

**MINUTES**  
**REEDLEY STREETSCAPE MAINTENANCE COMMITTEE MEETING**  
**April 10, 2001**

The agenda for the Streetscape Maintenance Committee Meeting of April 10, 2001, was duly posted in accordance with Government Code Section 54954.2.

A regular meeting of the Streetscape Maintenance Committee was held on April 10, 2001, in the Reedley City Hall Conference Room. The meeting was called to order at 8:05 a.m.

Members Present: Jan Minami, Dale Melville and Richard Bedoian.

Members Absent: None.

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

Others Present: Steve Loeffler of Loeffler Landscape Maintenance.

Dale Melville moved, Jan Minami seconded to approve the minutes from March 20, 2001, with changes as follows: Dale referred to Page 3, top paragraph, last line where it states "Streetscape fee would need to be current on any City related invoices." The actual comment was "Streetscape fee would need to be current **along with** any City related invoices." The point being that when City staff issues a business license, they should be checking not only for streetscape fees, but for any outstanding charges due to the City. The second change is on the last page changing the signature line from Richard Bedoian to Jan Minami, Vice Chair, since Richard did not attend the last meeting. Motion carried unanimously.

**REPORT ON MAINTENANCE ACTIVITY**

A. Steve Loeffler reported that all new trees have been planted as well as new flowers in the pots and groundcover in most of the tree wells. His crew will finish the groundcover planting the following week. The cost of the groundcover will be approximately \$104 for plants only. Steve is not charging any labor for planting the groundcover. He found nice looking Gazanias at Walmart. The Calendula has also been planted in several wells and should do very nicely. The valve that was replaced at 10<sup>th</sup> and "G" turned into a bit of a major project because they re-kidded the valve and it still continued to leak, so it was then a matter of putting in a whole new valve. You cannot just put a wrench down in there and turn it, so they had to cut some pipe and relocate them back a little bit to install the new valve. The water is not standing in the wells anymore, so it looks as though the valve is fixed. Steve's crew is also going through the downtown area and trimming all the flowers on the edges and timing so that they look good for Street Faire. Also removing weeds in the sidewalk areas. His crew will blow the streets on the Friday before Street Faire and come back on Monday.

Steve asked when he should turn in the invoice for the groundcover and was told to turn the bill in as soon as all flowers have been planted.

City Engineer Benelli reported to the Committee that the Streetscape budget is going into the red. There was \$500 budget for tree replacement and ten trees were removed and replaced at a cost of \$1,000. It was originally intended to only do five trees, however, the Public Works crews removed the trees on both sides of "G" Street, which required all ten trees to be replanted. The bill for the valve will also be paid out of this account. It was originally intended to spend the \$200 on groundcover, but it didn't work out as planned. The account will be over by approximately \$600. City Engineer Benelli stated that there is \$250 in the Special Supplies account; Equipment Repairs had \$250 budgeted, but so far \$437 has been expended from this account. Tree replacement account had \$500 budgeted and we have spent \$1,044, and for benches \$100 was budgeted and \$4.20 has been spent from this account. However, the bottom line for the Streetscape Fund is that only 61% of the entire account has been expended, which would mean the account as a whole is in good shape. However, by the end of the fiscal year, most of the money will be expended and possibly over by \$500. We could carry this over to next year. Dale suggested asking for \$6,000 from the Council instead of \$5,000. City Engineer Benelli stated that he did request \$5,000 in the budget of 2001-2002.

Steve Loeffler stated that the cost of flowers and the potted plants comes to \$220. The flats of flowers run \$18 per flat and approximately six flats were used along with other plants. City Engineer Benelli stated that \$250 was budgeted for the plantings. It was the additional five trees that put this account over budget.

B. Steve Loeffler referred to the previous meeting when Manuel Alvarado was present. He stated that he tried to reach Faith Sidlow at Channel 24, however, she was on vacation. She will probably be out to Reedley the Friday before Street Faire. Steve will pass this information along to Manuel Alvarado.

C. Dale Melville stated that he removed the lights that were in the trees downtown and if Steve notices any other lights in any of the downtown trees, to please let Dale know.

## **OLD BUSINESS**

A. Dale Melville stated that last month we talked about the travel sign at Gonzalez Jewelry Store and this same travel sign is still in the window advertising trips. This shouldn't be happening since this is supposed to be just a jewelry store and not a travel agency as well. Dale feels that they should be billed for two businesses. Sylvia Plata went into this jewelry store last year and asked them if they have two businesses in the store and was told that they were only a jewelry store. It was at that time they were advised to remove the wooden sign outside the store. However, they are now placing posters in the window advertising trips which would lead one to believe they are conducting another business in this store. This information will be turned over to Sylvia Plata to check out.

B. Dale Melville reminded Andrew Benelli to ask the City Attorney about checking into changing the ordinance to state that if a business owner wants to renew his business license, they must be current in all City charges, including Streetscape fees. He would like the City Attorney to look into the legality of changing this ordinance to include this stipulation. Staff will look into this for the Committee.

## **NEW BUSINESS**

A. Andrew Benelli pointed out that the City crews have done a lot of work in the parking lot under the water towers, such as several tree wells being installed. The trees will be planted in the next couple of day. He hasn't had anyone praise the work, just complain that the parking spaces are out of commission. There is also a spot for the bike rack and the pad is being poured next to the restroom.

B. Richard Bedoian suggested looking at the sidewalk on 11<sup>th</sup> Street next to Coffee and Candy from the alley to "G" Street. The sidewalk is in bad shape from the trees lifting the sidewalk and the sidewalks are badly chipped. Jan stated that this area could be one of the arguments in favor of the requested \$5,000 to \$6,000 and Dale suggested even possibly \$10,000. Andrew stated that when work is done on the sidewalks, that cost does not come out of the Streetscape budget. Richard added that the sidewalks are in bad shape in this area, very similar to the shape the sidewalks were in at Uncle Harry's Restaurant, even worse. The trees have lifted the sidewalk in a couple of areas. Andrew stated that city crews are going to do landscaping in the parking lot that the City purchased from Martens and part of that project is to remove an existing driveway and move it over, so the sidewalks in this area will be worked on in this area and it could possibly be included to repair additional sidewalk at the same time. Richard stated that if the Council does approve additional funds for tree removal and replacement, this area should be the first place for tree removal because it is a trip hazard.

**CITIZEN REMARKS** - None.

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

A. Richard Bedoian asked about Farmer's Market and have they decided on where Farmer's Market will be held? Jan Minami stated that there are a couple of people in the RDA that are really gungho to have it near the Rail Trail, but the majority does not agree. There are a couple of things happening: 1) it doesn't make any sense to proceed with it if the City doesn't think it's a good idea, and 2) Parks and Recreation is reviewing what are acceptable events and it's unlikely that Parks and Recreation will think it's a good idea and she doesn't think it's a good idea either, because it's not supported by City staff and it's not a good event for the Rail Trail. The Trail should have moving events, not stationary events. Also, she can't imagine how RDA can afford the number of people that it takes to put all the protective things up that they need to put up. This is being made into a major event every single week and maybe it can be pulled off for one year, but it's not plausible to try it beyond this year. It takes a great amount of energy to make a big event out of Farmer's Market every week. This energy should be focused on Street Faire, or Taste of the Town or something that doesn't take place very week.

Andy Benelli added that the area of the Trail in question was designed for events because here is power and lighting there, but vehicles on the Trail would be a problem. Jan stated that the way this idea was proposed made a lot of sense. The vehicles would not be on the Trail; they would be stakes and balloons around all the sprinklers so there wouldn't be a possibility of sprinkler damage, and the individual presenting this idea did a remarkable job of putting this together as an event. Jan doesn't feel that this idea has the support of the RDA simply because to put this Farmer's Market into that kind of event every week, the organization isn't made up of a million volunteers to help every week. It would also be hot on the Trail since the trees are not very large yet. There is a lot of work involved in putting on the Farmer's Market. Farmer's Market is six hours long and is held at a time when many business owners can't be there, and we now have a Director who can do part of that, but it takes a Director and a Board member as it is now. The way it is being proposed, it would take a Director and three Board Members six hours each for Farmer's Market and it probably just won't happen. Richard Bedoian feels that there is some advantage to holding Farmer's Market on "G" Street because some of the businesses are open until 6:00 or later, and can generate some business from Farmer's Market. Jan added that Farmer's Market is a good quality of life event, but not a good downtown shopping event, except for the restaurants. This Farmer's Market is certified to accept WIC dollars and these clients would most likely not shop downtown.

Richard Bedoian stated that he has visited the Clovis Farmer's Market and although business might be good for the ice cream shop, it doesn't bring much business into the retail shops, although the shoppers might come back on another day. Farmer's Market is just an event that attracts people to the downtown area and anything that can attract people downtown is a plus. Andrew Benelli asked if the farmers participating in the Farmer's Market should be running the event since they are the one profiting from this event? Richard stated that this was tried one year which a couple farmers helping. The farmers do pay a maximum of \$20 to participate in Farmer's Market. RDA does receive a small amount of money for this event. There are other things besides produce sold at Farmer's Market such as crafts, flowers, baked goods, etc.

Andrew Benelli stated that the RDA did look at the Royal Valley building that was purchased by the City between 8<sup>th</sup> and 9<sup>th</sup> Streets. Jan stated that they also tried holding Farmer's Market at Pioneer Park and that was not successful either. Taking Farmer's Market out of the downtown area just doesn't work. Even though Royal Valley sounds like a nice place to hold Farmer's Market, moving it from "G" Street to Royal Valley is too far.

#### 8. Adjournment.

Meeting adjourned at 8:40 a.m. Next meeting will be May 8, 2001.

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Richard Bedoian, Chairman  
Streetscape Maintenance Committee

ATTEST:

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Andrew Benelli, Secretary