

**MINUTES**  
**REEDLEY STREETScape MAINTENANCE COMMITTEE MEETING**  
**August 8, 2000**

The agenda for the Streetscape Maintenance Committee Meeting of August 8, 2000, was duly posted in accordance with Government Code Section 54954.2.

A regular meeting of the Streetscape Maintenance Committee was held on August 8, 2000, in the Reedley City Hall Conference Room. The meeting was called to order at 8:06 a.m.

Members Present: Dale Melville and Jan Minami.

Members Absent: Richard Bedoian

Staff Present: Andrew Benelli, Public Works Director/City Engineer; and Kay Pierce, Administrative Assistant.

Others Present: Steve Loeffler.

Dale Melville moved, Jan Minami seconded, to approve the minutes from July 11, 2000. Motion carried unanimously.

**REPORT ON MAINTENANCE ACTIVITY**

A. Steve Loeffler reported that the irrigation for the streetscape has been set for twice daily, at 5:00 a.m. and 7:30 p.m. He also reported that the two pots on 11<sup>th</sup> and “G” Street have been replanted and that river rocks was used rather that pea gravel along with two layers of patio screen to prevent the pots for plugging up. Additional holes have been drilled in these pots.

**OLD BUSINESS**

A. Explanation from Finance on how overdue billings are collected. Sylvia Plata from the Finance Department explained that those accounts that are 60 days past due are sent a reminder stamped “Perhaps you have overlooked your bill”. The 90-days past due accounts will be sent a certified letter reminding them they are past due. This letter notifies the customer that they will be turned over to collections if the bill is not paid. The next 120 days past due notice notifies the customer that they will be sent to collection on a particular date. Styles does not receive certified mail because they will not sign for it, so it is regular surface mail. This is an on-going problem account. Styles will pay when threatened with small claims. Some businesses will have past due notices sent to their home as well as their business.

Dale Melville asked if it isn’t better to just go to small claims court rather than deal with collections? Sylvia Plata responded stating that there is a time frame related with small claims and having to show up for small claims. The difference between the two is as

follows. The customer will go into a "letter service" first, which means that the collection agency will receive the account, send a letter to the customer asking for payment, and that is very effective for many customers and they will pay right away. Small claims is used only after the collection agency is ignored and they don't pay. Small claims is more involved and takes longer and the City has to use the Sheriff's Department to serve the customer. The same customers are delinquent every month.

Sylvia Plata asked the Committee to notify her of any new businesses that start up in town. A new business recently opened and closed before Finance had an opportunity to bill them for a business license. This business was located in the Chamber building.

Dale Melville asked if it was possible for the Finance Department to go to a quarterly billing rather than a monthly billing? Sylvia Plata stated that it doesn't matter to her and what you will find is that the same people that get behind on a monthly basis will get behind on a quarterly basis. Most accounts pay when billed. Several customers will pay a year in advance so that they don't get behind.

B. City Engineer Benelli stated that he is receiving calls regarding a bench being purchased in the memory of Myrtle Burgess. Staff stated that the group of lawyers have been contacted and they are aware of the cost of the bench, that the Streetscape Committee will contribute \$50 towards the bench and as soon as they send a check for the balance, a bench will be purchased. They would like the bench placed near the Burgess Hotel.

C. Dale Melville asked if Mike Olmos had any more information on including "I" Street in the Streetscape District? It is the understanding of the Committee that this can be accomplished without a vote from the district members as well as increase the monthly streetscape fee. Andrew Benelli stated that staff met with the firm doing the specific plan for the east side of Reedley and they asked this firm to bid on doing a specific plan for the "I" Street/Railroad corridor. The study on "I" Street will be studied from the Kings River all the way down the railroad tracks to Dinuba Avenue and possibly to Maxco. It would be a planning effort to try to determine what the community wants to see changed in that area. There might be some portions that don't change. Part of this specific plan would be to look at the Streetscape aspects and make some recommendations on what portion of "I" Street should be included into the Streetscape District. It could take up to a year to complete the Specific Plan.

**NEW BUSINESS** - None.

**CITIZEN REMARKS** - None

### **COMMITTEE / STAFF COMMENTS / REPORTS**

A. Taste of the Town has been scheduled for September 7<sup>th</sup> and will begin at 6:00 p.m. A Rail Trail evening has been set for September 9<sup>th</sup> at approximately 6:00 p.m. or 7:00 p.m. Sarah Reyes will be in attendance to present the Mayor with a check for continuing the Rail Trail. This will be held in the parking lot by the water towers.

B. City Engineer Benelli reported that donations have been received for six benches to be placed on the Rail Trail. The cost of a bench for the Rail Trail is \$1,500 each.

**ADJOURNMENT**

Meeting adjourned at 8:37 a.m. Next meeting will be September 12, 2000.

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Richard Bedoian, Chairman  
Streetscape Maintenance Committee

ATTEST:

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Andrew Benelli, Secretary