

# ***CITY OF PERRIS***

***MINUTES:*** City Council, Redevelopment Agency,  
Perris Public Finance Authority &  
Perris Public Utilities Authority  
***Date of Meeting:*** 10 February 2004  
***Time of Meeting:*** 6:00 p.m.  
***Place of Meeting:*** City Council Chambers

**1. *CALL TO ORDER:***

The Honorable Mayor Busch called the Joint City Council, Redevelopment Agency, Perris Public Finance Authority and Perris Public Utilities Authority Meeting to order.

*6:00 p.m. Called to Order*

**2. *ROLL CALL:***

Council Members Present: Motte, Rogers, Landers and Busch  
Councilmember Yarbrough arrived at 6:07 p.m.

*Four Councilmembers present.*

Staff Members Present: City Manager Apodaca, City Attorney Dunn, Finance Director Rogers-Elmore, Community Development Director Gutierrez, City Engineer Motlagh, Public Services Director Owens, Police Chief Kestell and City Clerk Rey.

*All Staff Members Present.*

**3. *INVOCATION:***

Councilmember Motte led the invocation.

*Councilmember Motte led the invocation..*

**4. *PLEDGE OF ALLEGIANCE:***

Mayor Busch led the Pledge of Allegiance.

*Mayor Busch led the Pledge.*

**5. *PRESENTATIONS/ANNOUNCEMENTS:***

Habib Motlagh, City Engineer to introduce Kirk Cloyd, Public Works Superintendent.

City Engineer Motlagh introduced Kirk Cloyd, who is the new Public Works Superintendent for the City.

*City Engineer Motlagh introduced Kirk Cloyd, the new Public Works Superintendent for the City.*

Mr. Cloyd explained his qualifications and experience for this position and thanked the City for this opportunity.

*Mr. Cloyd explained his qualifications and experience.*

Captain Kestell of the Perris Police Department, invited the Mayor and the Council to a ribbon-cutting ceremony for the off-site police station at the north end of the City.

*Captain Kestell invited the Mayor and Council to a ribbon-cutting ceremony for the off-site police station.*

**6. APPROVAL OF MINUTES:**

Approval of the minutes of the Joint Meeting of the City Council, Redevelopment Agency, Perris Public Finance Authority and the Perris Public Utilities Authority held January 27, 2004.

*Approval of the minutes of the Joint Meeting of the City Council, Redevelopment Agency, Perris Public Finance Authority and the Perris Public Utilities Authority held January 27, 2004. Approved: 5-0*

M/S/C: (Motte/Landers) to approve the minutes of the Joint Meeting of the City Council, Redevelopment Agency, Perris Public Finance Authority and the Perris Public Utilities Authority held January 27, 2004.

AYES: Motte, Rogers, Yarbrough, Landers, Busch  
NOES:

**7. CONSENT CALENDAR:**

PUBLIC COMMENT:

A. To amend the Fiscal Year 2003-2004 Budget related to Grants.

*Amendment of the Fiscal Year 2003-2004 Budget related to Grants. Approved: 5-0*

B. Approval of Warrants.

*Approval of Warrants. Approved: 5-0*

M/S/C: (Rogers/Yarbrough) to approve the Consent Calendar as presented.

*Approval of the Consent Calendar as presented. Approved: 5-0*

AYES: Motte, Rogers, Yarbrough, Landers, Busch  
NOES:

**8. PUBLIC HEARINGS:**

A. Consideration and discussion to adopt Resolution Number 3189 approving Tentative Parcel Map #31615 (PO3-0263), a proposal to subdivide .31 acres into two single-family residential lots at SW corner of 11<sup>th</sup> and Palisades Streets.

*Resolution Number 3189 approving Tentative Parcel Map #31615 (PO3-0263) to sub-divide .31 acres into two single-family residential lots. Approved: 5-0*

Applicant: Brian Jensen

The Proposed Resolution Number 3189 is entitled:

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF PERRIS, CALIFORNIA, APPROVING TENTATIVE PARCEL MAP 31615 (P03-0263) SUBDIVIDING .31 ACRES OF LAND AT THE SOUTHWEST CORNER OF 11<sup>TH</sup> STREET AND PALISADES STREET INTO 2 RESIDENTIAL LOTS ON APPLICATION OF JENSEN AND ASSOCIATES, AND MAKING FINDINGS IN SUPPORT THEREOF.

Introduced by: Olivia Gutierrez, Community Development Director

Director Gutierrez explained that this item was a proposal to sub-divide one lot into two lots corresponding with the existing surroundings in the Downtown Specific Plan Zoning. The applicant was proposing to sub-divide a single lot comprising approximately .31 acres into two lots with each lot averaging 7000 square feet. The project was categorically exempt from CEQA under Class 15, Minor Land Divisions and was located at the Southwest corner of 11<sup>th</sup> and Palisades Streets. The recommendation was to adopt Resolution Number 3189 approving Tentative Parcel Map Number 31615.

*Director Gutierrez explained that this proposal was to sub-divide a single lot into two lots corresponding with the existing surroundings in the Downtown Specific Plan.*

PUBLIC COMMENT: None

*No public comment.*

COUNCIL QUESTIONS AND DISCUSSION:

Mayor Busch commented that the Planning Commission did a lot of the work for the City that helps expedite these projects.

*Mayor Busch commented that the Planning Commission helped expedite these projects.*

M/S/C: (Rogers/Landers) that the project is exempt from CEQA under Class 15 and to adopt Resolution Number 3189 approving Tentative Parcel Map Number 31615 sub-dividing .31 acres of land into two lots and making findings in support thereof.

*Adoption of Resolution 3189 approving Tentative Parcel Map Number 31615 sub-dividing .31 acres of land into two lots. Approved: 5-0*

AYES: Motte, Rogers, Yarbrough, Landers, Busch  
NOES:

**9. BUSINESS ITEMS: (not requiring a “Public Hearing”):**

- A. Consideration and discussion regarding Development Plan Review 04-0053, a proposed truck storage yard at the northeast corner of Webster Avenue and Markham Street.  
Applicant: Ross Stores

Introduced by: Olivia Gutierrez, Community Development Director

Director Gutierrez explained that Ross Stores, Inc. had experienced significant need for expansion of their distribution facility located at the southwest corner of Indian Avenue and Morgan Street. Ross was in immediate need of additional parking for truck trailers for their distribution center as well as additional employee parking. They had secured a short-term lease on 5.81 acres located at the northeast corner of Webster Avenue and Markham Street and would like to pursue construction of a 300,000 square foot expansion of their distribution facility. Conditions of approval for short term use would be approved by minute action. Conditions for long term would be set by DPR 04-0053.

*Director Gutierrez explained that Ross Stores, Inc. had experienced significant need for expansion of their distribution facility.*

PUBLIC COMMENT: None

*No Public Comment*

Roger Prend, the representative for Ross Stores from Albert A Webb Associates, thanked the City for its fast action on this project and stated that Ross Stores would be flexible regarding location of the driveway providing access to the temporary site.

*Roger Prend, the representative for Ross Stores, stated that they would be flexible regarding the location of the driveway to the temporary site.*

## COUNCIL QUESTIONS AND DISCUSSION:

Councilmember Rogers asked if the additional recommended paving from the City Engineer's office included the paving on Markham or was in addition to that paving.

*Councilmember Rogers asked about additional paving recommended by the City Engineer's office.*

City Engineer Motlagh explained that the paving was in addition to the paving on Markham to provide a turning lane so that the trucks can get off the road safely.

*City Engineer Motlagh explained that the additional paving was to provide a turning lane for the trucks.*

Councilmember Landers asked why the trucks would use Markham instead of Webster.

*Councilmember Landers asked why the trucks could not use Webster Street.*

City Engineer Motlagh explained that Perris Boulevard to Markham would be a better truck route for the six month period that Ross would be at that site. Using Markham would save the pavement on Webster that the City had just re-paved.

*City Engineer Motlagh explained that using Markham would save the new pavement on Webster.*

Councilmember Landers asked about the pavement on Markham and the residents on that street.

*Councilmember Landers asked about the pavement and residents on Markham.*

City Engineer Motlagh stated that if Ross remained permanently on the site, after the six-month period, they would be required to pave Markham from their property to Perris Boulevard including consideration for a signal at Perris and Markham. He believed that the applicant would be flexible regarding the entry to the property.

*City Engineer Motlagh stated that if Ross remained on the site permanently, they would be required to pave Markham to Perris Boulevard.*

Councilmember Yarbrough suggested that signage be used to control access onto Webster Street.

*Councilmember Yarbrough suggested using signage to control access onto Webster Street.*

Mr. Prend, the Ross representative, explained that this facility would be used for trailer storage and that Ross would have full control over the trucks that would go there to pick up the trailers to bring them to the distribution center for loading.

*Mr. Prend explained that Ross would have full control over the trucks that would go to the storage facility.*

Mayor Busch asked for clarification that only empty trailers would be stored at the facility.

*Mayor Busch asked for clarification that only empty trailers would be stored at the facility.*

Mr. Prend explained that Ross would store the trailers at the site and bring them to the warehouse for loading. Some of the trailers may be stored with merchandise in them.

*Mr. Prend explained that some of the trailers may be stored with merchandise in them.*

Councilmember Motte asked how the 300,000 square foot expansion at the warehouse was going and how large the facility would be after the addition.

*Councilmember Motte asked about the expansion at the warehouse.*

Mr. Prend explained that the original plan was approved for an additional 300,000 square foot expansion and included the removal of the temporary storage site. The Western Municipal Water

*Mr. Prend explained that the Western Municipal Water District site would become the permanent trailer storage area*

District site would become the permanent trailer storage area that would replace the temporary site and go concurrently with the expansion of the existing building. With the addition of the 300,000 square feet, the facility would be 1.9 million square feet, including the mezzanine.

*and would go concurrently with the expansion of the existing building. With the addition of the 300,000 square feet, the facility would be 1.9 million square feet, including the mezzanine.*

Mayor Busch asked why this addition was essential at this time.

*Mayor Busch asked why the addition was essential.*

Brian McLaughlin, another representative of Ross Stores, explained that because a distribution center had been closed in northern California, a tremendous load had been put on this facility. Additional truck space was needed immediately. They had a permanent solution, but could not get it done on the EMWD property for six months. In order to alleviate the burden, they were hoping to use this temporary measure.

*Brian McLaughlin explained that a distribution center had been closed in northern California putting a tremendous load on this facility.*

Mayor Busch made the point that the growth included additional employees and asked how many people were employed at the Ross Distribution Center.

*Mayor Busch asked how many people were employed at Ross.*

Mr. McLaughlin stated that additional parking is also needed for employees. There are about 1200 employees now at Ross and will probably be more.

*Mr. McLaughlin stated that there are about 1200 employees and will probably be more.*

Mayor Busch asked if the trucks would be moving at night and stated that he would support travel across Webster to save miles and costs for Ross, since this was temporary.

*Mayor Busch asked if the trucks would be moving at night.*

Community Development Director Gutierrez explained that the trucks generate a lot of noise and would cause a sufficient impact on what is an existing residential area. She believed that there would be complaints from the neighbors for the night-time noise.

*Community Development Director Gutierrez explained that there would be complaints if the trucks moved at night.*

M/S/C (Landers/Yarbrough) to approve the temporary use for major industrial user subject to recommended conditions and pending approval of the Development Plan Review and to include the turn lane in the plan on the final approval of the Engineer.

*Approval of the use of a temporary site to include the turn lane on the final approval of the Engineer and subject to recommended conditions and pending approval of the Development Plan Review.  
Approved: 5-0*

AYES: Motte, Rogers, Yarbrough, Landers, Busch

NOES:

- B. Consideration and discussion regarding an Economic Development Marketing Plan for the City of Perris.

*Direct Staff to bring back a conceptual proposal for Council's review.  
Approved: 5-0*

Introduced by: Hector Apodaca, City Manager

City Manager Apodaca introduced Michael McDermott, Real Property Analyst for the City, to explain the details of the marketing proposal.

*City Manager Apodaca introduced Michael McDermott to explain the proposal.*

Mr. McDermott explained that Staff had met with various Economic Development and Marketing consultants. They were proposing a multi-faceted economic development program that included a comprehensive marketing plan for the City with targeted retail acquisition. The Buxton Company, a leading market research company specializing in site selection for major retailers, was a marketing tool that Staff recommended should be utilized. A comprehensive City Marketing Plan incorporated the Buxton Companies services along with economic development marketing and materials, a new website, web search engine optimization, media placement, editorial development and distribution, City cable station programming and other marketing techniques.

*Mr. McDermott explained that the plan would incorporate the Buxton Companies services along with economic development marketing and materials, a new website, web search engine optimization and other marketing techniques.*

#### PUBLIC COMMENT:

Brian Vidal, a resident of Perris, thought that Fry's Electronics would be a good business to bring to Perris.

*Brian Vidal thought Fry's Electronics would be a good business for Perris.*

#### COUNCIL QUESTIONS AND DISCUSSION:

Councilmember Rogers asked if the City would advertise in any of the Financial newspapers, what specific deliverables Final Touch Marketing had brought to the Cities mentioned in the Staff Report and for clarification on the Buxton Company.

*Councilmember Rogers asked if the City would advertise in any of the Financials and for clarification on the Buxton Company.*

Mr. McDermott responded that they would and added that the Inland Empire Economic Partnership advertises in Forbes and Times. He explained that Final Touch Marketing had done normal City brochures, advertising for the EDA workforce and primary marketing brochures. The Buxton Company does market analysis.

*Mr. McDermott responded and explained that the Buxton Company does market analysis.*

Councilmember Rogers asked if the web page would be linked to the Chamber of Commerce web-site and what the City would get for the dollar amount in the proposal.

*Councilmember Rogers asked about a web page link to the Chamber of Commerce.*

Mr. McDermott stated that that could be done and that the City would get a brand new web-site, as much marketing material as it would like, two editorials each month and advertisement in retail magazines both national and local. He explained that the web-site would hold the production cost down.

*Mr. McDermott said it could be done and explained what the City would get and that the web-site would hold the production cost down.*

Councilmember Landers believed that \$95,000 per year was a reasonable price to pay but wondered if the City really needed to hire a consultant for marketing. He also thought that people should be informed about the recreational activities in Perris.

*Councilmember Landers wondered if the City needed to hire a consultant for marketing.*

Mr. McDermott responded that a consultant was needed for the web-site and that Buxton would not be an annual expense. He explained that Final Touch does a Quality of Life marketing program.

*Mr. McDermott explained that the expense for Buxton would not be annual.*

Councilmember Yarbrough asked if this was the only proposal the City had and commented that the whole idea of marketing was to raise the standard of the City, provide the community with their daily needs and bring jobs to the area. He would like to bring companies like Ford and Xerox to the City in order to provide high quality jobs. He believed that bringing Fortune 500 companies to the City should be a component of the marketing package.

*Councilmember Yarbrough asked if this was the only proposal and commented on what the idea of marketing meant and the types of companies he would like to see in the City.*

Mr. McDermott explained that the function of the Buxton Company was to provide the tools and techniques to effectively market the City to the retail sector.

*Mr. McDermott explained the function of the Buxton Company.*

Councilmember Yarbrough asked what the current balance was in the RDA.

*Councilmember Yarbrough asked for the current balance in the RDA.*

City Manager Apodaca responded that this project would come from the Special Program Fund and that there was more than enough in the fund.

*City Manager Apodaca responded that there was more than enough to complete the project.*

Councilmember Motte asked how many different groups were solicited in order to decide to use this Company and believed that the City's extreme sports and their connection with March should be exposed on the web-site.

*Councilmember Motte asked how many groups were solicited and believed sports and the City's connection with March should be on the web-site.*

Mr. McDermott responded that he had started by calling different successful marketing Cities and asking them who they considered the best Marketing Companies. In all about 20 or 25 Cities had been contacted. He stated that when he received the model of the web-site, it could be brought to the Council for their input.

*Mr. McDermott stated that 20 or 25 Cities had been contacted and that a model of the web-site could be brought to Council for their input.*

Mayor Busch asked if there was a contract and for an estimate of the costs after the first year.

*Mayor Busch asked if there was a contract and for an estimate of costs after the first year.*

Mr. McDermott explained that around \$32,000 per year would be the cost after the first year. The start-up costs would disappear and this amount would maintain the program.

*Mr. McDermott stated that it would be around \$32,000 per year.*

City Attorney Dunn stated that this was a conceptional approval and that an agreement would be brought back to the Council for formal consideration. He stated that no formal motion was needed but that a conceptional motion could be made.

*City Attorney Dunn stated that an agreement would be brought back to the Council for formal consideration.*

M/S/C (Yarbrough/Rogers) to direct Staff to bring back a conceptional proposal for Council's review.

*Direct Staff to bring back a conceptional proposal for Council's review.  
Approved: 5-0*

AYES: Motte, Rogers, Yarbrough, Landers, Busch  
NOES:

**10. PUBLIC COMMENT/CITIZEN PARTICIPATION:**

Tim Rodgers, Perris Valley Chamber of Commerce, announced Chamber events.

*Tim Rodgers announced Chamber events.*

Terry Masot, Hot Dogs will Travel, stated that he was still trying to get a permit to sell his hot dogs at the Perris Car Wash. He would like to get this item on the City Council Agenda.

*Terry Masot would like to get an item on the City Council Agenda to change the code for vendor permits.*

Brian Vidal, a resident of Perris, thanked the City Engineer for his quick and expedient response regarding Citrus Avenue. The speed limit was returned to 25 miles per hour and no passing lines as well as parking lines were painted on the street making it much safer for the residents.

*Brian Vidal thanked the City Engineer for his quick response regarding Citrus Avenue.*

**11. CITY COMMUNICATIONS: (Committee Reports, Agenda Items, Meeting Requests and Review, etc.**

Councilmember Landers announced that WRCOG would bring an item to the Council for consideration in the near future and that the Recreation Commission had had a very positive meeting.

*Councilmember Landers made announcements regarding WRCOG and the Recreation Commission.*

Councilmember Rogers announced that the Cops and Clergy Network had held their second meeting to form a partnership between the Police and Churches to help stop crime.

*Councilmember Rogers announced that the Cops and Clergy had held their second meeting.*

Councilmember Yarbrough, along with Councilmember Rogers and Community Development Director Gutierrez, had met with the Chamber of Commerce Board of Directors regarding the Memorandum of Understanding with the City.

*Councilmember Yarbrough had met with the Chamber of Commerce regarding the Memorandum of Understanding with the City.*

Mayor Busch had attended a luncheon discussing the Governor's Bond Issue on balancing the budget. He also announced that the Executive Committee of the League of Cities had met and would be bringing a ballot measure forward.

*Mayor Busch had attended a luncheon discussing the Governor's Bond Issue and the League of Cities would be bringing a ballot measure forward.*

**12. CITY MANAGERS REPORT:**

City Manager Apodaca reported that Homeland Security had received a grant to provide a mobile trailer for storing emergency operation material and to serve as a substitute emergency operation station. In addition the City had received another grant of \$34,000 and an item would be brought back to the Council to report on the proposed use of that grant and to give an update on the Center. He also announced that the 800 number proposal for emergency phone service, would be coming forward soon and that the Fire station plans continued in a progressive manner. He would meet with the City Engineer's office and the Finance Department to discuss priority for street improvements and financing options. The program would be brought back to the Council for input. He would also bring a proposal for considering future funding for maintenance of streets in new developments. He asked for input regarding the new signs for the entryways into the City. The new signs would read "City of Perris, Place for Business".

*City Manager Apodaca reported on a grant of \$34,000 for Homeland Security and that the 800 number proposal and Fire Station plans were both moving forward. He would meet with the City Engineer's office and Finance to discuss street improvements and asked for input on the new signs for the entryways into the City.*



Mayor Busch commented that he preferred the sign with the logo with the picture of Perris City Hall.

*Mayor Busch preferred the sign with the logo of Perris City Hall.*

Councilmember Landers commented that “Place for Business” sounded cold.

*Councilmember Landers thought the motto sounded cold.*

City Attorney Dunn suggested putting this item on the Agenda.

*City Attorney Dunn suggested putting the item on the Agenda.*

City Manager Apodaca agreed to bring other more samples.

*City Manager Apodaca agreed to bring more samples.*

**13. CLOSED SESSION:**

*Closed Session*

1. Conference with Real Property Negotiators:

a. Property: Parcel Number 310-123-021 & 022

*No reportable action taken*

Agency Negotiators: Hector Apodaca, Executive Director  
Michael McDermott, Real Property Analyst

Negotiating Parties: David Miller

Under Negotiation: Price and terms of payment

b. Property: Parcel Number 330-050-027

*No reportable action taken*

Agency Negotiators: Hector Apodaca, Executive Director  
Michael McDermott, Real Property Analyst

Negotiation Parties: Century 21

Under Negotiation: Price and terms of payment

Open Session reconvened at 8:45 p.m. City Attorney, Eric Dunn reported that the Redevelopment Agency Board had met in closed session to discuss the two real property negotiation items on the agenda. The Board discussed the items and gave direction to Staff, but no reportable action was taken at that time.

*City Attorney Dunn reported that the Redevelopment Agency Board had discussed the items and gave direction to staff, but no reportable action was taken.*

**14. ADJOURNMENT:**

By unanimous consent the Joint City Council, Redevelopment Agency, PPFA and PPUA Meeting was adjourned at 8:50 p.m.

*8:50 p.m. Joint City Council, RDA, PPFA & PPUA Adjourned*

Respectfully Submitted,

\_\_\_\_\_  
Margaret Rey, City Clerk

