

**MINUTES
REEDLEY STREETScape MAINTENANCE COMMITTEE MEETING
MARCH 7, 2000**

The agenda for the Streetscape Maintenance Committee Meeting of March 7, 2000, was duly posted in accordance with Government Code Section 54954.2.

A regular meeting of the Streetscape Maintenance Committee was held on March 7, 2000, in the Reedley City Hall Conference Room. The meeting was called to order at 8:07 a.m.

Members Present: Dale Melville and Jan Minami.

Members Absent: Richard Bedoian.

Staff Present: Michael Olmos, Community Development Director; and Kay Pierce, Administrative Assistant.

Others Present: Steve Loeffler.

Minutes from the meeting of February 15, 2000, have been tabled until the meeting of April 4, 2000.

REPORT ON MAINTENANCE ACTIVITY

A. Steve Loeffler of Loeffler Landscape Maintenance reported that the water to the streetscape area is not on due to the rain. His crew has done some hand weeding and picking up paper and trash. He did prune one Magnolia tree in front of the Burgess Hotel, but did not remove anything from the top.

B. The trees have been replaced at the El Monte Café, Dr. Jelen and the Music Store. Jeff Viau stated that the magnolia that was removed from El Monte Café was transplanted down at Camacho Park along Columbia Avenue along the west side of the park and seems to be doing well. The strawberry trees have also been planted at Camacho Park. Two are doing very well, but it's too soon to tell about the other three.

C. Steve Loeffler reported that many of the Crepe Myrtle trees still have Christmas lights. Jan Minami stated that those lights should be removed by the Downtown Association or whichever business installed the lights. She will bring this up at the next Downtown Association meeting.

D. Steve Loeffler presented the Committee with a map of the streetscape area which depicts the placement of the trees, the species of trees, those trees marked for removal and the types of trees that is scheduled to be planted in their place. The map also includes a chart showing the different phases of tree plantings. The red dots represent the strawberry trees that are still planted. The half blue, half yellow dots over the strawberry tree represent the replacement trees. The dark blue dots represent tree wells that are supposed to have trees, but the planter area has been bricked over. There is a legend on the map explaining the different color dots.

5. Steve Loeffler passed out an explanation sheet which tells the procedure used for removing the magnolias trees and a fee schedule comparing his prices to those of similar businesses in the area so that the Committee could compare pricing. The fee schedule breaks down each procedure for the removal of the magnolias. These prices include what the Public Works Superintendent, Jeff Viau, would charge if City crew removed the magnolias. The half hourly rate for Loeffler Landscape is for a three man crew.

Steve explained that when the tree stump is ground up, the PVC pipe is ground up with the stump as well as the plastic root barrier. All this dirt now contains trash and this dirt must be removed and new dirt installed.

OLD BUSINESS

A. The invoices submitted by Loeffler Landscape and passed out to the Committee represent all the outstanding invoices for work performed and not yet paid for out of the 1999-2000 budget. Invoice No. 1249 for a total of \$560, \$280 will be paid for out of Street funds because the sidewalk reconstruction in front of Uncle Harry's was Street project. The \$280 will be paid for out of the Streetscape fund. Regarding Invoice No. 1248 for the Opera House tree planting totaling \$505, \$375 of that total will be from Street funds with the \$130 balance coming from the Streetscape fund. The two juniper trees planted in front of the Opera House were \$249 each. Buttonwillow Nursery will charge the City \$65 each which is the amount charged for either the Hackberry or Pistache tree. The balance will be charged to Art Bergthold as agreed. The invoices submitted by Loeffler Landscape for work done to date total 59.5 percent of the 1999-2000 budget expended with 66% of the year gone. This fund will still be within budget, however, there will only be approximately \$1,000 available for additional tree plantings. Of the \$1,083.79 monthly maintenance fee, \$125 is for the maintenance of the new pots. Mike Olmos continued by stating that the total of the invoices is approximately \$4,000. The budget shows a tree replacement of \$1,500. The monthly maintenance fee will come out of the 3100 account. The balance of \$2,800 will be split between the tree replacement account, 6290, which will leave a zero balance in this account, the remaining balance of \$1,300 will be paid out of the corner treatment account, 6310. The budget bottom line will be OK, but we will have to watch what we spend for the remainder of the fiscal year. Mike Olmos stated that there is a reserve in the Streetscape budget of \$2,800 at this time. Any funds not spent by June 30, 2000, will be placed back into the reserve fund balance. Jan Minami asked if there is a recommended fund balance that should be maintained? Mike Olmos recommended approximately 25% should be maintained. He stated that he will prepare a draft budget for the Committee to review at their next meeting.

Jan Minami asked if there are any grants that would allow funds for tree improvements. Mike Olmos suggested asking Tree Fresno if there are any Hackberry or Pistache trees available. Mike Olmos also stated that staff needs to make sure that all business in the District are paying their monthly fee. Dale Melville stated that he would like to see at least six Hackberry trees planted on "G" Street between 11th and 12th this season so that they can begin to grow. This would cost approximately \$1,900 which would bring the reserve down to approximately \$2,000.

Steve Loeffler stated that if the Public Works crew can remove the existing magnolias, that will bring down the labor cost significantly. The Committee directed Public Works

Superintendent, Jeff Viau, to proceed in the removal of the six Magnolia trees and directed staff to contact Tree Fresno for the Hackberry trees. The Committee has authorized \$1,500 for tree replacement on "G" Street between 11th and 12th Street. Jeff Viau and Steve Loeffler will work together towards this goal. The Committee is prioritizing the six Hackberry trees on "G" Street between 11th and 12th, and if Tree Fresno can donate the Hackberry's, perhaps there will be enough in the budget to plant one or two more trees. The magnolias in front of Sam's Shoe Store will be the first trees removed.

Mike Olmos asked Steve Loeffler to give him a price on just installation of the trees, per tree. The Public Works crew will remove the trees. Steve Loeffler quoted \$80 per tree for installation.

NEW BUSINESS

A. Sylvia Plata with the Finance Department reported to the Committee that she and Kay Pierce did a walk through the downtown district and were able to identify some of the new businesses that do not have a business license and are not paying the streetscape fee. Six additional businesses were added to the list of those being billed for the streetscape fee. She reported that Finance had a new computer program which she discovered lost all of the invoices which had to be manually recreated. She asked the Committee make her aware of any new businesses that they find that she might not have because they did not pull a business license. She asked the Committee if there was any reason why the Reedley Historical Society is not being billed because there is nothing in the Ordinance that states non-profit organizations are exempt. She has sent the Historical Society a billing for the streetscape as well as those businesses that have not previously been billed. Dale Melville asked if there are any penalties or interest charges that should be billed for those business? Sylvia Plata replied that Finance can go back seven years, but most of the businesses are fairly new. The only business that goes back further is East/West Printing. Dale Melville stated that those business that have been billed and not paid should have late charges and penalties, but those businesses such as the Historical Society, who were not aware of the monthly charge should be charged from this month forward.

B. Sylvia Plata stated that she does have approximately three businesses that are chronically several months behind. One business in particular refuses to pay even though she threatens to turn them over to collections. She has recently mailed them another billing stating that this time she is going to turn them over to small claims court and them paid up. She asked the Committee their feelings on collecting from delinquent bills. Dale Melville stated that he felt small claims was the best way to go for collecting bad debts. The Committee agreed unanimously. Sylvia explained that once she turns over a bad debt to collections, the City can only recover 30-percent and the balance is never collected by the City. Each time a business gets behind, she has to begin a new collection. The past bad debts can never be recouped.

Sylvia Plata also explained to the Committee that Dr. Tajiri has another doctor that uses his office once a week and brings his own staff. His name is on the outside of the building, but he does not have a business license. Sylvia has recently send him a notice that he has to have a business license. Dale Melville stated that if the City requires this doctor to have a business license, then he should also be required to pay the streetscape fee. The only exception to this rule is the hairdressers, the salon is the only one billed for the streetscape

fee, and the "F" Street office building is not billed because there are no trees or flowers planted because this sidewalk is not in the district.

Sylvia Plata also reported that she went into Gonzalez Travel/Jewelry and the owner stated there is no longer Gonzalez Travel. The business owner was asked to remove the sign, but it is still up on the front of the building. There is a stipulation in the ordinance referring to the removal of signs when the business is no longer there.

Sylvia also stopped in at the Chamber office on "G" Street and asked the new Chamber Director to notify any businesses in that row of offices that they need a business license and he agreed to pass along this information.

Dale Melville asked Jan Minami to relay to the Downtown Business Association members to pass along any information on new businesses to the Streetscape Committee so that they are aware of the Streetscape fee.

C. Development of a Tree Removal Police for the Streetscape District was briefly discussed by the Committee. Staff mailed Dale Melville copies of similar policies that are in-place at City Hall. Dale stated that the policy he is developing will follow the adopted City policies fairly close. The Committee will have to decide whether a tree should be removed and the criteria would be whether or not the tree poses a safety problem, or if the tree is dying, and whether the tree can be saved. The development of a Tree Removal Policy for the Streetscape District has been tabled until the next Streetscape meeting in April.

D. Staff advised the Committee that a request and payment has been received from Reedley Social Services for the purchase of one streetscape bench. The Committee gave it's approval and staff will order the bench.

CITIZEN REMARKS - None.

COMMITTEE / STAFF COMMENTS / REPORTS

A. It was mentioned that Street Faire is coming up in May and the benches are in need of refurbishing. Jeff Viau will look into this project.

ADJOURNMENT

Meeting adjourned at 9:10 a.m. Next meeting will be April 4, 2000.

Richard Bedoian, Chairman
Streetscape Maintenance Committee

ATTEST:

Michael Olmos, Secretary