



CITY OF AVALON

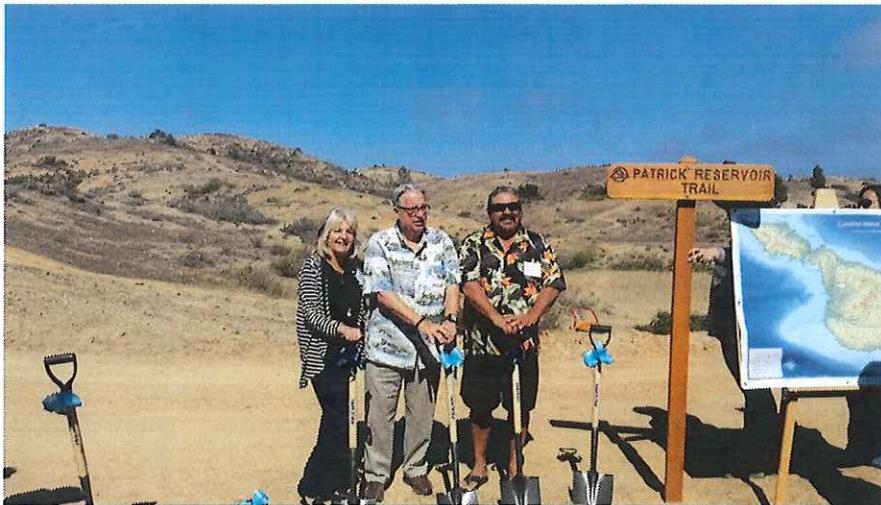
"Let us not be content to wait and see what will happen, but give us the determination to make the right things happen", Horace Mann **

October 17, 2016

TO: Mayor Marshall and City Council Members
FROM: City Manager
SUBJECT: **MANAGEMENT UPDATE**

This report is a compilation of items regarding City operations and/or City government concerns.

"TREKKING" CATALINA NEW TRAIL – WARP SPEED



Mayor Marshall, Supervisor Knabe, and Council Member Hernandez

On Friday, October 14, 2016 Mayor Anni Marshall, Council Member Richard Hernandez and the City Manager joined Supervisor Don Knabe, Conservancy CEO Tony Budrovich and other County and State representatives for the groundbreaking of this new Island trail. Using Proposition A, LA County awarded a \$1.5 million grant for "Trekking Catalina." The grant recipient, the Catalina Conservancy, has plans to provide nature-based recreational activities on the 42,000

acres of Island land as well as develop a master trails plan.

With the support of Supervisor Don Knabe, the investment of Proposition A funds to develop recreational opportunities on the Island and in Avalon makes Santa Catalina Island more attractive for locals and visitors. As the Conservancy CEO said at the groundbreaking, *"Avalon has a beautiful backyard on Santa Catalina Island."*

FOCUS ON WATER SOLUTIONS CONTINUED *(Update from 10-10-16 report)*

The City Council will be hearing a report with specific recommendations from the City Attorney and City Manager regarding fresh water issues and opportunities at the October 18th meeting.

The premise of the staff proposals is that the City of Avalon does not have a fresh water supply problem, and it should not be in a Stage III drought designation. Most everyone agrees that Avalon has a fresh water storage capacity problem, and City officials recognize that in the future new or refurbished salt

water wells are needed. Avalon officials will be seeking State grant funding for water storage and new or refurbished salt water wells. In addition, grant funds will be sought to build a fresh water line from Hamilton Cove to the fresh water supply provided by Edison at Pebbly Beach.

There are short-term steps that SCE could take to relieve the current water restrictions, and SCE needs to be encouraged and motivated to do so. Avalon residents and businesses have taken conservation seriously and made great reductions in water use, and they should be praised and applauded. Avalon residents and the 1 million visitors who come here each year deserve relief from the existing drought rules. Hoping for rain is not a reliable year-round fresh water solution for Avalon or Santa Catalina Island as some have suggested. Rain alone is not the basis for operating a water utility that is surrounded by ocean water (especially during an on-going four-year drought). The time has come for action. The time is now. There should be no more excuses and no more delays.

City government urges residents, business owners and operators, and the Chamber of Commerce to support City fresh water initiatives to our legislators, the Governor, and SCE corporate officials.

AVALON BUSINESS CONDITIONS SURVEY – SEEKING A POSITIVE BUSINESS CLIMATE

The Mayor and Council care about the success of businesses operating in Avalon. Business owners and operators do a good job providing services to residents and visitors alike. They employ our residents and make our community a more inviting place.

City Government is conducting a Business Conditions Survey. City officials are interested in receiving information about how owners and operators view the business climate in Avalon -- what are the things you like and what are things that you would like to see changed? We want to know their thoughts on how local government officials can help nurture, grow, and respond to owners and operators of businesses in Avalon. Creating a prosperous business climate supports a healthy local economy.

The Business Conditions Survey will be mailed to all businesses operating in Avalon, and it will be on the city Website. The Chamber of commerce has been asked to assist in getting the word out on the survey.

SELECTION OF WORKFORCE HOUSING DEVELOPER *(Update from 10-10-16 report)*

The City Council, acting as the Avalon Housing Authority Board, will be asked on October 18, 2016 to authorize staff to negotiate an Exclusive Negotiation Agreement (ENA) with C&C Development of Tustin, California to develop workforce and affordable housing options for Avalon. C&C has experience assisting cities achieving their affordable housing production goals through: (1) New construction of multifamily units (2) The adaptive reuse of existing underutilized properties, and (3) The rehabilitation of existing troubled multi-family properties and neighborhoods.

Avalon Housing Authority Board members will be asked to use this ENA with C&C Development as an agreement between the Authority and the developer specifying a period of time in which the parties will negotiate exclusively on a development project. The ENA binds both parties (private and public) from making any similar deals with the other parties for a specified period. It shows the Developer has represented its willingness and ability to undertake certain studies, plans and other activities necessary to define the scope of a development and determine the feasibility of such development on a particular site. If the ENA is successful, the City Authority and Developer can use it as a basis for entering into a Disposition and Development Agreement (DDA) to build the project.

WHERE HAS ALL THE SAND GONE? – GETTING THE ANSWERS



South Beach today



South Beach in the past

At its meeting of October 18, 2016 the City Council will be asked to approve a contract for services with Michael Baker International to determine the cause of the loss of sand from South Beach where sand levels have dropped 5 feet over the years. The results of the study will be an action program to restore this historical beach front for Avalon and our visitors.

MOLE PARK IMPROVEMENT PROJECT

The City of Avalon received a grant in the amount of \$300,000 from the Los Angeles County Regional Park and Open Space District through the support of Supervisor Don Knabe for the Cabrillo Mole Recreation Project. The City Council also appropriated \$75,000 for the project in July 2016. The existing recreation area will be renovated and improved for the enjoyment of all.

AVALON CANYON FIT TRAIL PROJECT

With the support of Supervisor Don Knabe, the City of Avalon received a grant of \$299,700 from the Los Angeles Regional Park District. The grant will fund the Avalon Canyon Fit Trail Project that will result in the construction of two outdoor fitness zones, one at People's Park, and one at Joe Machado Field. The project will include signage, mile markers and exercises along Avalon Canyon Road linking the two zones together. The City Council will be asked to award the low bid to Pacific Tennis Courts, Inc. at their meeting of October 18, 2016.



Deer outside city offices

DEER CARE - WHO CARES?

State officials have responded to our request for information about the sick and hungry deer that are frequently in Avalon. It was explained that "...deer have a ruminant digestive system; similar to cattle. They are also strict herbivores, which means that they only ingest plant material. The limited amount of starch that they can tolerate comes from acorns and other seeds. The ruminant digestive system requires great quantities of bacteria and protozoa that basically ferments plant materials into a nutritionally available form." We are told that deer should not be fed "people food" because it

makes them eat food that they cannot digest, and they starve to death.

The question remains, if people should not feed deer for the stated reasons and the deer in town are sick and hungry, what will State government do, in cooperation with the community and local organizations, to see that they do not starve and are made well again? While it is against the Law, I am told to feed deer, many local people do so out of concern for these animals. It is likely that people are feeding them, because they are not being managed properly?

Respectfully Submitted,

DAVID JINKENS, M.P.A.

** About Horace Mann - (May 4, 1796 – August 2, 1859) was an American politician and educational reformer.