

TO THE MEMBERS OF THE CITY COUNCIL FOR THE CITY OF STANTON AND TO THE CITY CLERK:

NOTICE IS HEREBY GIVEN that a Special Meeting of the City Council for the City of Stanton is hereby called by the Mayor, to be held on November 14, 2017, commencing at 5:00 p.m. at 7800 Katella Avenue, Stanton, CA 90680.

The Agenda for the Special Meeting is attached to this Notice and Call.

Dated: November 9, 2017

s/ Patricia A. Vazquez, City Clerk

IN COMPLIANCE WITH THE AMERICANS WITH DISABILITIES ACT, IF YOU NEED SPECIAL ASSISTANCE TO PARTICIPATE IN THIS MEETING, PLEASE CONTACT THE OFFICE OF THE CITY CLERK AT (714) 890-4245. NOTIFICATION BY 48 HOURS PRIOR TO THE MEETING WILL ENABLE THE CITY TO MAKE REASONABLE ARRANGEMENTS TO ENSURE ACCESSIBILITY TO THIS MEETING.



AGENDA
CITY COUNCIL / STANTON HOUSING AUTHORITY
JOINT SPECIAL MEETING
7800 KATELLA AVENUE, STANTON, CA 90680
TUESDAY, NOVEMBER 14, 2017 - 5:00 P.M.

In compliance with the Americans With Disabilities Act, if you need special assistance to participate in this meeting, please contact the Office of the City Clerk at (714) 890-4245. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to this meeting.

The City Council agenda and supporting documentation is made available for public review and inspection during normal business hours in the Office of the City Clerk, 7800 Katella Avenue, Stanton California 90680 immediately following distribution of the agenda packet to a majority of the City Council. Packet delivery typically takes place on Thursday afternoons prior to the regularly scheduled meeting on Tuesday. The agenda packet is also available for review and inspection on the city's website at www.ci.stanton.ca.us, at the public counter at City Hall in the public access binder, and at the Stanton Library (information desk) 7850 Katella Avenue, Stanton, California 90680.

- 1. CLOSED SESSION (4:00 PM)**
- 2. ROLL CALL**
 - Council Member Donahue
 - Council Member Ethans
 - Council Member Ramirez
 - Mayor Pro Tem Shawver
 - Mayor Warren
- 3. PUBLIC COMMENT ON CLOSED SESSION ITEMS**

Closed Session may convene to consider matters of purchase / sale of real property (G.C. §54956.8), pending litigation (G.C. §54956.9(a)), potential litigation (G.C. §54956.9(b)) or personnel items (G.C. §54957.6). Records not available for public inspection.

4. CLOSED SESSION

4A. CONFERENCE WITH LEGAL COUNSEL-ANTICIPATED LITIGATION
Significant exposure to litigation pursuant to Government Code Section 54956.9(d) (2)

Number of Potential Cases: 3

4B. CONFERENCE WITH LEGAL COUNSEL – EXISTING LITIGATION
Existing litigation pursuant to Government Code section 54956.9(d)(1)
Number of cases: 1

City of Stanton vs. Green Tree Remedy et al, Orange County Superior Court Case
Number: 30-2015-00813225-CU-JR-CJC

4C. CONFERENCE WITH REAL PROPERTY NEGOTIATOR
(Pursuant to Government Code Section 54956.8)

Property: 10632 Beach Boulevard, Stanton, CA (APN 126-434-15)

Negotiating Parties: James A. Box, Executive Director, Stanton Housing Authority
Royal Crown Development, Inc., Owner
County of Orange, Negotiating Party

Under Negotiation: Instruction to negotiator will concern price and terms of payment.

5. CALL TO ORDER / STANTON HOUSING AUTHORITY MEETING

6. ROLL CALL Authority Member Donahue
Authority Member Ethans
Authority Member Ramirez
Vice Chairman Shawver
Chairperson Warren

7. PLEDGE OF ALLEGIANCE

SPECIAL ORDERS OF THE DAY

8. PUBLIC HEARINGS

8A. INITIAL REVIEW OF A DEVELOPMENT AGREEMENT WITH BROOKFIELD RESIDENTIAL FOR THE DEVELOPMENT OF THE RESIDENTIAL PORTION OF THE VILLAGE CENTER

Conduct an initial review of proposed Development Agreement negotiations between Brookfield Residential and the City.

RECOMMENDED ACTION:

1. City Council conduct a public hearing; and
2. Declare that the project is not subject to the California Environmental Quality Act ("CEQA") under Section 15061(b)(3) as the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA; and
3. Authorize City staff to negotiate the terms of a Development Agreement with Brookfield Residential for the development of a property located at the intersection of Beach Boulevard and Village Center Drive (APNs: 131-682-13 and portion of 131-681-05).

8B. INITIAL REVIEW OF A DEVELOPMENT AGREEMENT WITH STANTONLAMPSON 2017, LLC FOR THE DEVELOPMENT OF 8232 LAMPSON AVENUE (HOUSING AUTHORITY)

Conduct an initial review of proposed Development Agreement negotiations between StantonLampson 2017, LLC and the Stanton Housing Authority.

RECOMMENDED ACTION:

1. Housing Authority conduct a public hearing; and
2. Declare that the project is not subject to the California Environmental Quality Act ("CEQA") under Section 15061(b)(3) as the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA; and
3. Authorize Authority staff to negotiate the terms of a Development Agreement with StantonLampson 2017, LLC (a subsidiary of Melia Homes) for the development of the property located at 8232 Lampson Avenue.

9. UNFINISHED BUSINESS

9A. CITY HALL PLAZA – APPROVAL OF DESIGN CHANGE AND FEE INCREASE TO DAVID VOLZ DESIGN LANDSCAPE ARCHITECTS INC.

David Volz Design Landscape Architects inc. (David Volz) has requested a fee increase of \$45,850 for the City Hall Plaza plan changes and additions to the design services scope.

RECOMMENDED ACTION:

1. City Council review the appropriateness of increasing the fee to David Volz Design in the amount of \$45,850; and
2. Determine that In accordance with the requirements of the California Environmental Quality Act, under Section 15378(b)(4): The creation of a government funding mechanism or other government fiscal activities which do not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment; and
3. Approve revised design change and the additional fees.

10. MAYOR/CHAIRMAN COUNCIL/AGENCY/AUTHORITY INITIATED BUSINESS

10A. DISCUSSION OF POTENTIAL CITY REVENUE OPPORTUNITIES

On October 10, 2017 the City Council directed staff to research potential revenue opportunities for the City. This report provides an update on the status of the research, and potential next steps.

RECOMMENDED ACTION:

1. Declare that the project is not subject to the California Environmental Quality Act ("CEQA") under Section 15061(b)(3) as the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA; and
2. Receive and file report and provide staff with direction.

11. ITEMS FROM CITY MANAGER/EXECUTIVE DIRECTOR

11A. ORANGE COUNTY FIRE AUTHORITY

At this time the Orange County Fire Authority will provide the City Council with an update on their current operations.

12. ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California, the foregoing agenda was posted at the Post Office, Stanton Community Services Center and City Hall, not less than 24 hours prior to the meeting. Dated this 9th day of November, 2017.

s/ Patricia A. Vazquez, City Clerk

CITY OF STANTON

REPORT TO CITY COUNCIL

TO: Honorable Mayor and Members of the City Council

DATE: November 14, 2017

**SUBJECT: INITIAL REVIEW OF A DEVELOPMENT AGREEMENT WITH
BROOKFIELD RESIDENTIAL FOR THE DEVELOPMENT OF THE
RESIDENTIAL PORTION OF THE VILLAGE CENTER**

REPORT IN BRIEF:

Conduct an initial review of proposed Development Agreement negotiations between Brookfield Residential and the City.

RECOMMENDED ACTION:

1. Conduct a public hearing; and
2. Declare that the project is exempt from the California Environmental Quality Act ("CEQA") under Section 15061(b)(3) as the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA; and
3. Authorize City staff to negotiate the terms of a Development Agreement with Brookfield Residential for the development of the property located at the intersection of Beach Blvd. and Village Center Drive (APNs: 131-682-13 and portion of 131-681-05).

BACKGROUND:

Brookfield Residential has partnered with Frontier Real Estate Investments to redevelop the 22 acre Village Center property for a mixed-use development. As proposed Frontier Real Estate Investments would be responsible for the commercial development, and Brookfield Residential would be responsible for the residential component.

Brookfield Residential ("Applicant") submitted an application with the City for a development agreement relating to the proposed residential development of the Village Center, generally located at the intersection of Beach Blvd. and Village Center Drive (APNs: 131-682-13 and portion of 131-681-05) ("Property").

ANALYSIS AND JUSTIFICATION:

Section 20.510.040 of the Stanton Municipal Code provides that the City Council shall hold a public hearing to initially review an application for a Development Agreement. If, at the conclusion of the public hearing, the Council determines that it wishes to enter into a Development Agreement, the Council must also identify the general subject areas of the Development Agreement that City staff may negotiate.

If the Council decides to move forward with negotiations for a Development Agreement with the Applicant, the Council may authorize staff to negotiate the general subject areas of the Agreement. General subject areas may include the Agreement's term, permitted uses of the Property, density or intensity of use, maximum height and size of proposed buildings, setbacks, minimum open space requirements, architectural enhancements, funding mechanisms, and public benefits to be provided by the Applicant.

FISCAL IMPACT:

The cost associated with negotiating and drafting a Development Agreement is included in the review fee to be paid by the Applicant in accordance with the City's adopted fee schedule.

ENVIRONMENTAL IMPACT:

This project has been determined not to be subject to CEQA under Section 15061(b)(3).

PUBLIC NOTIFICATION:

As a public hearing under the requirements of Government Code 65090 and 65091 and through the regular agenda posting process.

STRATEGIC PLAN OBJECTIVE ADDRESSED:

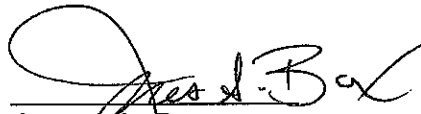
5 - Provide a high quality of life.

Prepared by:



Kelly Hart
Community & Economic
Development Director

Approved by:



James A. Box
City Manager

CITY OF STANTON

REPORT TO HOUSING AUTHORITY

TO: Honorable Chair and Members of the Stanton Housing Authority

DATE: November 14, 2017

SUBJECT: INITIAL REVIEW OF A DEVELOPMENT AGREEMENT WITH STANTONLAMPSON 2017, LLC FOR THE DEVELOPMENT OF 8232 LAMPSON AVENUE

REPORT IN BRIEF:

Conduct an initial review of proposed Development Agreement negotiations between StantonLampson 2017, LLC and the Stanton Housing Authority.

RECOMMENDED ACTION:

1. Conduct a public hearing;
2. Declare that the project is exempt from the California Environmental Quality Act ("CEQA") under Section 15061(b)(3) as the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA; and
3. Authorize Authority staff to negotiate the terms of a Development Agreement with StantonLampson 2017, LLC (a subsidiary of Melia Homes) for the development of the property located at 8232 Lampson Avenue.

BACKGROUND:

In February 2017, the City Council directed staff to initiate the sale of the property commonly known as the Strawberry Field, located at 8232 Lampson Ave. In March 2017, five developers were invited to interview and present proposals for the development of the property and initial offers for the purchase of the property. Staff conducted the first round of interviews and narrowed the field to the top three developers based on the project proposal, developer qualifications, purchase price, and unit sales price. The top three developers then participated in two rounds of interviews, with each panel consisting of two council members and one staff member. At the conclusion of the interview process, Melia Homes was identified as the chosen developer.

On September 12, 2017, the Housing Authority approved a Purchase and Sales Agreement with StantonLampson 2017, LLC, a subsidiary of Melia Homes. As the purchase of the property is moving forward, the developer has requested the initiation of the Development Agreement negotiations.

ANALYSIS AND JUSTIFICATION:

Section 20.510.040 of the Stanton Municipal Code provides that the Housing Authority shall hold a public hearing to initially review an application for a Development Agreement. If, at the conclusion of the public hearing, the Authority determines that it wishes to enter into a Development Agreement, the Authority must also identify the general subject areas of the Development Agreement that City staff may negotiate.

If the Authority decides to move forward with negotiations for a Development Agreement with the Applicant, the Authority may authorize staff to negotiate the general subject areas of the Agreement. General subject areas may include the Agreement's term, permitted uses of the Property, density or intensity of use, maximum height and size of proposed buildings, setbacks, minimum open space requirements, architectural enhancements, funding mechanisms, and public benefits to be provided by the Applicant.

FISCAL IMPACT:

The cost associated with negotiating and drafting a Development Agreement is included in the review fee to be paid by the Applicant in accordance with the City's adopted fee schedule.

ENVIRONMENTAL IMPACT:

This project has been determined not to be subject to CEQA under Section 15061(b)(3).

PUBLIC NOTIFICATION:

As a public hearing under the requirements of Government Code 65090 and 65091 and through the regular agenda posting process.


STRATEGIC PLAN OBJECTIVE ADDRESSED:

5 - Provide a high quality of life.

Prepared by:


Kelly Hart
Community & Economic
Development Director

Approved by:


James A. Box
City Manager

CITY OF STANTON

REPORT TO CITY COUNCIL

TO: Honorable Mayor and Members of the City Council

DATE: November 14, 2017

SUBJECT: CITY HALL PLAZA – APPROVAL OF DESIGN CHANGE AND FEE INCREASE TO DAVID VOLZ DESIGN LANDSCAPE ARCHITECTS INC.

REPORT IN BRIEF:

David Volz Design Landscape Architects inc. (David Volz) has requested a fee increase of \$45,850 for the City Hall Plaza plan changes and additions to the design services scope.

RECOMMENDED ACTION:

1. City Council review the appropriateness of increasing the fee to David Volz Design in the amount of \$45,850; and
2. Determine that In accordance with the requirements of the California Environmental Quality Act, under Section 15378(b)(4): The creation of a government funding mechanism or other government fiscal activities which do not involve any commitment to any specific project which may result in a potentially significant physical impact on the environment; and
3. Approve revised design change and the additional fees.

BACKGROUND:

A proposed concept for the improvements was prepared and submitted for the City Council's review on February 14, 2017. The City Council approved the design as presented. David Volz Design provided engineering and design services for the plaza in front of City Hall at approximately 85% completion. Addressing the grade differential from city hall entry doors to the Cedar Street drive and drop off area has escalated the construction cost estimate and still remains a major concern. After a thorough investigation of options and alternatives, the original concept design of the curb and street realignment does not seem feasible within the budget constraints of the project and has accessibility issues.

As an alternative to the plans previously promoted, David Volz Design recommends a lower cost alternative concept design that would leave most of Cedar Street geometry and street pavement in place while offering residents a better accessible design. In

order to prepare the construction plans for the proposed concept, much of the engineering and design prepared to date has to be redone.

FISCAL IMPACT:

Funding for this project is available from account: 222-1600-710145.

ENVIRONMENTAL IMPACT:

In accordance with the requirements of the California Environmental Quality Act (CEQA), this project has been determined to be exempt under Section 15378(b)(4).

LEGAL REVIEW:

None.

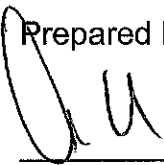
PUBLIC NOTIFICATION:

Notifications and advertisement were performed as prescribed by law.

STRATEGIC PLAN OBJECTIVE ADDRESSED:

3 - Provide a quality infrastructure.

Prepared by:



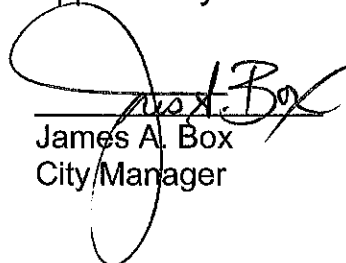
Allan Rigg, P.E.
Director of Public Works/City Engineer

Concur



Stephen Parker
Administrative Services Director

Approved by:



James A. Box
City Manager

Attachments:

- (1) David Volz Proposal

October 19, 2017

www.dvolzdesign.com

Allan Rigg
City Engineer
City of Stanton
7800 Katella Avenue
Stanton, CA 90680

Home Office
151 Kalmus Drive, Suite. M8
Costa Mesa, CA 92626
phone 714.641.1300
fax 714.641.1323

Coachella Valley Office
78060 Calle Estado
La Quinta, CA 92253
phone 760.580.5165
fax 760.564.0369

**RE: CITY HALL PLAZA PLANS AND LIBRARY PLANTING PLANS, CHANGES AND
ADDITIONS TO THE DESIGN SERVICES SCOPE AND FEE**

Mr. Rigg,

The David Volz Design team has provided engineering and design services for the reconstruction of the plaza in front of City Hall, reconstruction of curbs and the street to the center line of Cedar Street, and the construction of a new landscape along Katella Avenue. These design services are approximately 85% complete. As you know, addressing the grade differential from the city hall entry doors to the Cedar Street drive and drop off area has escalated the construction cost estimate. After a thorough investigation of options and alternatives, the required curb and street realignment does not seem to be feasible within the budget constraints of the project.

As an alternative to the plans previously promoted, we recommended consideration of a lower cost alternative for the plaza rebuild that will leave most the Cedar Street geometry and street pavement in place while offering visitors to the city hall a pleasant welcome through a rebuilt and re-landscaped plaza space. DVD has prepared a concept plan for this scaled down City Hall plaza reconstruction (dated October 11, 2017) the rendering depicting the improvements is attached.

We believe the new layout will require much less disruption and reduce the estimated construction cost from over \$1 million to a new budget estimate of \$550,000 to \$600,000. If we include a related project in future designs the library's 4,000 square feet of planting, irrigation and a new library sign could cost an additional \$80,000 to \$100,000 to construct.

The major differences between the previous plan and the proposed concept are:



- 1) Smaller construction footprint as the curb alignment and the Cedar Street alignments remain as is except for the drop off side of the small median which, with the median, will be reconstructed.
- 2) The previously proposed overhead canopy that was to run along Cedar Street between the City Hall doors and the parking garage is abandoned, four smaller overhead structures one at each city hall doorway are now proposed to allow some roof coverage at each entry point.
- 3) The plaza and garden areas have been reduced from the previous layout as the curb alignments will not be pushed out into Cedar Street.
- 4) The Cedar Street/Katella Avenue signal pole will not be relocated in the new concept plan.
- 5) Benches, lighting, signs and new plaza paving will be provided in the proposed concept, though these items are arranged differently from the former plan.

In order to prepared construction plans for the proposed concept, much of the engineering and design prepared to date will be redone. As there is now funding for the library planting and irrigation refurbishment as well as a new library sign, the new construction plans will add these areas to the project scope. If the city would want to have DVD prepare new construction plans for the reduced plaza concept the following professional fees are proposed.

A. Concept plan and design development (concept plan already prepared)	\$ 8,000
B. Construction drawings for the concept plans' improvements (October 11, 2017)	\$ 31,000
C. Structural Engineering for the overhead structures	\$ 5,750
D. Electrical Engineering	\$ 4,600
E. Planting, irrigation and new sign at library construction documents preparation	\$ 8,500

Proposed new design Fees \$ 57,850

Unused design budget from current contract (\$ 12,000)

PROPOSED ADDITIONAL CONTACT AMOUNT \$ 45,850



David Volz Design will deliver 60% construction drawings for the proposed concept within 5 weeks of a notice to proceed. After city review, final constructions documents will require an additional 4 weeks to complete. Our team will provide the final plan for bid in January 2018 if we can get started on the work by the end of this month.

Your City of Stanton is a very special client; we are very committed to ensuring this city hall plaza improvement is a fitting entry to your main public building. Please call if you have any questions about this proposal or any matter.

Very truly yours,

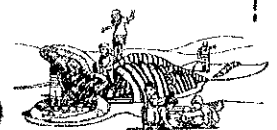
DAVID VOLZ DESIGN



David J. Volz, L.A. # 2375

LEED Accredited Professional, QSD/QSP

DVD



CITY OF STANTON

REPORT TO CITY COUNCIL

TO: Honorable Mayor and Members of the City Council

DATE: November 14, 2017

SUBJECT: DISCUSSION OF POTENTIAL CITY REVENUE OPPORTUNITIES

REPORT IN BRIEF:

On October 10, 2017, the City Council directed staff to research potential revenue opportunities for the City. This report provides an update on the status of the research, and potential next steps.

RECOMMENDED ACTION:

1. Declare that the project is not subject to the California Environmental Quality Act ("CEQA") under Section 15061(b)(3) as the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA; and
2. Receive and file report and provide staff with direction.

BACKGROUND:

At the October 10, 2017 City Council meeting, Council Member Ramirez requested a number of items be researched by staff and brought back for discussion regarding opportunities to be more fiscally prudent, and identify whether there were opportunities for additional revenue. The items specifically mentioned include: expansion of the City's public-private partnership program; reviewing the City's asset holdings; opportunities for cannabis testing and cultivation; and opportunities to gain revenue through permitting electronic billboards. At the conclusion of the discussion, Council directed staff to conduct further research into all of the topics.

ANALYSIS/JUSTIFICATION:

Per the direction of Council, the discussion below provides a summary of the research conducted, and possible opportunities for each of the requested items.

Public-Private Partnerships – The City of Stanton currently solicits sponsorships through various avenues: advertising/marketing opportunities through the Community News and Activities Guide, individual event sponsorships and public-private

partnerships. Each program targets specific areas of our community such as businesses, local organizations, community members, and outside businesses and organizations. Below is a summary of current City programs to promote public/private partnerships:

1. Ads/marketing opportunities through the Community News and Activities Guide. The community guide is distributed three times a year and 18,000 copies are directly mailed to every residence and business in Stanton. Advertisements range from \$200-\$1,000 depending on the size and location of the marketing ad per issue. Ads must be approved and meet program guidelines.
2. Special Event Sponsorships. This program gives businesses, organizations and community members the opportunity to give directly back to the community and see an immediate impact, as there is an opportunity to sponsor any of the 15 events the department offers. Events include single day events like Halloween Fun with Family and Friends, the opportunity to sponsor the summer concert series as a whole (4 concerts) or the flexibility to sponsor one concert of the series at a lower cost. Cost ranges from \$500-\$8,000+.
3. Public Private Partnership. This is not a cookie cutter type of program and the benefits range depending on the type of business or organization that is targeted. In the past the Community Services Department has worked closely with the City Manager's office and the Community Development Department to target specific businesses, vendors or organizations that could potentially see a benefit to a type of service or project that would promote both the City and the sponsor in a positive manner. For example Rowntree Gardens and W Power were specifically targeted to partner with the City and offer assistance at Stanton Central Park. After numerous meetings and a strong effort by the City Manager, both businesses currently donate \$50,000 each year (for the next 20 years) to sponsor the annual maintenance and utility costs of the park. Some of the tangible benefits these two sponsors receive is the continuous promotion at various City events, banners promoting each business on display throughout Stanton Central Park, acknowledgement in various written formats (website, press releases, Talk on the Block meetings etc.). The intangibles of the relationship are some of the most important, for example the City now partners with Rowntree Gardens to offer the annual Senior Health and Wellness Expo and W Power donates scholarships to local school's who offer STEM classes.

Local Research - To offer additional information, staff conducted a review of local municipality sponsorship practices and found the following to be common amongst sponsorship programs:

- Opening narrative to sponsors – Why would a partnership with the City be beneficial? Why and how the City's work is important to the community? How will aligning yourself with our organization better position your business within the community?
- Impact Statistics – Detail City's impact within the community (i.e.; list of events and attendance, brochure distribution count, social media following, email subscribers, etc.).

- Variety of Options – Offer an array of sponsorship prices and packages; allowing potential sponsors to determine their price point, level of support and audience.

Cities with all-inclusive sponsorship programs include:

- La Palma
 - Annual Sponsorships – Packages ranging from \$2,000 to \$8,000.
 - Allow businesses to partner with the City of La Palma through one annual payment at a discounted rate. Annual sponsors are advertised in the quarterly brochure, receive one complimentary use of a recreation facility, and are recognized at each city event. The level of recognition is dependent on their selected package.
 - Single Event Sponsorship Opportunities – \$75-\$3,500
 - Pricing for single event sponsorships are based on that particular event's attendance and level of sponsor involvement. Sponsor benefits can include: verbal recognition at event, organization logo included in event marketing, vendor booths, etc.
- Fountain Valley
 - Partner Packages - \$2,500-\$10,000
 - Allow businesses to partner with the City of Fountain Valley through a quarterly payment plan or single annual payment. Partners will be recognized at each city event as well as some recreation programs, including adult sports leagues and the senior nutrition program. The level of recognition is dependent on their selected package.
 - Single Event or Program Opportunities - \$75-\$3,000
 - Pricing for single event sponsorships are based on that particular event's attendance and level of sponsor involvement. Sponsor benefits can include: inclusion in press releases, organization logo included in event marketing, vendor booths, logo on event areas, etc.
- Yorba Linda
 - Annual Packages - \$500-\$5,000
 - Allow businesses to partner with the City of Yorba Linda through a single annual payment. Partners will be recognized at city events, on the City's website and social media pages, through the brochure, and are provided some "VIP" benefits. The level of recognition is dependent on their selected package.
 - Other Options:
 - In-Kind Donations of sports equipment, raffle prizes, and services are accepted for special events.
 - "Give Back to the Community" sponsorships of under \$250 are also accepted and go toward special event support. These sponsors are recognized in a list of sponsors in the City activity brochure.

Some local cities make appeals for sponsorships on a case-by-case basis. Cities with program-based sponsorship programs include:

- Costa Mesa – Sponsors can contribute to a fund that provides fee assistance for recreation class or program registration.
 - \$500-\$10,000

- Recognition opportunities: City website and social media, advertisement in the activity brochure, City Council recognition, press releases, etc.
- Anaheim – Movies Under the Stars;
 - \$250-\$5,000
 - Recognition opportunities: advertisement in activity brochure, banner display at events, verbal recognition
- Anaheim – Health Fair
 - \$1,000-\$10,000+
 - Recognition opportunities: website recognition, banner at event, vendor booth space, organization name/logo on promotional material, opportunity to speak at the event, etc.
- Garden Grove – 60th Anniversary Event
 - \$1,500-\$7,500
 - Recognition opportunities: naming an area of the event, park banners, social media and print marketing recognition, event signage, verbal recognition, etc.

After researching other local cities and with City Council's approval, staff would like to add to and freshen up existing programs to "better tell our story" and offer additional avenues to sponsors. This can be accomplished by early 2018 to align with the start of the new year.

Staff's recommendation would be to create a small committee to accomplish the following:

- Identify a comprehensive listing of sponsorship opportunities within the City of Stanton and use event/program data to determine the value of each sponsorship opportunities
- Compile these opportunities and their values into sponsorship packages
- Develop a brochure detailing our narrative and package options
- Identify a list of potential sponsors and key talking points for introducing them to the program; create a simple excel sheet to track organizations that we have contacted and their responses.

Asset Holdings – The City has already taken a number of strides towards being fiscally prudent in 2017. In January, City Council approved the creation of a Section 115 Trust with PARS. In March, the City began to invest temporary idle cash in securities that conform with the California Government Code and the City's investment policy, but will yield more than the investment in Local Agency Investment Fund (LAIF) with the State of California, where the majority of the City's idle funds were previously invested.

On March 28, 2017 City Council approved the Stanton General Fund Reserve Policy, which established commitments of fund balance for prudent long-term financial planning. The Reserve Policy called for investing proceeds for one of those commitments (the Pension Stabilization Reserve) with the PARS Section 115 Trust. Since mid-April when the trust received a \$3,000,000 allocation of previously Unassigned Fund Balance, the trust has increased to \$3,160,000, achieving a rate of 5.34%, which on an annualized basis exceeds an 11% rate of return. If the funds were left in the City pool, they would currently be approximately \$3,020,000.

In July, the City took over the complete investment portfolio, including \$9.4 million that had been managed by Chandler Asset Management for the previous three years. This saved the city \$9,400 in the current fiscal years' budget. In addition, with the City Treasurer directing investments of the portfolio, the weighted average yield has increased from 1.46% in June to 1.87% in September (though it should be pointed out that the weighted average maturity for invested proceeds has increased from 991 days to 1,110 days in the process). The City's overall weighted average yield in February (before City staff actively invested idle funds) was 0.93%, and as of September 2017 it is 1.47%. While a portion of the overall weighted average yield increase can be explained by LAIF increasing from 0.78% to 1.11% over the same time, a large portion of the increase relates to the active investing completed by City staff.

City staff will continue to actively manage the City's portfolio, and with a further evaluation of cash flows, more funds may be able to be put into fixed income securities rather than completely liquid options like LAIF. Staff explored establishing an additional Section 115 Trust for CIP funding, but while Section 115 Trusts are able to be created for other purposes (such as CIP funding), the California Government Code only offers exemptions of investments conforming with the code for retiree health and retiree pension purposes. Another option that can always be pursued is paying down a portion of the City's Unfunded Accrued Liability (UAL) with CalPERS. This would yield an assumed 7% rate of return over the remaining amortization period – from 15 to 30 years. However, with the current 5-year projection showing a structural deficit, opportunities to pay down liabilities in advance need to be considered carefully. At this point, staff does not have any recommendations for changes to be made in the Asset Holdings area, but staff is comfortable considering any recommendations from City Council.

Cannabis Cultivation – In November 2016, Proposition 64, known as the Control, Regulate & Tax Adult Use of Marijuana Act ("AUMA") was approved by the voters. The AUMA allows for the use and cultivation of recreational marijuana in certain circumstances. Per the AUMA, starting in January 2018, recreational marijuana cultivation, testing, manufacturing, distribution, and dispensing may be licensed in the State. Cities still retain their land use regulatory rights and may choose to prohibit or permit the different levels of cannabis licensing.

At this point in time, the City currently prohibits all aspects of cannabis activities. If the City were to pursue allowing cannabis activities, the City would need to identify the type of activity and permits it would allow, the number of locations within the City, and the separation of the facilities from sensitive uses. In terms of the type of cannabis activity, based on Council direction, dispensaries would not be considered for permitting based on the public nuisance issues that have been documented in the City when dealing with illegal dispensaries. As such, the other cannabis activities to consider would include cultivation, manufacturing, testing, and distribution. It is generally understood that cannabis activities including cultivation, manufacturing, testing and distribution operate with minimal to no interaction with the public, or individuals not associated with the business operations.

In regards to location restrictions for these facilities, state law stipulates that a licensed cannabis facility shall not be located within a 600-foot radius of a school providing

instruction to kindergarten or any grades 1 through 12, day care center, or youth center that is in existence at the time the license is issued, unless a local jurisdiction specifies a different radius. The City may choose to maintain these separation requirements, modify them, or add additional separation requirements. The City may also identify the maximum number of licensed facilities that may be permitted. To accommodate all the different zoning factors associated with the placement of these facilities, it would be recommended to develop an overlay zone for cannabis activities in the City. This overlay zone would allow the city to clearly identify, down to the exact parcels, which properties within the City may be permitted for cannabis activities.

The City of Stanton would not be the first city in Orange County or the region to permit cannabis activities. In Orange County, the City of Santa Ana is permitting all levels of cannabis permits from cultivation to dispensaries, and the City of Costa Mesa is permitting all activities, except dispensaries. Outside of Orange County, but within the general area, the cities of Maywood, Culver City, Los Angeles, Long Beach, Compton, Cudahy, and Bellflower are all allowing some level of cannabis activity to occur within their city.

The permitting of cannabis activities could establish a new revenue stream for the City. However, as more cities allow for cannabis activities to occur, there is less demand for sites, which would affect the amount of anticipated revenue that the city may receive through the permitting of cannabis activities. To further evaluate the potential revenue that could be generated, staff is recommending Council schedule a study session for a future date. As part of the study session, staff would coordinate with HdL Companies to provide a presentation on the amount of revenues that could be anticipated, the State permitting procedures, and the process in which the City would go through to allow for the cannabis activities. At the conclusion of the study session, Council could then provide staff with direction on whether to pursue this avenue further.

Electronic Billboards – In 2014, the City Council requested staff to reach out to billboard companies to determine whether there were opportunities to place electronic billboards adjacent to the 22 freeway within the City. At that time, two companies responded to the City's inquiry. One indicated that they were not interested in pursuing the opportunity due to lack of visibility. The second company generally indicated no interest.

In revisiting this concept, in October 2017, staff reached out to the two companies with existing billboards in the City, located on Beach Blvd. north of Katella, and on Katella Ave. east of Beach Blvd. One company indicated that they did not have an interest in converting their billboard to an electronic billboard as the location was not ideal, nor did the size of the billboard fit within the manufacturing norm for electronic billboards. The second company indicated that the existing site may not be ideal to transition to an electronic billboard, but they would be generally open to a discussion about other opportunities throughout the City.

If Council wished to pursue opportunities for additional billboards in the City, the existing policy and zoning code would need to be amended. Currently, Section 20.320.030.E of the Stanton Municipal Code establishes a billboard policy which "completely prohibits the construction, erection, or use of billboards....other than those that legally exist in the

City at the time this provision was first adopted." This policy would need to be amended to either allow for additional billboards, or allow for the existing billboards to be converted to an electronic billboard. Additional regulations would also need to be established for the electronic component.

Based on the previous contacts, and the more recent contact regarding the industry standards not consistent with the existing billboards in the City, there is not a large opportunity for this concept to provide a significant revenue source for the City. However, if Council wishes to pursue this option further, the next steps staff would take is to set up a meeting with the company that indicated a general level of interest to pursue the conversation to identify potential locations of additional billboards, size of billboards, and research neighboring city zoning ordinances to identify appropriate regulations for the use of electronic billboards.

FISCAL IMPACT:

None.

ENVIRONMENTAL IMPACT:

In accordance with the requirements of the CEQA, this project has been determined to be exempt under Section 15061(b)(3).

PUBLIC NOTIFICATION:

Public notice for this item was made through the regular agenda process.

STRATEGIC PLAN OBJECTIVE ADDRESSED:

4 – Ensure Fiscal Stability and Efficiency in Governance

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Development Director

Prepared by:



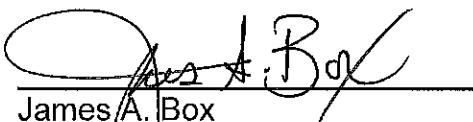
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