

**MINUTES
CITY OF SAN CLEMENTE
ADJOURNED REGULAR COASTAL ADVISORY COMMITTEE MEETING**

Thursday, June 13, 2013 @ 7:00 p.m.
Community Center, Ole Hanson Fireside Room
100 N. Seville, San Clemente, CA 92672

1. CALL TO ORDER/ PLEDGE OF ALLEGIANCE

Chair Hart called the meeting to order at 7:00 p.m. Committee Member Brown led the Pledge of Allegiance.

2. ROLL CALL

Present: Susan Ambrose, Don Brown, Robert Jordan, and Ken Nielsen;
Chairman Bill Hart

Absent: Michael Smith; Chair pro tem Peter Salgado

Staff Present: Tom Bonigut, Assistant City Engineer
Mary Vondrak, Senior Management Analyst
Eileen White, Recording Secretary

Agenda items are presented in the originally agendized format for the benefit of the minutes' reader, but were not necessarily heard in that order.

3. APPROVAL OF MINUTES

A. Minutes of the Regular CAC Meeting of April 18, 2013

MOVED BY COMMITTEE MEMBER BROWN, SECONDED BY COMMITTEE MEMBER JORDAN, AND CARRIED 3-0-1, WITH COMMITTEE MEMBER NIELSEN ABSTAINING, to receive and file the minutes of the Regular CAC Meeting of April 18, 2013, as submitted by staff.

B. Minutes of the Regular CAC Meeting of May 18, 2013

MOVED BY COMMITTEE MEMBER BROWN, SECONDED BY COMMITTEE MEMBER JORDAN, AND UNANIMOUSLY CARRIED to receive and file the minutes of the Regular CAC Meeting of May 18, 2013, with the following revision:

Page 4, add to the end of the first paragraph, "Participating and attending CAC Members supported the key presenters and the Mayor's outreach on the tour. They mingled with the audience to answer questions and expressed continued support for clean water and the Clean Ocean Program's goals."

4. PUBLIC INPUT

George Gregory, resident, announced his submittal of an application for a position on the Coastal Advisory Committee, commenting that several issues he would like to see addressed include correction of the too narrow beach trail, prohibition of parking behind the Marine Safety building rather than loss of beach trail space for those using the trail, end of selective enforcement of drainage provisions, and waste of taxpayer funds such as French drains for Prima Deshecha watershed. He is very interested in coastal issues and has contacted the Army Corps of Engineers for information. With regard to the coastal trail, he speculated that too much plant killing chemicals are being used to keep it weed free, which has negatives impacted trail grass, outer reeds, and fauna in the ocean. He believes it is imperative to find out how much weed killer is being used on the trail and throughout the City as whole and recounted negative impacts on his own plants from chemicals used by adjacent homeowners. He theorized that one negative impact from the City's vigorous street sweeping program is removal of nutritious plant life that used to be carried down to ocean by drainage and eaten by marine life.

Chair Hart wished him the best of luck with his application and noted that many of the best and most productive members came in with creative, thought-provoking ideas to refresh the Committee and provide a different point of view. He suggested Mr. Gregory consider reviewing past minutes of CAC meetings to familiarize himself with topics tackled by this Committee in the past.

Committee Member Nielsen offered to provide copies of various SCCWRP studies and Mr. Gregory expressed eagerness to review those documents.

5. OLD BUSINESS - None

6. NEW BUSINESS

A. Prima Deshecha Watershed Tour Follow-up

Assistant City Engineer Bonigut briefly summarized the Watershed Tour and referred to the minutes of the meeting. He asked the Committee Members to provide final thoughts about the tour. In response to questions, he noted that County staff monitor and track results to determine if the bird sounds being broadcast at Poche continue to discourage bird congregation; advised Park Rangers also provide feedback from their observations and the bird sounds can be adjusted if necessary; agreed to make the minutes from the tour accessible via the City's website and invite the public to provide comments/questions; agreed to direct the public to the website via the City's newsletter to increase public awareness of the definition and purpose of a watershed.

The Commissioners expressed disappointment with the amount of public attending the Watershed Tour and lack of newspaper coverage; agreed the “Around Town” episode featuring the Tour was well done, informative, and interesting.

Tom Bonigut, Assistant City Engineer, speculated recent success of improved grades at Poche Beach indicates to the public that the City and County are aware and working to solve the problem; agreed to make DVD’s of the Watershed Tour for the department’s and the Committee Members’ personal use; noted The Sun Post had published an extensive article the week before the Tour, and did a follow-up after the Tour.

Report received and filed.

B. Clean Ocean Program Outreach Program Assessment

Mary Vondrak, Senior Management Analyst, reviewed the staff report, providing background information, goals, and brief review of the assessment undertaken to satisfy the public outreach component of the City’s Municipal Stormwater Permit. Staff recommended the Committee hear the consultant’s report, provide comment, and receive and file the report.

Erica Mahgerefteh, S. Groner Associates, Inc. (SGA), narrated a PowerPoint Presentation entitled, “Strategic Vision Report, City of San Clemente Stormwater Public Education Program, dated May 10, 2013,” containing a series of recommendations created for the City’s stormwater public education program. The presentation featured slides including analysis of the program’s Strengths, Weaknesses, Opportunities, and Threats (SWOT), listing of data used for analysis, and various approaches, outreach suggestions and recommendations for improvement. Included with the presentation was a matrix of Ranked List of Behaviors (Based on San Clemente Survey Results). She summarized that the basic program approach is to 1) Set a norm, 2) Encourage action, and 3) provide a feedback loop.

Committee Member Nielsen stated for the record that the City is in much better shape today than it was before the establishment of the Clean Ocean Program; noted the root cause of problems is bad habits associated with the public; expressed agreement with the conclusions and recommendations provided in the Strategic Vision Report, and established from Consultant Mahgerefteh that next steps include outreach of interesting and effective public education, development of solutions using best information available, and constantly evolving approaches to ensure maximum results.

In response to a comment from Chair Hart regarding the City’s next steps, Consultant Mahgerefteh advised that the report contains recommendations for the City to follow; noted the City has the option of taking action with existing staff or contracting out. She offered her assistance whenever

necessary, and agreed to provide a copy of her PowerPoint Presentation to staff for forwarding to Committee Members.

Tom Bonigut, Assistant City Engineer, advised that the City will use existing staff to follow the recommendations provided by SGA and develop an action plan. Staff will focus on the problem, consider who needs the message, build a matrix, and monitor results. Staff will adjust the action plan as it moves forward. He noted the new concepts revealed in the study are eye-opening, and study recommendations provide a road map for staff to follow.

In response to a comment from Committee Member Brown regarding the City's success to ban Styrofoam containers, Tom Bonigut, Assistant City Engineer, discussed potential options to recognize restaurants and food providers in compliance with the ban.

Committee Member Ambrose suggested staff consider an advertisement in the newspaper listing and thanking all the restaurants/businesses, a certificate for display at their business, and a thank-you letter from the City to recognize those complying with the Styrofoam ban. She recounted other campaigns that were very successful at spreading the message and encouraging the public to change negative behavior.

MOVED BY COMMITTEE MEMBER BROWN, SECONDED BY COMMITTEE MEMBER AMBROSE, AND UNANIMOUSLY CARRIED to 1) receive and file the staff report, 2) request staff to use the SGA report findings to develop specific actions for FY 2014 Clean Ocean Fund public outreach program, 3) bring back recommendations to the CAC for consideration and action.

C. Pharmaceutical Disposal/Drop off Box Update

Tom Bonigut, Assistant City Engineer, reviewed the staff report, an analysis of the Pharmaceutical Disposal Program offered by the Orange County Sheriff's Department. The drop off box would be located at the Main Entrance to the Sherriff's station, open during normal operating hours, behind a locked door at night, and always under surveillance by police personnel. Staff recommended the Committee provide direction.

In response to questions, Mr. Bonigut provided hours of operations; discussed potential for late night hours; noted the Committee's recommendation would go forward to the City Council for consideration and action. The Commissioners concurred to support the program.

MOVED BY COMMISSIONER JORDAN, SECONDED BY COMMISSIONER BROWN AND UNANIMOUSLY CARRIED to implement the Pharmaceutical Drop-off Program as outlined in the staff report.

D. Update on Expanded Polystyrene Ban Compliance

Tom Bonigut, Assistant City Engineer, summarized the staff report, an update on the expanded Polystyrene Ban compliance. Staff recommended the Committee provide direction for staff to express appreciation to businesses complying with the Styrofoam Ban.

The Committee Members discussed potential options including Mayor-signed letters, stickers, certificates, and/or published recognition.

MOVED BY COMMITTEE MEMBER AMBROSE, SECONDED BY COMMITTEE MEMBER JORDAN, AND UNANIMOUSLY CARRIED to recommend that City Council direct staff to recognize businesses in compliance with the Styrofoam Ban with a letter, signed by the Mayor, of congratulations for compliance with Clean Ocean Program goals and an award for display and/or certificate for the window for their efforts to support the Clean Ocean Fund.

7. COMMUNICATIONS

A. Bacterial Monitoring Report Dated June 5, 2013

When discussing the Poche Beach total coliforms results, Chair Hart requested staff research and report on any correlation between the water purification system being turned off for high tide and resulting higher values. Publication of the results may increase the public's understanding that the water improvement at Poche Beach is due to many factors.

B. April & May 2013 Environmental Programs Update

Committee Members received and filed items 7A and 7B.

8. ITEMS FROM STAFF

A. Potential Future Agenda Items

Assistant City Engineer Bonigut reviewed the Potential Future Agenda Items and requested the Committee Members provide input. He noted the Committee may be dark for the August meeting as there are currently no agenda items scheduled.

Committee Members added "Potential Public Outreach Efforts Resulting from the Stormwater Public Education Report" and "Environmental Grant Applications" to the July agenda.

9. ITEMS FROM COMMITTEE MEMBERS

Committee Member Ambrose alerted the Committee Members to a discussion and information session by the Assembly Selection Committee on Coastal Protection now playing on California Channel 65; agreed to keep the Committee informed as to the efforts of this Committee and other California legislation that may be of interest to the CAC; noted that despite receiving a parking ticket, she enjoyed participating in Earth Day celebrations.

Committee Member Brown reported that the Planning Commission is meeting every week in an effort to finish Draft General Plan review before those whose terms are up may have to leave the Commission; noted the Planning Commission would be reviewing the associated EIR in its July meetings.

Chair Hart recounted a recent vacation along the West Coast to Morro Bay, Monterey, etc., and recommended the Committee Members try some of the activities he enjoyed such as kayaking and enjoying the Northern California coast.

10. ADJOURNMENT

MOVED BY COMMITTEE MEMBER BROWN, SECONDED BY COMMITTEE MEMBER AMBROSE, AND UNANIMOUSLY CARRIED to adjourn at 8:50 p.m. to the next regular meeting of the Coastal Advisory Committee on Thursday, July 11, 2013, at 7:00 p.m. in the Fireside Room, at the Community Center located at 100 N. Seville, San Clemente, CA.

Respectfully submitted,

Bill Hart, Chair

Attest:

Mary Vondrak, Environmental Analyst