

**MINUTES OF THE WILLOWS CITY COUNCIL MEETING HELD January 25, 2011**

1. The meeting was called to order at 7:00 p.m. by Mayor Hansen.
2. **PLEDGE OF ALLEGIANCE:** Council Member Yoder led the Pledge of Allegiance.

3. **ROLL CALL:**

Present: Yoder, Cobb, Hobbs, Holvik & Hansen

Absent: None

4. **Agenda Review:**

- a) Council Member Holvik pointed out that there was a typo on this item and that it should read “acceptance of the City Council January 25, 2011 agenda”, rather than “2010”. The Clerk noted the correction. It was then **moved** by Council Member Holvik and **seconded** by Council Member Hobbs to accept the City Council January 25, 2011 Agenda. The motion unanimously passed.

5. **Presentations & Proclamations:**

Police Chief Spears presented Certificates of appreciation to Kathleen Menezes, Starbucks, Denny’s Restaurant, Sani-Food, Willows Hardware, Bank of America, Trammel’s Public, Umpqua Bank, Tri Counties Bank, Sunshine Market and the Willows Public Library for their generosity in assisting with the Toys for Tots and Cans for Cops campaigns in 2010. He stated that both campaigns were highly successful and many toys and canned goods were collected.

6. **Oral and Written Communications/Public Comment:**

Rose Marie Thrailkill gave the Council an update on past and upcoming Chamber of Commerce and Community special events and fundraisers.

Forrest Sprague had submitted a written communication to the City Clerk on January 20 and asked that the communication be placed on the City Council’s agenda. The letter was included in the agenda packet, and therefore was not read into the record. City Manager Steve Holsinger offered some comments in response to Mr. Sprague’s letter. The City Manager addressed each of the three complaints/concerns and the four requests or action items mentioned in Mr. Sprague’s letter. Upon concluding his comments, the City Manager requested that there be no further discussion of this letter, as he believed most of the issues raised in the letter were not actionable, but rather self-serving, and he believes it is more critical that the Council spend time discussing and tending to the business of the City and not spend any more time on the agenda of one person or a small group of individuals. Mr. Sprague then refuted the City Manager’s comments, stating that he believes that the City has an obligation, pursuant to the City’s Municipal Code, to allow any person or group to place an item on an agenda. City Attorney Gary Krup joined the discussion and characterized some of Mr. Sprague’s comments regarding

City operations as argumentative. Mr. Krup further added some clarification to the issues pertaining to obligations of the City under the Municipal Code which Mr. Sprague mentioned in his letter. Mr. Sprague spoke once again, expressing his frustration and disappointment with City operating procedures, City Staff, the City Planner, the City Manager and conflicts within the Municipal Code and the Zoning Code. He concluded his statements by stating that he believes that there is a disconnect between the Planning Commission and the City Council that needs to be addressed and he wanted to bring his concerns before the Council and in his doing so, he felt ostracized by the City Manager. Upon conclusion of discussions the City Attorney excused himself for the remainder of the meeting.

**7. Consent Agenda:**

It was **moved** by Council Member Yoder and **seconded** by Council Member Cobb that the Consent Agenda be approved as presented. The motion unanimously passed and the following items approved/adopted:

- a) Approval of General Check Register (22659-22684).
- b) Approval of Payroll & Direct Deposit Check Registers (Z02221-Z02258 & 31053-31071).
- c) Approval of the January 11, 2011, City Council Meeting Minutes.

**8. Public Hearings: None**

**9. Ordinances: None**

**10. Items introduced by City Council or Administrative Staff for discussion purposes only (Including Economic Development Updates, if any):**

Council Member Holvik stated that he recently attended a Meeting discussing the topic of Senior Housing needs and said it was very interesting and informative. The meeting was held at the Senior Nutrition Center. He stated that the next meeting is scheduled to occur on March 2, again at the Senior Nutrition Center.

Council Member Hobbs stated that she and Council Member Cobb attended the New Council Members & Mayor's Conference last week and that she learned a lot. Mrs. Hobbs also stated that she recently attended a Kiwanis Club Meeting and addressed some questions that the group had pertaining to the activities happening throughout the City.

Council Member Cobb thanked the Council for allowing him and Council Member Hobbs the opportunity to attend the New Council Members & Mayor's Conference in Sacramento and he said that it was very educational.

Mayor Hansen requested that the SWOT analysis be put on the agenda for the next Council Meeting in order to get it finalized.

Council Member Holvik inquired when the City's Vision statement would be placed on the website. The City Manager stated that the Vision Statement had not yet been adopted by the Council, but that he will include the Vision Statement finalization and approval on the same report for the SWOT analysis approval at the next Council Meeting.

**11. New Business:**

- a) Consider approval to allocate funding from Community Discretionary Funds in the amount of \$175.00 for a "business-card advertising panel" on the Orland Chamber of Commerce 2011 Street Map and Community Guide for Orland, Willows and Glenn County:

The City Manager was recently contacted by Anthony McDemas, Cartographer of Design Maps from Tehachapi. Mr. McDemas provided him with a draft 2011 Orland Chamber of Commerce Street Map and Community Guide for Orland, Willows and Glenn County. The map is a dual-sided County and Cities street map, with specific call-outs for items of priority community interest and/or focal points. In conversations with Mr. McDemas he indicated he would reserve panel #34 on the map border, directly above the City of Willows street map. There are to be five thousand maps printed and distributed thru local merchants and city and county offices. Staff is requesting that Council approve to allocate the necessary funding to include our sponsorship advertisement on the map border.

It was **moved** by Council Member Yoder and **seconded** by Council Member Hobbs to allow the allocation of funding from Community Discretionary Funds in the amount of one hundred seventy-five dollars (\$175.00) for a "business card advertising panel" on the Orland Chamber of Commerce 2011 Street Map and Community Guide for Orland, Willows and Glenn County. The motion unanimously passed.

- b) Consider approval of a Resolution for additional allocation for Façade Improvement Program Projects and authorize an initial funding allocation for a Special Business Stimulus Incentive Fund in conjunction with new business start-up fees in the CC Zone:

In June of 2008 the City Council adopted Resolution #31-2008 which provided Façade Improvement funding assistance to property and business owners in the Central Commercial (CC) Zoning District. The initial funding allocation was established at twenty-four thousand dollars (\$24,000.00). One year later the Council augmented this initial funding with an additional six thousand dollar allocation. The last allocation was made in August 2009 in the amount of twenty thousand (\$20,000) dollars, following some specific enhancements to the program. To date this program has been extremely successful and responsible for over one-hundred thousand dollars (\$100,000) worth of capital improvements for businesses in the Downtown Commercial Core. This success can only be attributed to the diligent efforts of the Greater Willows Improvement League (GWIL).

Recently several new business interests have approached the city for purposes of opening/establishing new business outlets in the Downtown District. These particular businesses require a "use permit" to operate within the Central Commercial Core. The Planning Commission during their recent deliberation concerning one of these business proposals was sympathetic to the fact former auto dealerships operated at this same location without a Use

Permit. Although that was true, Code changes in both 1991 and again 2000 added and re-emphasized this requirement. During these discussions with the Planning Commission one of the Commissioners suggested that the City of Willows might or should consider some type of business stimulus incentive in the CC District similar to the Sign Stimulus relaxation code amendment. City staff agreed to explore the possibility and determined it would be possible to fund such a program utilizing the unallocated funding available from the Wal Mart Economic Impact Fund.

However during a recent GWIL meeting held January 17th the group consensus was to oppose the use of the unallocated funds to provide supplemental funding to pay City Planning fees associated with Use Permit processing requirements. Staff received an e-mail advisement from GWIL Director, Terry Taylor-Vodden immediately following the group discussion on this topic. Fortunately, staff was able to contact Ms Vodden by phone the following day and clarify an apparent misunderstanding concerning the use of the Wal Mart Funds.

To date, a total of fifty thousand dollars has been allocated to the Façade Improvement Program. The program, as mentioned above, has been extremely successful and staff is happy to report that over forty-five thousand dollars has been invested in downtown improvements since the inception of this program. Currently there is approximately \$4,800 available for other projects. However, the GWIL members are aware of additional projects that may come forward in the near future and these projects are anticipated to exceed this available balance. GWIL members assumed the total sixty thousand dollars would be available for use in the program; despite the fact City Council had not authorized the use of additional funds for Façade Improvement to date.

Upon understanding the expectations of the GWIL membership and the fact that additional projects may be forthcoming, city staff has reconsidered the initial proposal to utilize these funds for development of a Business Incubator Program. However, staff believes strongly that both programs have merit; especially the continued funding of the Façade Improvement program with its demonstrated success history. Therefore staff wishes to secure some additional funding allocation for the Façade Improvement Program and would recommend at least seventy-five percent (75%) of the unallocated balance be made available immediately.

However, new business development in the CC Zone is an equally important project that should not be ignored. Therefore staff requests the remaining unallocated balance of the Wal Mart Funding be allocated to off-set the Planning Services Fee expenditures associated with “use permit” processing for new businesses within the Central Commercial Core. Staff requests a program effective date of January 1, 2011 and to continue until all allocated funds have been expended or June 30, 2012, whichever occurs first.

Brief Council discussion ensued and it was **moved** by Council Member Cobb and **seconded** by Council Member Yoder to adopt a Resolution authorizing additional funding allocation for the Façade Improvement Program and establishing funding for business incentives to off-set planning services fees for new businesses in the CC Zoning District. The motion unanimously passed.

**12. Council Member Reports:**

Mayor Hansen stated that he attended the most recent Transit & Transportation Committee Meeting. He then thanked the Planning Commissioners for all of the volunteer work that they do for the City and he wanted them to know that they do a very good job and the Council appreciates their hard work.

**13. Executive Session: None**

**14. Adjournment: Mayor Hansen adjourned the meeting at 8:42 p.m.**

Dated: January 25, 2010

NATALIE BUTLER

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City Clerk

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