DEVELOPMENT**

Lacy serves as Vice President of Business Development. She has been involved in Retail Consulting across the Southeast for the past five years as the Municipality Consultant Director at The Shopping Center Group. Prior to her work with TSCG, Lacy was with the Dickson County Chamber of Commerce.

A graduate of Lipscomb University, she earned her double major in Marketing and Management. Lacy Beasley has served on the ICSC TN/KY Idea Exchange Committee, CCIM Economic Outlook Committee, and Economic Development Association of Alabama [EDAA] Retail Committee. She has spoken on retail trends and best practices in retail recruitment to the Tennessee Valley Authority, Alabama Certified Municipal Officials, Tennessee Economic Development Council, Tennessee League of Municipalities and other organizations.



**JOE STRAUSS**  
**RETAIL RECRUITMENT COORDINATOR**

Joe joined Retail Strategies in 2014 with a background in real estate. He specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each City's trade area.

Prior to joining Retail Strategies, Joe has been doing real estate since 2007 in Tuscaloosa, AL. Joe graduated from the University of Alabama with a bachelor's degree in Finance and a concentration in real estate. He was born and raised in Columbia, SC and in his spare time Joe enjoys going to the lake, playing golf, and making it back to Tuscaloosa to watch Alabama football.



**JORDAN WILLIAMS**  
**RETAIL RECRUITMENT COORDINATOR**

Jordan specializes in retail recruitment and focuses on the identification of companies to fill the product and service gaps within each City's trade area.

Jordan graduated from the University of Alabama at Birmingham with a bachelor's degree in Economics and a concentration in analysis and policy. In his spare time Jordan enjoys Auburn football, golf, basketball, and visits to the farm with his fiancé.



**LAURA MARINOS**  
**RESEARCH COORDINATOR**

As the Research Coordinator at Retail Strategies, Laura is responsible for all research and market analysis. Laura's primary responsibilities are creating marketing materials, maps, aerials and demographic reports. Laura also assist in database management, client communication, advanced research and the organization of all digital media.

Laura graduated from the University of Alabama at Birmingham in 2011 and earned a Bachelor of Science in Marketing. Laura is originally from Tuscaloosa, Alabama but moved to Birmingham in 2007.



**FORD FITTS**  
**RESEARCH ANALYST**

Ford is a member of the Retail Strategies team assisting in the research and retail recruitment efforts for municipal clients.

He works with business developers and client managers on creating trade areas and research reports for their clients. He brings research experience from working for a strategic advocacy firm in Washington D.C. that served political campaigns, non-profit organizations and corporate clients.

Ford graduated from the University of Alabama with a bachelor's degree in History.

*For a full list of our team members and their bio please visit: <http://www.retailstrategies.com/about-us/our-team/>*



# Addendum C: Optional Services

## Incentives Consulting

Retail development in today's market, while improving from the downturn which occurred in the 2008–2011 period, requires much cooperation from all parties involved. Many new retail development projects show how this mutual partnership between the retailers, developers and municipalities can result in WIN–WIN scenarios for all involved. Economic development partnerships between cities seeking retail, developers looking for new opportunities and retailers looking to grow in new markets which seemed a stretch in the past, are now happening thru this team effort.

In the past, when development economics didn't seem to make sense, developers and retailers chose to move on to the next opportunity. However, success is now being realized in communities previously overlooked due to the creative and economically feasible alternatives municipalities can bring to the table.

Today, we believe the municipality needs to have a "seat" at the table initially in all new or re-development projects in their community. By making the municipality a "partner" in the development discussion, opportunities for creative assistance to bridge economic gaps can become deal makers versus deal breakers.

Each municipality in each state differs in the capability and method for providing assistance. Many development agreement alternatives exist to "bridge the gap" and deal with funding shortfalls to create successful developments. Some of these include Development Agreements in which the municipality uses funds from reserves or bond issues to assist with site infrastructure or similar improvements (from which sales or property tax increases are used as repayment along with alternatives for developer guaranty obligations), sales tax incentives (typically thru revenue sharing in some fashion with the developer or retailer) or joint developments in which the City develops City-owned property such as parking facilities or other public infrastructure to help mitigate shortfalls in development funds.

Municipalities realize a positive return on investment by providing methods to create development in their communities – plus job growth, higher property taxes, a broader tenant mix and ultimately, additional tax revenues to fund quality of life projects throughout the community. Developers now have a better understanding of what options are available to turn previously economically difficult deals into new development projects. By creating a partnership with the municipality from the outset of a deal, more opportunities exist for new and exciting retail developments to occur.

**CITY MANAGER'S/STAFF'S REPORT  
CITY COUNCIL MEETING:**

October 19, 2015

---

---

**ITEM NO:** 4.

**SUBJECT:** Consideration and Necessary Action on Resolution Accepting Proposal of Gateway Engineering Inc. for Engineering Services for Survey, Engineering, and Construction Management Services for the Realignment and Widening of Floral Avenue West of Highway 99 Southbound Exit at Floral.

---

---

**DISCUSSION:** The City requested cost estimates for street/signalization improvements to Floral Avenue West of Highway 99 Southbound off ramp. Such improvements are required to facilitate future developments and will be funded via a Zone of Benefit.

The City Engineer, Gateway Engineering, Inc., has provided a proposal to perform all of the necessary work for the engineering services for survey, engineering and construction management services for the realignment and widening of Floral Avenue West of Highway 99 Southbound exit at Floral, Construction of a new traffic signal at the Walmart entrance, and modifications to the existing signal at the Highway 99 off ramp.

The City is not required to obtain competitive bidding for engineering or other similar professional work. The City Engineer, Gateway Engineering, Inc., is, by virtue of its status as the City Engineer, already in possession of much of the information necessary to complete the design and cost estimates required and likely capable of providing the work at a lower cost than other engineering firms. In addition, the City Engineer provides services according to an existing contract, and all that is required is the Council's authorization to accept the City Engineer's proposal for this work, a copy of which is attached to the proposed resolution providing for that approval. Retention of a different engineering firm to perform this work would require the making of a specific contract for that firm, the procurement of proof of insurance and other guarantees and agreements to indemnify the City. Those are not necessary for the City Engineer since those guarantees and indemnification agreements already exist.

Once the engineering services are finalized, the City would put the street improvements out to bid and move forward with the project when the required land and right of way acquisitions are obtained.

<b><u>COST:</u></b> (Enter cost of item to be purchased in box below)		<b><u>BUDGET IMPACT:</u></b> (Enter amount this non-budgeted item will impact this years' budget in box below – if budgeted, enter NONE).
\$59,000 plus time and materials		\$59,000 plus time and materials
<b><u>FUNDING:</u></b> (Enter the funding source for this item in box below – if fund exists, enter the balance in the fund).		<b><u>ON-GOING COST:</u></b> (Enter the amount that will need to be budgeted each year in box below – if one-time cost, enter NONE).
Funding Source Street and traffic Development Impact Fund 401 and Fund Balance: a Zone of Benefit  \$866,997.18- Fund 401		None

---

**RECOMMENDATION:**

Adopt Resolution Approving Proposal for Floral Avenue Improvements by Gateway Engineering, Inc.

---

  
Ken Grey, City Manager

10/14/2015  
Date

---

We \_\_\_\_\_ and \_\_\_\_\_  
Ken Grey, City Manager Steve Yribarren, Financial Consultant

do hereby agree that the funding for the above is correct and that enough funds exist to cover the expenditure.

**RESOLUTION NO. 2015 – R**

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SELMA  
APPROVING AND AUTHORIZING ACCEPTANCE OF A PROPOSAL FOR  
THE ENGINEERING SERVICES FOR THE REALIGNMENT  
AND WIDENING OF FLORAL AVENUE**

**WHEREAS**, Gateway Engineering, Inc. currently serves as the City Engineer for the City of Selma; and

**WHEREAS**, the City has determined that the realignment and widening of Floral Avenue is required to facilitate future development; and

**WHEREAS**, Gateway Engineering has proposed to perform the engineering services of the required improvements for a sum of \$59,000; and

**WHEREAS**, the preparation of engineering services for the Floral Avenue Improvements are a necessary prerequisite to facilitate future development.

**NOW, THEREFORE, BE IT RESOLVED AS FOLLOWS:**

1. The foregoing facts are true and correct.
2. The City Council hereby accepts and approves the attached October 13, 2015, proposal by Gateway Engineering, Inc. at the proposed fee and authorizes the performance of that work by Gateway Engineering and directs the payment of the fee of \$59,000 on presentation of the monthly invoices based upon estimated percentage of completion of the work.

The foregoing Resolution 2015- R, was approved at a regular meeting held on the 19<sup>th</sup> day of October, 2015, by the following vote, to wit:

AYES:	COUNCIL MEMBERS:
NOES:	COUNCIL MEMBERS:
ABSTAIN:	COUNCIL MEMBERS:
ABSENT:	COUNCIL MEMBERS:

ATTEST:

---

Scott Robertson  
Mayor

---

Reyna Rivera, City Clerk



# **GATEWAY**

## **ENGINEERING, INC.**

October 13, 2015

City of Selma  
1710 Tucker Street  
Selma, CA 93662

Subject: Proposal for Floral Avenue Improvements related to  
3100 Floral Development

Dear Ken:

Thank you for the opportunity to submit this proposal to provide engineering services for survey, engineering, and construction management services for to the realignment and widening of Floral Avenue west of the Highway 99 southbound exit at Floral, construction of a new traffic signal at the Walmart entrance, and modifications to the existing signal at the Highway 99 off ramp. Outlined below is a summary of our assumptions, our proposed scope of services, exclusions, schedule, and fee proposal:

### **Scope of Services**

- Perform topographic survey of project site.
- Acquire limited geotechnical data for use in designing roadway structural section.
- Prepare plans, specifications and cost estimates for design of signal and roadway improvements required by the subject development per the approved Geometric Approval Drawing.
- Coordinate design exceptions and permitting requirements with Caltrans.
- Prepare construction specifications
- Perform Construction staking
- Perform Construction inspection services

### **Exclusions**

The following are specifically excluded from our scope of services:

- Title reports
- Storm Water Pollution Prevention Plan by Contractor if required
- Bidding performed under City Engineering services.

### **Fee Proposal**

Gateway Engineering, Inc. proposes to perform the above referenced scope of services for fees broken down as follows:

• Project Survey	\$ 4,500
• Road Improvement Plans	\$ 16,000
• Right-of-way documentation	\$ 4,000
• Project Coordination	Time and Materials
• Preparation of Design Exceptions	Time and Materials
• New Signal Improvement Plans	\$ 13,750
• Existing Signal Modification Plans	\$ 7,250
• Signal Interconnect Plans	\$ 2,000
• Street Lighting Plans	\$ 1,500
• Project Specifications	\$ 6,000

- Geotechnical Investigation \$ 4,000
- Construction Staking Time and Materials
- Construction Inspection Time and Materials

We will invoice monthly based upon as estimated percentage of completion. Please do not hesitate to contact me if you have any questions or if additional information is required for your review.

Sincerely,

A handwritten signature in black ink, appearing to read "Daniel K. Bond". The signature is stylized with a large, looped "D" and a cursive "Bond".

Daniel K. Bond, PE  
RCE 57,133  
President



**CITY MANAGER'S/STAFF'S REPORT  
CITY COUNCIL MEETING:**

October 19, 2015

---

---

---

**ITEM NO:** 5.

**SUBJECT:** Consideration and necessary discussion on delegated landscape maintenance agreement for maintenance of State Highway in the City of Selma.

---

---

**DISCUSSION:** Staff has received numerous concerns regarding the weeds and dead plants near the freeway ramps and the lack of landscaping maintenance along State Route 99 in Selma.

In response to a letter issued by the Selma Ambassadors, Caltrans has provided a sample agreement from the City of McFarland for delegated landscape maintenance.

Staff has reviewed the agreement which includes – but not limited to maintaining the planting and irrigation systems, weeding, litter removal, pruning, applications of herbicide, associated traffic control and water bill payments for 34.6 acres of freeway landscape on State Route 99.

<b><u>COST:</u></b> (Enter cost of item to be purchased in box below)		<b><u>BUDGET IMPACT:</u></b> (Enter amount this non-budgeted item will impact this years' budget in box below – if budgeted, enter NONE).
<b><u>FUNDING:</u></b> (Enter the funding source for this item in box below – if fund exists, enter the balance in the fund).		<b><u>ON-GOING COST:</u></b> (Enter the amount that will need to be budgeted each year in box below – if one-time cost, enter NONE).
Funding Source:  Fund Balance:		

---

**RECOMMENDATION:**    Review the sample agreement and provide direction.

---

  
 Ken Grey, City Manager

10/14/2015  
 Date

---

We \_\_\_\_\_ and \_\_\_\_\_  
                     Ken Grey, City Manager                      Steve Yribarren, Financial Consultant

do hereby agree that the funding for the above is correct and that enough funds exist to cover the expenditure.

## Ken Grey

---

**From:** Liu, John Y@DOT <john.liu@dot.ca.gov>  
**Sent:** Thursday, October 08, 2015 2:51 AM  
**To:** Ken Grey  
**Subject:** FW: Caltrans letter received  
**Attachments:** McFarland Landscape 9-12-13.pdf

Ken,

We are looking at a payment of \$51,900 to the City annually if you are interested in taking over maintenance of the 34.6 acres of freeway landscape on State Route 99 within the City limits, which is from the south City limits and the northern end of the Floral Avenue/SR-43 interchange. The City would be responsible for all landscape activities including maintaining the irrigation system, pruning, weeding, applying herbicide, litter removal, and the associated traffic control and water payments. The agreement can be for as short as one year. If you are interested, we can have further discussions. I have attached an agreement that we have with the City of McFarland as an example.

**From:** Liu, John Y@DOT  
**Sent:** Tuesday, September 29, 2015 9:39 AM  
**To:** Ken Grey <Keng@cityofselma.com>  
**Subject:** RE: Caltrans letter received

Hi Ken. We will run the numbers and get back to you, but the amount will be in the \$15,000 to \$25,000 range for each mile of landscaped freeway per year, so it's not a lot of money. The responsibilities would include maintaining the plantings and irrigation systems, including applications of herbicide, weeding, and litter removal.

John Y. Liu, Deputy District Director  
Caltrans District 6 Maintenance and Operations  
(559) 488-4144  
Cell (559) 696-0249

# Ambassadors

September 9, 2015

RECEIVED

SEP 15 2015

Department of Transportation  
District 6  
Attention: SBE

Sharri Bender Ehlert, Director  
Caltrans District 6  
P. O. Box 12616  
Fresno, CA 93728-2616

C: JYL

Dear Sharri:

The Ambassadors serve as a public relations force for the City of Selma. Part of the responsibility is to monitor beautification in the community and give awards where applicable. The group has had numerous complaints about the on/off ramps to Freeway 99 in Selma. There are weeds growing, there are dead plants and it gives a negative representation of Selma. Due to the large amount of liability insurance limits required to do volunteer cleanup of roadways, the community can no longer assist Cal Trans with this duty.

As a group we work hard to make sure our community is presentable to visitors and residents alike. This area is one we have no control over so the only recourse we have is to send a letter to you about our concerns so hopefully some action will be taken. It is not expected that this maintenance would be completed weekly, but if someone could address these areas once a month it would be appreciated.

If you have questions and need to make contact with someone, please contact Kenneth Grey, City Manager at 559/891-2250 or e-mail him at keng@cityofselma.com. Thank you in advance for addressing this issue.

Sincerely,

*Jennifer Ehlert*  
*Hugh Adams*  
City of Selma Ambassadors

*Clinton Wees*  
*Diana Rossotti*  
*Marla Gray*  
*Pete Israelian*

Cc: Malcom Dougherty, Director (Caltrans.Director@dot.ca.gov)

**DEPARTMENT OF TRANSPORTATION****DISTRICT 6**

1352 WEST OLIVE AVENUE

P.O. BOX 12616

FRESNO, CA 93778-2616

PHONE (559) 488-4144

FAX (559) 488-4195

TTY 711

www.dot.ca.gov

**RECEIVED**

SEP 28 REC'D

2015

BY

CITY OF SELMA

*Serious drought.  
Help save water!*

September 24, 2015

Mr. Ken Grey  
Manager, City of Selma  
1710 Tucker Street  
Selma, CA 93662

Dear Mr. Grey:

This letter serves as a response to the letter we received from the Ambassadors dated September 9, 2015, regarding the landscape condition located near the on/off ramps to State Route 99 in Selma.

I understand your concern regarding the weeds and dead plants near the freeway ramps, which do not present an attractive gateway to the city; however many freeway ramps within the entire Metropolitan Fresno Area are suffering from lack of attention due to the following factors: shortage of staff, high volume of homeless campers in the freeway rights of way, and landscape staff being redirected to restore irrigation areas, which have been without water due to vandalism and metal theft. The drought has also required us to reduce the amount of watering, which has affected a large amount of landscape as well.

We are addressing some of the deficiencies by attempting to backfill the vacant landscape worker positions, but unfortunately the hiring process cannot be expedited. Even with our staff at full occupancy we will not be able to effectively maintain the many acres of new landscaping plus mileage of new freeways which were put in place by Measure C. However, the Maintenance Program of California Department of Transportation (Caltrans) is currently undergoing a review and adjustments may be made to staff, as well as resources, to better fit our needs.

In the letter, the Ambassador's requested for attention to landscaping at least once a month, which would not be possible with the amount of staff we have. Our crews are able to address freeway ramps once or twice in the spring and summer. Late rain can cause growth of unsightly weeds which creates additional effort; however, we do supplement our own staffing with the California Conservation Corps when possible.


Volunteer help is another method we use to supplement our staff. The Adopt-A-Highway Program allows vegetation control adoptions, which entails weeding and light pruning. Another option is for a one-time clean up requested by an individual or group through a consent letter, which is enclosed for your convenience.

Mr. Ken Grey  
September 24, 2015  
Page 2

There is a plan for our Maintenance staff to schedule another clean up in the upcoming weeks; however, this will not address the long term needs of landscaping. We would be willing to discuss a Delegated Maintenance Agreement with the City, whereby the City would take responsibility of maintaining the freeway landscaping for the amount we would expend if fully staffed.

If you have any further questions, please contact me at (559) 488-4144.

Sincerely,



JOHN Y. LIU  
Deputy District Director  
Maintenance and Operations

Enclosure

c: Malcolm Dougherty, Director



**CONSENT LETTER**

TR-0131 (REV. 07/2013)

Maintenance Stations' contact information can be found at: <http://www.dot.ca.gov/hq/row/wireless/maint/>

NAME OF APPLICANT AND/OR ORGANIZATION

BUSINESS ADDRESS

CITY/STATE/ZIP

BUSINESS TELEPHONE NUMBER

LOCATION OF WORK (COUNTY/RTE/PM, CROSS STREETS)

## DESCRIPTION OF WORK

- ☐ Litter removal
- ☐ Salvage spilled material
- ☐ Donated landscape materials
- ☐ Vegetation control (Weed control, mowing grass or brush/seedlings)
- ☐ Other (Describe) \_\_\_\_\_
- ☐ Removal of U.S. Forest Service's or Bureau of Land Management's minor forest products (firewood, posts, shakeboards, shake and shingle bolts, or split products, in quantities exceeding 20 cubic feet in volume, and burlwood or stumps in quantities of two or more)
- Estimated amount: \_\_\_\_\_
- ☐ Pine ☐ Cedar ☐ Fir ☐ Other \_\_\_\_\_

**SAFETY REQUIREMENTS FOR PARTICIPANTS**

- Do not work on the roadway or shoulders, on bridges, in tunnels or near railroad tracks.
- Do not cross freeway traffic lanes on foot. Use caution when crossing conventional highways. Use crosswalks and signals where available.
- Face oncoming traffic as you work and keep an eye on traffic. Be prepared to move quickly, if necessary.
- Discontinue work before dusk. Do not work when fog or other conditions reduce visibility for drivers.
- Do not work when roadway is wet or icy.
- Do not touch or remove materials which you suspect may be toxic or hazardous. Items to avoid include powders, chemicals, smelly substances, suspicious packages, chemical drums or containers, weapons, syringes or hypodermic needles, dead animals and broken glass. Notify the Department or law enforcement (California Highway Patrol, Sheriff, etc) of the location of weapons or suspected toxic substances immediately.
- Do not compact trash bags. Injuries from broken or jagged objects may occur.
- Wear hard hats, either ANSI Class II or III compliant vests, safety glasses or goggles and other personal safety equipments as advisable.
- Wear long pants and substantial leather shoes or boots with ankle support.
- Watch your footing and stay off steep slopes, drainage facilities or places from which you might fall.
- Do not use portable music devices that require the use of headphones or earbuds
- Do not run, throw objects or engage in horseplay or any other activity which may distract drivers.
- Do not consume alcoholic beverages or drugs before entering or while on the roadside.
- Be alert where snakes may be located. Also be alert for stinging insects and poisoning plants (e.g. poison oak).

**TERMS AND CONDITIONS**

- It is expressly understood that the work to be performed is to be undertaken by yourself, your organization or by volunteers acting for and on behalf of themselves, yourself and your organization, and that yourself, your organization and said volunteers are not and shall not be considered employees of the State of California, or of the Department of Transportation.
- The State of California and its officers and employees shall not be liable for any death, injury or property damage claims which arise from any activities which are the subject of this letter of consent that may have been reasonably prevented by you, your organization or those persons employed by or acting in your behalf. If any claims arise out of the foregoing, you shall defend, indemnify and save harmless the State of California and its officers and employees from same.
- This Consent Letter or a copy thereof shall be kept at the site of the work and must be shown to any representative of the Department of Transportation or law enforcement officer on demand. Work shall be suspended if a complete copy of this Consent Letter is not available at the job site.
- **All work shall be conducted in conformance with the above "Safety Requirements For Participants".**
- All work shall be conducted during daylight hours.
- All work shall be performed on the date(s) indicated below.
- Traffic control is prohibited.
- Work shall not be performed within 6 feet of traffic lanes, within center dividing strips, upon bridges, culverts, or structures of any kind unless specifically approved by the Department's Representative. An Encroachment Permit is required for all other proposed activities not covered by this Consent Letter.
- This Consent Letter is invalidated if the applicant has not obtained all permits necessary and required by law.

APPLICANT'S NAME

APPLICANT'S SIGNATURE

DATE

**FOR CALTRANS USE ONLY**

Permission is hereby granted to enter onto State Highway \_\_\_\_\_ to conduct a \_\_\_\_\_ day(s)\*\* \_\_\_\_\_

on \_\_\_\_\_, 20\_\_\_\_, subject to the terms and conditions.

**\*\* Approval by the Maintenance Area Superintendent is required for one day activities.****\*\* Approval by the Deputy District Director-Maintenance is required for multiple dates (maximum of 3 consecutive calendar days).**

DEPARTMENT REPRESENTATIVE'S NAME

TITLE

PHONE NUMBER

DEPARTMENT REPRESENTATIVE'S SIGNATURE

DATE

**ADA NOTICE**

For individuals with sensory disabilities, this document is available in alternate formats. For information call (916) 654-6410 or TDD (916) 654-3880 or write Records and Forms Management, 1120 N Street, MS-89, Sacramento, CA 95814.

**DELEGATED LANDSCAPE MAINTENANCE AGREEMENT  
FOR MAINTENANCE OF STATE HIGHWAY  
IN THE CITY OF McFARLAND**

THIS AGREEMENT is made effective this 12<sup>th</sup> day of September, 2013, by and between the State of California, acting by and through the Department of Transportation, hereinafter referred to as "STATE" and the City of McFarland; hereinafter referred to as "CITY" and collectively referred to as "PARTIES".

1. The PARTIES desire to provide that CITY perform particular maintenance functions on the State highways within the CITY as authorized in Section 130 of the Streets and Highways Code.
2. This Agreement shall supersede any previous agreement or amendments thereof with the CITY for maintenance of the portion of the State Highways CITY as identified in Exhibit A which is attached and made a part of this agreement.
3. The CITY will perform such maintenance work as is specifically delegated to it, on the identified State highway routes, or portions thereof, all as hereinafter described under this agreement and Exhibit "A". The Exhibit may be subsequently modified upon written consent of the PARTIES hereto acting by and through their authorized representatives. No formal amendment to this Agreement will be required.
4. The degree or extent of maintenance work to be performed, and the standards therefore, shall be in accordance with the provisions of Section 27 of the Streets and Highways Code and the then current edition of the State Maintenance Manual.
5. The functions and levels of maintenance service delegated to the CITY in the attached Exhibit "A", Delegation of Maintenance has been considered in setting authorized total dollar amounts. The CITY may perform additional work if desired, but the STATE will not reimburse the CITY for any work in excess of the authorized dollar limits established herein.

**NOW THEREFORE IT IS AGREED:**

6. The STATE will reimburse the CITY for the actual cost of all routine maintenance work performed by the CITY as delegated under Exhibit A to this Agreement. It is agreed that during any fiscal year, the maximum expenditure on any route shall not exceed the amount as shown in Exhibit A to this Agreement unless such expenditure is revised by an amended Agreement or otherwise adjusted or modified as hereinafter provided for.
  - 6.1. Upon written request by CITY the expenditure per route for routine maintenance work, as referred to in Exhibit "A", may be increased, decreased, redistributed between routes, or additional expenditures for specific projects may be made by STATE. However, such adjustments should be authorized in writing by the District Director or their authorized representative and accepted by in writing by CITY. Exhibit "A" need not be amended.

- 6.2. Additional expenditures or an adjustment of expenditures, once authorized shall apply only for the fiscal year designated therein and shall not be deemed to permanently modify or change the basic maximum expenditure per route as specified in Exhibit "A". An adjustment of any said maximum expenditure, either an increase or decrease, shall not affect other terms of the Agreement.
7. Exhibits "A" can be amended as necessary by written concurrence of PARTIES to reflect any future changes, deletion or additions or to ensure an equitable annual cost allocation.
8. The CITY will submit bills in a consistent periodic sequence (monthly, quarterly, semiannually, or annually). Bills for less than \$500 shall not be submitted more than once each quarter. Bills must be submitted promptly following the close of STATE's fiscal year on each June 30<sup>th</sup> and should be coded according to the Caltrans HM Program Code as outlined in this Agreement. Bills submitted for periods prior to the last fiscal year will be deemed waived and will not be honored.
9. Maintenance services provided by contract or on a unit-rate basis with overhead costs included shall not have these above-mentioned charges added again. An actual handling charge by the CITY for the direct cost of processing this type of bill will be allowed.

#### 10. LEGAL RELATIONS AND RESPONSIBILITIES

- 10.1. Nothing in the provisions of this Agreement is intended to create duties or obligations to or rights in third parties not PARTIES to this contract or to affect the legal liability of either PARTY to the contract by imposing any standard of care respecting the maintenance of State highways different from the standard of care imposed by law.
- 10.2. Neither STATE nor any officer or employee thereof is responsible for any injury, damage or liability occurring by reason of anything done or omitted to be done by CITY under or in connection with any work, authority or jurisdiction conferred upon CITY under this Agreement. It is understood and agreed that CITY will fully defend, indemnify, and save harmless STATE and all its officers and employees from all claims, suits, or actions of every name, kind and description brought forth under, including, but not limited to, tortuous, contractual, inverse condemnation or other theories or assertions of liability occurring by reason of anything done or omitted to be done by CITY under this Agreement.
- 10.3. Neither CITY nor any officer or employee thereof is responsible for any injury, damage or liability occurring by reason of anything done or omitted to be done by STATE, under or in connection with any work, authority or jurisdiction conferred upon STATE under this Agreement. It is understood and agreed that STATE will fully defend, indemnify, and save harmless CITY and all its officers and employees from all claims, suits, or actions of every name, kind and description brought forth under, including, but not limited to, tortuous, contractual, inverse

condemnation or other theories or assertions of liability occurring by reason of anything done or omitted to be done by STATE under this Agreement.

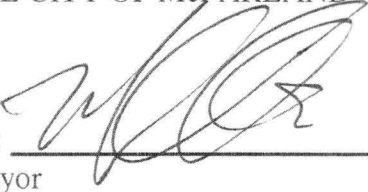
#### 11. PREVAILING WAGES:

- 11.1. Labor Code Compliance- If the work performed on this Project is done under contract and falls within the Labor Code section 1720(a)(1) definition of a "public work" in that it is construction, alteration, demolition, installation, or repair; or maintenance work under Labor Code section 1771. CITY must conform to the provisions of Labor Code sections 1720 through 1815, and all applicable provisions of California Code of Regulations found in Title 8, Chapter 8, Subchapter 3, and Articles 1-7. CITY agrees to include prevailing wage requirements in its contracts for public work. Work performed by CITY'S own forces is exempt from the Labor Code's Prevailing Wage requirements.
- 11.2. Prevailing Wage Requirements in Subcontracts - CITY shall require its contractors to include prevailing wage requirements in all subcontracts funded by this Agreement when the work to be performed by the subcontractor is a "public work" as defined in Labor Code Section 1720(a)(1) and Labor Code Section 1771. Subcontracts shall include all prevailing wage requirements set forth in CITY's contracts.
12. SELF-INSURED - CITY is self insured. CITY agrees to deliver evidence of self-insured coverage in a form satisfactory to STATE, along with a signed copy of the Agreement.
13. STATE costs and expenses assumed under the terms of this Agreement are conditioned upon the passage of the annual State of California Budget by the Legislature, the allocation of funding by the California Transportation Commission as appropriate, and the encumbrance of funding to the District Office of STATE to pay the billing by CITY.
14. TERMINATION – This Agreement may be terminated by either party upon ten (10) days prior written notice to the other. This Agreement may also be terminated by timely mutual written consent by PARTIES, and CITY's failure to comply with the provisions of this Agreement may be grounds for a Notice of Termination by STATE.
15. TERM OF AGREEMENT - This Agreement shall become effective on the date first shown on its face sheet and shall remain in full force and effect until amended or terminated at any time upon mutual consent of the PARTIES or until terminated by STATE for cause.

PARTIES are empowered by Streets and Highways Code section 114 and 130 to enter into this Agreement and have delegated to the undersigned the authority to execute this Agreement on behalf of the respective agencies and covenants to have followed all the necessary legal requirements to validly execute this Agreement.

IN WITNESS WHEREOF, PARTIES hereto have set their hands and seals the day and year first above written.

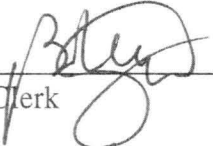
THE CITY OF McFARLAND

By:   
Mayor

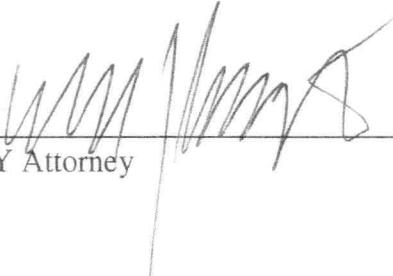
STATE OF CALIFORNIA  
DEPARTMENT OF TRANSPORTATION

MALCOLM DOUGHERTY  
Director of Transportation

ATTEST:

By:   
CITY Clerk

By:   
Deputy District Director  
Maintenance District

By:   
CITY Attorney

As to Form and Procedure:  
By: \_\_\_\_\_  
Legal Attorney  
Department of Transportation

EXHIBIT "A" – Page 1

DELEGATION OF MAINTENANCE

The specific maintenance function indicted below is hereby delegated to the CITY. This delegation of maintenance function set forth herein does not include the control and maintenance areas and functions, which rest with the CITY under the terms of executed Freeway Agreements and/or Freeway Maintenance Agreements.

Route No.	Length Miles	Description of Routing	Program Delegated	Maximum Annual Authorized Expenditure
99	1.52	Taylor Avenue to Elmo Highway (PM 48.88/50.29)	HM2E	\$25,000

**TOTAL AUTHORIZED EXPENDITURE: \$25,000**

MAINTENANCE FUNCTION DESCRIPTION

**HM2E - LANDSCAPING** – The City will be responsible for all landscape maintenance to include but not limited to: Provide for watering, fertilizing, removal of dead shrubs, control of weeds in planted areas, and litter pick up and removal. This includes trimming of trees and shrubs following ANSI A300 Pruning Standards. Removal of live trees and shrubs is not allowed without written authorization from Caltrans. Work on the existing irrigation system is limited to basic repairs and routine maintenance. Before any pesticide application is made, the City will provide a Pesticide Recommendation issued by a licensed California Pest Control Advisor. Pesticide applications will be limited to products listed on the Caltrans approved products lists (See Caltrans Approved Chemical and Adjuvant Lists). Replacement of dead or missing plants, shrubs, and trees will be approved in advance by the Caltrans Supervisor and must conform to Caltrans Standard Plans for the placement of landscape materials. City is also responsible for any traffic control required to perform said maintenance. Traffic control shall be performed by a licensed traffic control company or organization (C31 License). All traffic control will be approved by the Caltrans District 6 District Traffic Manager.



## DAILY JOBS REPORT

Act Descrip	All Parks	Alleys	LLMD #1	LLMD #2	LLMD #5	City Hall	Corp Yard	Downtown	Home	Art Center	Senior Center	City Hall Annex	Streets	Nebraska Pond	Sidewalks	Fire Dept	Other	Industrial Park	Brentlinger Pk	Pocket Park	Islands	Lincoln Pk	Police Dept	Shafer Park	Signs	Salazar	Peter Ringo	Medians	Berry Pk	Total Of Hours
Cleaning (outside)	21			0.5	1.5	0.5	2	13					1	3					5		16.5	2		10		2	5	30	3.25	116.25
Custodial Work	2					5.5	2.5				6.5											6								22.5
Electrical work						1.5	1			1																				3.5
Flags/Banners/Decor/etc.							0.5						3																	3.5
Grading																					3									3
Graffiti						0.5													0.75					2				0.25		3.5
Hauling/Loading								0.5									1.5	1		1	2									6
Landscaping								9													2						1			12
Mechanical							1																							1
Mowing/Renovating				0.5	1	0.5		2											1	1										6
New Construction								18								11	2	2			8.5									41.5
Painting													29		24.5															53.5
Removal		2	2																											4
Repairing								6.5			2	2					0.5				1			1	1					14
Sweeping													11																	11
Vacation Leave									18.75																					18.75
<b>TOTAL</b>	<b>23</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>2.5</b>	<b>8.5</b>	<b>7</b>	<b>49</b>	<b>18.75</b>	<b>1</b>	<b>8.5</b>	<b>2</b>	<b>44</b>	<b>3</b>	<b>24.5</b>	<b>11</b>	<b>4</b>	<b>3</b>	<b>6.75</b>	<b>2</b>	<b>33</b>	<b>2</b>	<b>6</b>	<b>10</b>	<b>3</b>	<b>3</b>	<b>5</b>	<b>31</b>	<b>3.5</b>	<b>320</b>

## LLMD WEEKLY REPORT

Job Date	LLMD #1	LLMD #2	LLMD #5	Total Of Hours
9/29/2015	2			2
10/1/2015			2.5	2.5
10/2/2015		1		1
<b>TOTAL</b>	<b>2</b>	<b>1</b>	<b>2.5</b>	<b>5.5</b>

## WORK ORDER REQUESTS REPORT

Request Date	Administration	Business	Citizen	Code Enforcement	Community Development	Community Service	Fire	PD	TOTAL
9/28/2015	1						2		3
9/29/2015	2	1						1	4
9/30/2015	3				1				4
10/1/2015	1		1	1					3
10/2/2015		1				2		1	4
<b>TOTAL</b>	<b>7</b>	<b>2</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>18</b>

**PUBLIC WORKS WEEKLY REPORT FOR 10/04/15 TO 10/10/15**

DAILY JOBS REPORT																																							
Act Descrip	All Parks	Basin	LLMD #1	LLMD #2	LLMD #3	LLMD #4	LLMD #6	LLMD #7	LLMD #8	LLMD #11	Downtown	Home	Senior Center	Streets	Nebraska Pond	Sidewalks	Fire Dept	Other	Industrial Park	Brentlinger Pk	Right-of-way	Islands	Lincoln Pk	Police Dept	Shafer Park	Signs	Salazar	Peter Ringo	Pioneer Village	Berry Pk	Signals	St Lights	Pump Stations	Ditch banks	Corp Yard	City Hall	Alleys	Total Of Hours	
Asphalt Work														2																									2
Cleaning (outside)	19.5	4.5	9.5	19	4	1	2.5	3	2.5	5.5	9.5					2				3	1	9.5	1		5					1.5			1	7		1		112	
Custodial Work	2												5.5											5											3	5.5		20.5	
Electrical work																																1						1	
Flags/Banners/Decor/etc.																																				1.5		1.5	
Graffiti																				1					0.5	0.5												2	
Hauling/Loading														0.5				3.5	1					0.5	1									1			7.5		
Mechanical																			6															1			0.5		
Meetings																																				6.5		12.5	
Mowing/Renovating		1	2.5	1.5		1		1	1						2	0.5				6.5		4	1.5		7.5			2	1		1.5			1				35	
New Construction											8.5																											8.5	
Removal																						13.5																13.5	
Repairing			1.5	4				1.5	2.5		1		1.5	2.5								1.5				1			3	5		1					4	30	
Sick Leave												23																											23
Sweeping														31.5																									31.5
Vacation Leave												18						1																					19
TOTAL	21.5	5.5	13.5	24.5	4	2	2.5	5.5	6	5.5	19	41	7	36.5	2	2	0.5	10.5	1	10.5	1	28.5	2.5	5.5	14	1.5	2	4	5	3	1	1	1	7	4	14.5	4	320	

LLMD WEEKLY REPORT									
Job Date	LLMD #1	LLMD #2	LLMD #3	LLMD #4	LLMD #6	LLMD #7	LLMD #8	LLMD #11	Total Of Hours
10/5/2015	8	5		2		2	2		19
10/6/2015	5	4			0.5	1.5	2.5	4.5	18
10/7/2015	0.5	4.5	4		2	2	1.5	1	15.5
10/8/2015		11							11
<b>TOTAL</b>	<b>13.5</b>	<b>24.5</b>	<b>4</b>	<b>2</b>	<b>2.5</b>	<b>5.5</b>	<b>6</b>	<b>5.5</b>	<b>63.5</b>

WORK ORDER REQUESTS REPORT								
Request Date	Administration	Business	Chamber	Citizen	Community Service	Finance	PD	Public Works
10/5/2015			1	2	1		1	
10/6/2015				1				
10/8/2015	1			1			2	1
10/9/2015	1	2				1		2
<b>TOTAL</b>	<b>2</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>1</b>	<b>1</b>	<b>3</b>	<b>3</b>



# Selma Police Department

## POLICE DEPARTMENT BI-WEEKLY COUNCIL UPDATE (10/2 – 10/14/15)

### Crime Trends

- Current crime data for the last 14-day period indicates another 20% drop in violent crime, fueled by a 50% drop in Domestic Violence over this period. Property crimes were also down by 8%, with reductions in burglary, in larceny, and vehicle burglary.

### Significant Calls for Service

- 10-2-15. Officers arrested 5 subjects for outstanding warrants. The ACT team arrested two subjects and the U. S. Marshalls Apprehension Team arrested one. They were transported to Fresno County Jail by the county transport unit.
- 10-7-15. SHOTS FIRED Intersection of Hillcrest St. and McKenna St. Officer Pearce was dispatched to the location based on two 911 calls reporting 3 – 4 shots fired in the area with one of the callers hearing a vehicle leaving the area at a high rate of speed. On arrival Pearce located five .380 cal. spent shell casings in the intersection. A Safety Check was made of the residences in the area and all reported no problems and no signs of damages from the bullets fired and no eye witnesses located.
- 10-9-15. At approx. 2am, while Officers were in the area of Thompson Ave/Huntsman St (4) gun shots were heard from the area of the 2500-2600 block of Oak St and on north. Officers responded to the exit areas of that location and encountered a vehicle leaving the area. A vehicle stop was conducted and while the Officer was contacting the driver a blue bandana was observed on the steering column, signifying the Sureno gang colors. Once assisting officers arrived the subjects were removed from the vehicle. At this time, Officers noticed that there was a Smith & Wesson revolver on the right rear seat where a juvenile was sitting. The weapon was found to have (4) spent shell casings and (2) live rounds. All subjects were taken to Selma PD for further investigation. Subjects within the vehicle stated the shooter acted alone and they were not aware of what he was going to do. He was taken into custody for PC29610 (Minor in Possession of a firearm), PC29650 (Minor in possession of Live Ammo), PC186.22(a) (Participate in Criminal Street Gang), PC246.3(a) (Willfully discharge of firearm). All others were released to their guardians.

### Personnel

- One (1) officer one (1) sergeant remain off work due to industrial injuries.

### Special Events

- The final event of the 2015 Bringing Broken Neighborhoods Back to Life Season was held on Saturday, October 3<sup>rd</sup>, in collaboration with Friendship Baptist church in the 2600 block of Shaft Avenue. Attendance for the event exceeded 500 people and was a great success.



## Council report 10-19-2015



- Selma Fire Department's week long training was a great success. Our command staff was certified in the use of the prop and will begin to train our employees, along with other departments. We have already been contacted by others asking to see our prop it's leading edge firefighting training.
- Engineer Deborah Rowe will return to light duty after being off from surgery. She will be conducting inspections for the next 4-6 weeks.
- Selma Fire department will begin the next round of EMT classes; we have nearly 40 students signed up. The class is 6 months long and will be taught every Tuesday and Thursday night.
- We will begin working with Finance on the next round of the GEMT project for reimbursement. This is a very involved process. This is the Ground Emergency Medical Transport reimbursement for Medi- Cal patients. Along with this we have submitted the IGT program (Intergovernmental transfer) for reimbursement of Medi-Cal Blue Cross and Calviva.

## **Incident by Incident Type With Detail**

**From 9/1/2015 to 10/12/2015**

### **Fire**

- 4 Building fire
- 1 Trash or rubbish fire, contained
- 4 Passenger vehicle fire
- 1 Forest, woods or wildland fire
- 1 Brush, or brush and grass mixture fire
- 13 Grass fire
- 1 Outside rubbish fire, other
- 2 Outside rubbish, trash or waste fire
- 1 Dumpster or other outside trash receptacle fire
- 1 Special outside fire, other
- 1 Utility Power Pole Fire
- 1 Outside equipment fire

**Total Fire: 31**

### **EMS/Rescue**

- 6 EMS call - Cancelled at scene
- 1 EMS call, Public Assist
- 141 Engine only medical aid
- 7 Vehicle accident with injuries
- 1 Motor vehicle/pedestrian accident (MV Ped)
- 3 Motor vehicle accident with no injuries

**Total EMS/Rescue: 159**

### **Hazardous Condition**

- 1 Gas leak (natural gas or LPG)
- 1 Toxic condition, other

### **Service Call**

- 1 Assist police or other governmental agency

**Total Service Call: 0 1**

### **Good Intent**

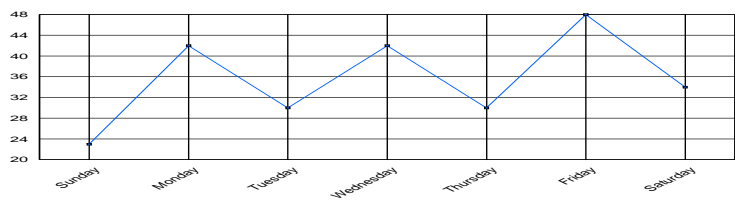
- 1 Good intent call, other 1
- 23 Dispatched & cancelled en route
- 9 EMS: Dispatched & cancelled en route
- 1 No incident found on arrival at dispatch address 1
- 6 Smoke scare, odor of smoke 6
- 1 Steam, vapor, fog or dust thought to be smoke 1

**Total Good Intent: 9 41**

### **False Call**

- 2 False Alarm Commercial/ Business 2
- 9 False Alarm Residential 9
- 3 False Alarm School 3

**Incidents by Day of Week**



**News:**

Firefighter Gerald Reeser was married on October 10, 2015



The ceremony was held at the Sikh Temple in Selma. The fire department was there to celebrate with him, this was a very colorful event and we had a great time meeting new friends.