

**MINUTES
REEDLEY STREETScape MAINTENANCE COMMITTEE MEETING
June 12, 2001**

The agenda for the Streetscape Maintenance Committee Meeting of June 12, 2001, was duly posted in accordance with Government Code Section 54954.2.

A regular meeting of the Streetscape Maintenance Committee was held on June 12, 2001, in the Reedley City Hall Conference Room. The meeting was called to order at 8:00 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 May 20, 2001, as written. Motion carried unanimously.

REPORT ON MAINTENANCE ACTIVITY

A. Steve Loeffler reported that the irrigation is set up to come on three times a day; 6:00 a.m., 8:00 p.m. and 1:00 a.m. for three minutes each. Steve's crew is pruning the edges of the flowers. City Engineer Benelli stated that Ken Peters from Harmony Home Furniture complained that his crepe myrtle has aphids. Steve Loeffler stated he was aware of that already and has already applied a systemic fertilizer on the crepe myrtle which includes an insect killer and he also sprayed the tree with insecticide. Mr. Peters also feels the tree is getting too much water. Steve stated that this is the end of the line and the pots require more water than the trees. Steve suggested replacing some of the older bubbler heads with the newer type which can be turned down.

OLD BUSINESS

A. Dale Melville reported that Gonzalez Jewelry Store is still advertising a travel business and he wondered if this has been checked by Sylvia Plata in Finance. A letter was going to be sent advising them that a second business license would have to be obtained if they continued to sell travel packages. Staff contacted Sylvia and was told that the last time she visited Gonzalez Jewelers, they had removed the travel signs and stated that they were not operating a second business in the store. They do wire money to other countries, but this is not considered a separate business.

NEW BUSINESS

A. A memo was received from City Attorney, Dale Bacigalupi, regarding the request from the Committee regarding delinquent fee collections and whether the City could use business licenses as the means to require business owners to pay up on other City charges which have become delinquent. With some exception such as water and sewer fees for example, the answer is yes. The City could adopt a policy that doing business in Reedley, which requires a business license, is contingent upon certain other revenue-raising fees being current at least once a year (at the time of business license renewal).

Jan Minami stated that this does not address the late charges as previously requested by the Committee; it simply states that you have to be current. Late fees could be charged only if mentioned in the ordinance. Richard Bedoian stated that his recollection was a flat \$10.50 per month, no matter what, and no late charges, unless there were collection fees.

The Committee addressed staff to draft an ordinance outlining that all accounts must be brought current before a business license is issued. City Engineer Benelli didn't feel that there would be many complaints from business owners that Streetscape fees would have to be current before a new business license was issued. The other issue is that if a business operates without a business license, then it's a code violation and becomes a legal matter, rather than just a collections item. They will have broken the law operating without a business license.

After some discussion, Dale Melville moved and Jan Minami seconded to direct City Staff to do whatever is necessary to enact a policy that will require businesses to be current in all fees due the City, excluding water and sewer charges, before a business license is issued to that business. Motion carried unanimously.

This new policy should encourage all businesses to become current with their Streetscape fee at least every six months. There might be some businesses that will allow their account to become delinquent for a year before paying up, but there are some businesses that don't pay up at all. This should encourage a more timely payment process. As soon as a policy is developed, it will be passed along to the Finance Department. Staff will attempt to get the new policy in place for the 2001-2002 fiscal year, before business licenses are issued.

6. Citizen Remarks - none.

7. Committee / Staff Comments / Reports.

A. Jan Minami asked staff how the budget is progressing. City Engineer Benelli replied that the Streetscape budget has not gone to the Council yet, but will go to them on June 19 for review. As is it now, an additional \$5,000 has been included in the new Streetscape budget. There is no guarantee that this request will make the final cut. The request for the one-time \$5,000 request is in lieu of asking for an increase in the monthly Streetscape fees. This \$5,000 will be used to replace the remainder of the trees needed to replace the magnolia trees that are lifting the curb, gutter and sidewalks. City Engineer Benelli also reminded the Committee that the 2000-2001 budget went over due to additional expenses of tree plantings.

CITIZEN REMARKS - None.

COMMITTEE / STAFF COMMENTS / REPORTS

A.

ADJOURNMENT

Meeting adjourned at 8:45 a.m. Next meeting will be June 12, 2001.

Richard Bedoian, Chairman
Streetscape Maintenance Committee

ATTEST:

Andrew Benelli, Secretary