

*Redevelopment Agency Board:*  
*Chair Mario F. Hernández*  
*Vice-Chair Brenda Esqueda*  
*Member Ernesto Rubio Hernández*  
*Member Maribel De La Torre*  
*Member Steven Veres*

*Executive Director:*  
*Mary Strenn*



## **SAN FERNANDO REDEVELOPMENT AGENCY**

### **AGENDA**

**MAY 3, 2010 - 6:00 P.M.**

**CITY COUNCIL CHAMBER  
117 MACNEIL STREET  
SAN FERNANDO, CA 91340**

#### **CALL TO ORDER/ROLL CALL**

#### **APPROVAL OF AGENDA**

#### **PUBLIC STATEMENTS – WRITTEN/ORAL**

There will be a three (3) minute limitation per each member of the audience who wishes to make comments in order to provide a full opportunity to every person who desires to address the Agency Board.

#### **CONSENT CALENDAR**

Items on the Consent Calendar are considered routine and may be disposed of by a single motion to adopt staff recommendation. If a member of the Agency Board wishes to discuss any item, it should first be removed from the Consent Calendar.

- 1) **APPROVAL OF MINUTES:**
  - a) **MARCH 24, 2010 – SPECIAL (JOINT) MEETING**
  - b) **APRIL 19, 2010 – REGULAR MEETING**
  
- 2) **APPROVAL OF RESOLUTION NO. 1071 TO REIMBURSE THE CITY FOR REDEVELOPMENT EXPENSES**

Recommend approval of Resolution.

**SAN FERNANDO REDEVELOPMENT AGENCY****AGENDA – May 3, 2010****Page 2****3) FINAL REPORT ON FISCAL YEAR (FY) 2010-2011 AGENCY BOARD PRIORITIES**

Recommend that the Agency Board:

- a. Receive and file the list of priorities for FY 2010-2011;
- b. Direct staff to develop the FY 2010-2011 Redevelopment Agency budget around the priorities;
- c. Direct staff to provide a mid-year report on progress made to each of the priorities; and
- d. Direct staff to include priority setting as part of the Redevelopment Agency's annual budgetary process.

**AGENCY DISCUSSION****STAFF COMMUNICATION****ADJOURNMENT**

*I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall bulletin board not less than 72 hours prior to the meeting.*

*Julie M. Fernandez, Deputy Secretary  
Signed and Posted: April 29, 2010 (1:00 p.m.)*

*Agendas and complete Agenda Packets (including staff reports and exhibits related to each item) are posted on the City's Internet Web site ([www.sfcity.org](http://www.sfcity.org)). These are also available for public reviewing prior to a meeting in the City Clerk's Office.*

*Any public writings distributed by the Redevelopment Agency to at least a majority of the Agency Members regarding any item on this regular meeting agenda will also be made available at the City Clerk's Office at City Hall located at 117 Macneil Street, San Fernando, CA, 91340 during normal business hours. In addition, the City may also post such documents on the City's Web Site at [www.sfcity.org](http://www.sfcity.org).*

*In accordance with the Americans with Disabilities Act of 1990, if you require a disability-related modification/accommodation to attend or participate in this meeting, including auxiliary aids or services please call the City Clerk's Office at (818) 898-1204 at least 48 hours prior to the meeting.*

# **San Fernando Redevelopment Agency**



**1a**



**SAN FERNANDO REDEVELOPMENT AGENCY  
SAN FERNANDO CITY COUNCIL  
MINUTES**

**MARCH 24, 2010 – 6:30 P.M.  
SPECIAL JOINT MEETING**

Community Meeting Room  
117 Macneil Street  
San Fernando, CA 91340

**CALL TO ORDER/ROLL CALL**

Chair/Mayor Mario F. Hernández called the meeting to order at 6:38 p.m.

Present:

Agency/Council: Chair/Mayor Mario F. Hernández, Vice-Chair/Mayor Pro Tem Brenda Esqueda, Members/Councilmembers Ernesto Rubio Hernández, Maribel De La Torre, and Steven Veres

Staff: Redevelopment Agency Director Mary Strenn, City Administrator Robert R. Ordelheide and Secretary/City Clerk Elena G. Chávez

**APPROVAL OF AGENDA**

Motion by Member/Councilmember De La Torre, seconded by Member/Councilmember E. Hernández, to approve the agenda. By consensus, the motion carried.

**PUBLIC STATEMENTS – WRITTEN/ORAL**

Sev Aszkenazy talked about the general conditions of the mall (i.e., noticeable vacancies, inadequate parking) and the lack of City way-finding signs (not good business for the City).

Patty Santana-Colarossi said she too has noticed an increase in business vacancies and reported that parking citations are frequent which do not make visiting San Fernando a shopper-friendly experience.

George Schwary said the City has become a ghost town, it's discouraging to see vacant buildings, and he doesn't like the Maclay Ave. turn-outs and barricades which eliminated parking spaces.

**SAN FERNANDO REDEVELOPMENT AGENCY  
SAN FERNANDO CITY COUNCIL  
SPECIAL JOINT MEETING MINUTES – March 24, 2010  
Page 2**

**STUDY SESSION**

**DISCUSSION OF POTENTIAL DEVELOPMENT OF NEW ENTERTAINMENT USES IN THE DOWNTOWN AS A MEANS TO PROMOTE DOWNTOWN REVITALIZATION**

Discussion ensued amongst Agency Members/Councilmembers, staff and business community members.

Motion by Member/Councilmember Veres, seconded by Member/Councilmember E. Hernández, to direct staff to develop an entertainment district (overlay zone) following the specific plans for the downtown district (inverted “T” area) and report back with: 1) the details that would play out the incentivizing, walking experience, etc.; and 2) the definition of entertainment uses/concepts that would fit over that area. The motion carried unanimously.

Motion by Member/Councilmember Veres, seconded by Member/Councilmember E. Hernández, to utilize the Housing, Community & Economic Development and Parking (HCEP) Standing Committee to work with movie operators/developers, downtown property owners (Property-Based Business Improvement District), and mall merchants to explore the feasibility of developing a theater on: Option A - Truman City Parking Lot #4 and Option B - Celis and Pico public parking lots. Report back regarding the feasibility (and potential direction) for developing a theater in the City. The motion carried with the following vote:

AYES: Veres, E. Hernández, Esqueda, M. Hernández – 4  
NOES: De La Torre – 1

**ADJOURNMENT (9:17 P.M.)**

By consensus, the meeting was adjourned.

*I do hereby certify that the foregoing is a true and correct copy of the minutes of March 24, 2010 meeting as approved by the San Fernando Redevelopment Agency and San Fernando City Council.*

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*Elena G. Chávez  
Secretary/City Clerk*

**1 b**



**SAN FERNANDO REDEVELOPMENT AGENCY  
MINUTES**

**APRIL 19, 2010 – 6:00 PM  
REGULAR MEETING**

San Fernando Regional Aquatics Facility  
208 Park Avenue  
San Fernando, CA 91340

**CALL TO ORDER/ROLL CALL**

Chair Mario F. Hernández called the meeting to order at 6:16 p.m.

Present:

Agency: Chair Mario F. Hernández, Vice-Chair Brenda Esqueda, Members Ernesto Rubio Hernández, Maribel De La Torre, and Steven Veres

Staff: Executive Director Mary Strenn, Agency Counsel Michael Estrada, and Secretary Elena G. Chávez

**APPROVAL OF AGENDA**

Motion by Member De La Torre, seconded by Member E. Hernández, to approve the agenda. By consensus, the motion carried.

**PUBLIC STATEMENTS – WRITTEN/ORAL**

None

**CONSENT CALENDAR**

Motion by Member Veres, seconded by Member De La Torre, to approve the following Consent Calendar items:

- 1) APPROVAL OF MINUTES OF APRIL 5, 2010 – REGULAR MEETING
- 2) APPROVAL OF RESOLUTION NO. 1070 TO REIMBURSE THE CITY FOR REDEVELOPMENT EXPENSES

By consensus, the motion carried.

**SAN FERNANDO REDEVELOPMENT AGENCY**

**MINUTES – April 19, 2010**

**Page 2**

**AGENCY DISCUSSION**

None

**STAFF COMMUNICATION**

None

**ADJOURNMENT (6:17 P.M.)**

By consensus, the meeting was adjourned.

*I do hereby certify that the foregoing is a true and correct copy of the minutes of April 19, 2010 meeting as approved by the San Fernando Redevelopment Agency.*

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*Elena G. Chávez*  
*Secretary*





**RESOLUTION #1071**

**A RESOLUTION TO REIMBURSE THE CITY OF SAN FERNANDO FOR  
EXPENSES MADE ON BEHALF OF THE REDEVELOPMENT AGENCY  
IN ACCORDANCE WITH APPROVED REIMBURSEMENT AGREEMENTS.**

**THE SAN FERNANDO REDEVELOPMENT AGENCY DOES HEREBY RESOLVE, FIND, DETERMINE AND ORDER AS FOLLOWS:**

<b>PAYEE</b>	<b>PURPOSE</b>	<b>FUND</b>	<b>AMOUNT</b>	<b>TOTAL</b>
<b>PAYROLL:</b>				
<b>SPECIAL CHECKS:</b>				
				<i>SUB-TOTAL</i>
				\$0.00
<b>WARRANT REGISTER:</b>				
STRENN CORPORATION	MANAGEMENT OF RDA AGENCY & RDA FUNCTIONS 04/13/10 THRU 04/21/10	80-105-0000-4270	\$504.00	
		82-105-0000-4270	\$360.00	
		86-105-0000-4270	\$1,656.00	
		92-105-0000-4270	\$648.00	
		94-105-0000-4270	\$2,016.00	
		95-105-0000-4270	\$576.00	
RICHARD WATSON & GERSHON	LEGAL SERVICES	91-190-0000-4270	\$19,010.33	
PACIFIC WESTERN BANK	STANDBY LETTER OF CREDIT RENEWAL FEE THROUGH 05/31/2011	91-190-0000-4450	\$23,023.00	
TOTAL PRINTING SUPPLIES	SUPPLY FOR BOTH HIWLITT PACKARD LASER PRINTERS	94-155-0000-4300	\$1,174.33	
LAW OFFICES DAPEER ROSENBLIT & LITVAK, LLP	LEGAL SERVICES	94-155-8155-4270	\$9,457.44	
				<i>SUB-TOTAL</i>
				\$58,425.10

**RESOLUTION #1071**

**A RESOLUTION TO REIMBURSE THE CITY OF SAN FERNANDO FOR EXPENSES MADE ON BEHALF OF THE REDEVELOPMENT AGENCY IN ACCORDANCE WITH APPROVED REIMBURSEMENT AGREEMENTS.**

**THE SAN FERNANDO REDEVELOPMENT AGENCY DOES HEREBY RESOLVE, FIND, DETERMINE AND ORDER AS FOLLOWS:**

PAYEE	PURPOSE	FUND	AMOUNT	TOTAL
<b>FUND SUMMARY:</b>				
	80 CAPITAL PROJECTS		\$504.00	
	81 PROJECT 1 - TAX ALLOCATION		\$0.00	
	82 PROJECT 1 - PROJECT FUND		\$360.00	
	83 PROJECT 1A - DEBT SERVICE		\$0.00	
	85 PROJECT 2 - TAX ALLOCATION		\$0.00	
	86 PROJECT 2 - TAX ALLOCATION		\$1,656.00	
	88 PROJECT 3 - TAX ALLOCATION		\$0.00	
	89 PROJECT 3 - PROJECT		\$0.00	
	91 PROJECT 3A - TAX ALLOCATION		\$42,033.33	
	92 PROJECT 3A - PROJECT FUND		\$648.00	
	93 SFRA AREA 4-DEBT SERVICE		\$0.00	
	94 LOW INCOME HOUSING FUND		\$12,647.77	
	95 SFRA AREA 4-PROJECT FUND		\$576.00	
	<b>TOTAL</b>		<b>\$58,425.10</b>	

**PASSED, APPROVED, AND ADOPTED this 3rd day of May, 2010.**

**ATTEST:**

\_\_\_\_\_  
Mario F. Hernández, Chairperson

\_\_\_\_\_  
Elena G. Chávez, Secretary

STATE OF CALIFORNIA            )  
COUNTY OF LOS ANGELES    ) ss  
CITY OF SAN FERNANDO        )

I HEREBY CERTIFY that the foregoing Resolution was approved and adopted at a regular meeting of the San Fernando Redevelopment Agency held on the 19th day of April, 2010, by the following vote to wit:

**AYES:**  
**NOES:**  
**ABSENT:**

\_\_\_\_\_  
Elena G. Chávez, Secretary





**ADMINISTRATION DEPARTMENT****MEMORANDUM**

**TO:** Mayor Mario F. Hernandez and City Council Members  
Chair Mario F. Hernandez and Redevelopment Agency Board Members

**FROM:** Robert R. Ordelheide, City Administrator  
Mary Strenn, Executive Director

**DATE:** May 3, 2010

**SUBJECT:** Final Report on Fiscal Year (FY) 2010-2011 City and Redevelopment Agency Priorities

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**RECOMMENDATION:**

It is recommended that the City Council and Agency Board:

- a. Receive and file the list of priorities for FY 2010-2011 (Attachment "A");
- b. Direct staff to develop the FY 2010-2011 City and Redevelopment Agency budgets around the priorities;
- c. Direct staff to provide a mid-year report on progress made to each of the priorities; and
- d. Direct staff to include priority setting as part of the City and Redevelopment Agency's annual budgetary processes.

**SUMMARY:**

As part of the FY 2010-2011 budgetary process, staff and City Council/Agency Board members provided their priorities for directing resources of the City's four operating departments and the Redevelopment Agency. Those priorities, presented and finalized on April 19, 2010, were based on a number of factors including project readiness, available funding and successful completion by June 2011.

**ATTACHMENT:**

- A. FY 2010-2011 City and Redevelopment Agency Priorities

**FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES ATTACHMENT "A"**  
**CITY COUNCIL/AGENCY BOARD**

April 19, 2010

**M. HERNANDEZ**

Finalize and distribute monthly expense reports.  
Work with the BOE to pursue revenue enhancements.  
Improve efficiencies of city utilities and contracts.

**B. ESQUEDA**

Continue to develop Skate Plaza.  
Enhance graffiti abatement.  
Establish holiday and centinneal committees.

**S. VERES**

Implement Project [WATER](#).  
Continue developing the downtown entertainment district.

**M. DE LA TORRE**

Pursue CLWP funding for Project [WATER](#).  
Achieve financial stability of the Aquatics Facility.  
Capture outside funding to construct Skate Plaza.

**E. HERNANDEZ**

Implement Project [WATER](#).  
Complete the new City website.  
Create the San Fernando Inspiration Program.

## FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

## CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
<b>COMMUNITY DEVELOPMENT</b>					
Lopez Adobe Preservation	Allows complete rehabilitation of the Lopez Adobe building and site; improvements include a seismic retrofit, foundation and architectural feature repairs, site drainage mitigation and new landscaping. All rehabilitation work will be done pursuant to U.S. Secretary of Interior standards for historic preservation.	\$120,000 (RDA - Project Area Funds)	0.15	Under Contract; Time Sensitive	May 2011
Housing Element Implementation Ordinance	Provides zoning code regulations that allow density bonuses and provide for inclusionary, transitional and other housing types required by the state's housing element law.	\$4,000 (RDA - Housing Fund)	0.25	Legally Required; Time Sensitive	June 2011
Historic Preservation Measures	Applies for Certified Local Government status from the State Office of Historic Preservation; this will allow the city to apply for state grant funds for historic preservation. A Mills Act contract program will also be finalized for city council consideration.	\$0	0.20	Council Directive	June 2011
MMD Ordinance	Establishes zoning code regulations that address requests for medical marijuana dispensaries (MMD) in the community; this action should be undertaken prior to expiration of the current interim moratorium.	\$2,500 (GEN - Fund 01)	0.08	Council Directive	January 2011

## FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

## CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
<b>POLICE</b>					
Virtual Patrol	Allows for the installment of cameras and supporting equipment at all city parks. The equipment will provide police dispatch with live streaming video for proactive enforcement and deployment.	\$0	3.00	Under Contract	March 2011
School Resource Officer	Trains an officer and develops an associated work program for the grant funded three-year position. The officer will be responsible for educational and outreach programs that promote safe environments at 22 San Fernando schools.	\$0	1.25	Under Commitment	June 2011
DUI Enforcement	Continues a successful state funded program that focuses on DUI checkpoints, saturation patrols, uncover court stings, warrant service detail and the Click It or Ticket campaign. Collected fees resulting from vehicle impounds, court fines and traffic citations would be retained by the General Fund.	\$0	3.00	Under Contract	June 2011
9-1-1 System Upgrades	Upgrades the city's 9-1-1 police communications system with hardware and software improvements, and new technologies to create a more efficient and responsive system.	\$0	0.50	Under Contract Legally Required	January 2011

## FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

## CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
<b>PUBLIC WORKS</b>					
Project <b>WATER</b>	Audits organizational functions and implements recommendations for sustained water delivery services. Among the items to be addressed: billing desk organization, field staffing, water rates, infrastructure replacement, the purchase or leasing of a nitrate treatment system and water conservation efforts.	\$60,000-\$800,000 (ENT - Fund 70)	3.00	Legally Required; Time Sensitive	June 2011
<b>CNG and Trolley System Upgrades</b>	Expands the CNG station by purchasing an additional fuel tank to maximize revenue generating opportunities. Updates the city's trolley plan and implements recommendations including: new trolley routes, programming and outreach, hours of operation, and the purchase and installation of new bus/trolley shelters.	\$75,000 (SPC - Fund 12)	1.50	None	June 2011
<b>LLAD Balloting Process</b>	Administers a balloting process for assessment increases that: (1) eliminates the city's Landscaping and Lighting Assessment District (LLAD) fund deficit; and (2) absorbs a portion of future landscaping maintenance costs (which are currently covered by the General Fund).	\$30,000 (GEN - Fund 01)	0.50	Legally Required; Time Sensitive	January 2011
<b>Energy Efficiency Project</b>	Installs energy efficient exterior lighting at city hall, the police department, select city parks and on some street lights. Considers a contracting process that allows the city to pursue future energy efficiency projects by borrowing outside funds (which then would be repaid with energy cost savings).	\$0	0.75	Under Contract; Time Sensitive	June 2011
<b>Tree Planting Initiative</b>	Plants 250 street trees in underserved neighborhoods; launches the Tree Partner Program that encourages residents to plant and water street trees (at their own cost). Hosts an Arbor Day celebration to build awareness of the city's street tree planting programs and Tree City USA status.	\$0	0.25	Under Contract; Time Sensitive	June 2011

## FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES

## CITY OPERATING DEPARTMENTS

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
<b>RECREATION &amp; COMMUNITY SERVICES</b>					
Aquatics Operations	Transitions complete responsibility (to the city) of operating and programming the San Fernando Regional Pool Facility.	\$10,000 (GEN - Fund 01)	1.25	Council Directive	June 2011
Aquatics Funding	Decreases the \$280,000 General Fund subsidy to operate the San Fernando Regional Pool Facility by reducing expenditures and pursuing new revenue sources, e.g. corporate sponsorships, enhanced snack bar operations and the implementation of new fee structures.	\$0	2.25	Council Directive	June 2011
Activities Guide	Provides for the professional development and printing of a bilingual recreational activities brochure to be distributed three times a year to San Fernando households.	\$30,000 (SPC - Fund 17)	0.30	None	January 2011
Skate Plaza Design	Completes conceptual and construction designs for Skate Plaza. The designs are subsequently needed for private fundraising efforts to construct the facility (in connection with the Rob Dyrdek Foundation).	\$0	0.35	Council Directive	January 2011

**FY 2010-11 CITY AND REDEVELOPMENT AGENCY PRIORITIES  
REDEVELOPMENT AGENCY**

April 19, 2010

Project	Project Description	FY 2010-11 Estimated Resource Allocation		Obligation	Anticipated Completion Date
		Financial	FTEs		
SB 211 Amendments	Extends the life of Project Areas 1 and 3 for an additional 10 years; without the amendments, the project areas will expire in January 2012 and June 2016, respectively (scope of work to be further defined).	\$30,000 - \$40,000* (RDA - Project Area Funds) \$55,000-\$60,000* (RDA - Housing Fund) <i>*Indicates partial costs.</i>	0.60	Time Sensitive	October 2011
PBID Formation	Establishes a property based improvement district (PBID) in the downtown area. The city's role in the formation process is to provide data, monitoring and approvals, and election assistance.	\$12,000 (RDA - Project Area Funds)	0.15	Under Contract	June 2011
Entertainment Overlay Zone	Develops incentives for downtown entertainment uses including expedited approvals, the deferral of development fees, favorable land use policies and tenant attraction assistance.	\$25,000 (RDA - Project Area Funds)	0.25	Council Directive	June 2011
2010-15 Implementation Plan	Defines the redevelopment agency's five-year operational and financial work programs for its redevelopment, economic development, and affordable housing programs and projects.	\$2,700 (RDA - Project Area Funds) \$15,300 (RDA - Housing Fund)	0.15	Legally Required	December 2010
New Housing Projects	Provides staff and financial resources to facilitate the development of new affordable or mixed-income housing units at 1320 San Fernando Rd. (Gangji Project); 131 Park Ave. (Park Properties LLC); and 1422 San Fernando Rd. and 551 Kalisher St. (LA Housing Partnership).	\$250,000** (RDA - Housing Fund) <i>**Indicates FY 2009-10 carryover.</i>	0.60	Under ENA; Time Sensitive	June 2011