

These minutes were approved by the Coastal Advisory Committee on 08-10-17.

**MINUTES**  
**CITY OF SAN CLEMENTE**  
**REGULAR COASTAL ADVISORY COMMITTEE MEETING**  
Thursday, July 13, 2017 @ 7:00 p.m.  
Community Center, Ole Hanson Fireside Room  
100 N. Seville, San Clemente, CA 92672

---

**1. CALL TO ORDER**

Chair McMains called the meeting to order at 7:01 p.m.

**2. PLEDGE OF ALLEGIANCE**

Committee Member Campopiano led the Pledge of Allegiance.

**3. ROLL CALL**

Present: Michael Blackwell, Jorine Campopiano, Nicolas Gates, John McGuigan, Joseph Zidron; Vice Chair Susan Ambrose, Chair John McMains

Absent: None

Staff Present: Cynthia Mallett, Environmental Programs Supervisor  
Eileen White, Recording Secretary

Committee Members welcomed new member John McGuigan and introduced themselves.

**4. APPROVAL OF MINUTES**

A. Minutes of the Regular Coastal Advisory Committee (CAC) Meeting of June, 8, 2017

IT WAS MOVED BY CHAIR MCMAINS, SECONDED BY VICE CHAIR AMBROSE AND CARRIED 5-0-2, WITH COMMITTEE MEMBER GATES AND COMMITTEE MEMBER MCGUIGAN ABSTAINING, to approve the Minutes of the Regular CAC Meeting of June 8, 2017, with the following revisions:

Page 1, last paragraph (and where mentioned) replace "Witte" with "Witt"

Page 2, 3<sup>rd</sup> paragraph, 5<sup>th</sup> sentence, strike, "as a condition...Committee."; 4<sup>th</sup> paragraph, insert "The City of San Clemente and" between "for" and "San Clemente"

Page 3, 11<sup>th</sup> paragraph, insert "CAC Members" between "those" and "that"

Page 4, first paragraph, last sentence, replace "City of Laguna Beach staff" with "representative of award winning clean ocean programs."

B. Minutes of the Joint Committees, Commissions, and Council Meeting of May 30, 2017

IT WAS MOVED BY COMMITTEE MEMBER GATES, SECONDED BY VICE CHAIR AMBROSE AND CARRIED 4-0-2 WITH COMMITTEE MEMBER BLACKWELL AND CHAIR MCMAINS' ABSTAINING, to receive and file the Minutes of the Joint Committees, Commissions, and Council Meeting of May 30, 2017, as submitted.

5. **PUBLIC INPUT - None**

6. **NEW BUSINESS**

A. Environmental Sustainability Grant (ESG) Program

Committee Member Campopiano and Committee Member Blackwell recused themselves from considering the grant funding proposals due to relationships with one or more of the groups requesting grant funds.

Supervisor Mallett reviewed the staff report and funding recommendations.

Discussion included:

- Request for more information on how the grant program was established and suggestion that the City consider increasing the maximum individual and/or total amount.
- Suggestions to publicize/promote grant winners as examples in the community.
- Recommended withdrawal of proposed \$250 grant to the San Onofre Parks Foundation due to its financial report suggesting less need for funds; the Committee Members elected to evenly split the \$250 between the Ocean Institute and Shorecliffs Middle School programs.

IT WAS MOVED BY COMMITTEE MEMBER ZIDRON, SECONDED BY VICE CHAIR AMBROSE AND CARRIED 5-0-2 WITH COMMITTEE MEMBER BLACKWELL AND COMMITTEE MEMBER CAMPOPIANO ABSTAINING to recommend to the City Manager approval of five Environmental Sustainability Grants, appropriating funds to the organizations as outlined in Table 2 of the staff report.

Amended as follows:

Under "Amount Recommended for Funding by EGC, increase the Ocean Institute from \$1,500 to \$1,625 and Shorecliffs Middle School from \$1,500 to \$1,625; Strike the \$250 proposed for the San Onofre Parks Foundation in its entirety.

## 7. COMMUNICATIONS

### A. Bacterial Monitoring Report dated June 26, 2017

Discussion regarding increases in bacteria ratings at City beaches and the resulting poor marks from Heal the Bay. Supervisor Mallett recommended the Committee Members read and will email the Committee Members links to the Heal the Bay Report and the Orange County Health Care Agency's 2017 Annual Ocean, Harbor and Bay Water Quality Report as it contains valuable information.

Committee Members also discussed methods to get correct information out to the public in an era where social media plays a pivotal role in promoting important and factual information while at the same time can be a platform for those with no understanding of the process spreading inflammatory, inaccurate, and misleading information. Members suggested proactive methods for the City to educate the public and correct and/or explain the inaccurate information, as well as providing history, ongoing efforts, and successful transformation of troublesome locations. Members suggested Supervisor Mallett contact Fred Swegles of The San Clemente Sun Post in the hope that the newspaper will publish an article detailing the history of problematic sites, ongoing efforts by staff to address the issues, and factual information as to the source of the problems. Additionally, Members suggested the City Council may also want to be involved in correcting some members of the public's incorrect assertions regarding the Heal the Bay poor marks for the sake of the City's reputation and avoid bad publicity for businesses.

Supervisor Mallett agreed to discuss their suggestions with the City Manager.

### B. June 2017 Environmental Programs Updates

Members discussed ongoing and likely exploitation of the free/low cost shredding service offered by the City and speculated on ways to prohibit commercial businesses from participating in a program meant for residents' use. Supervisor Mallett noted that limiting the number of boxes brought to the site is being considered. It was also suggested that the City consider additional promotion, especially in multi-family areas, of CC&R's Bulky Item Pick-up Policies, including tracking patterns of abandoned bulky items and placement of informational stickers on trash receptacles. Supervisor Mallett indicated that staff is currently researching potential of developing materials and creating a coordinated and cohesive campaign to help educate the

public regarding clean ocean, solid waste, recycling, and water conservation best practices.

Agenda items 7A & 7B received and filed.

## 8. ITEMS FROM STAFF

### A. San Clemente Ocean Festival – July 15 and 16, 2017

Supervisor Mallett noted she plans to suggest the CAC have its own booth/table/flyers next year to help inform the public about the Clean Ocean Program.

Vice Chair Ambrose related the positive experience she has had as a volunteer at the Ocean Festival in past years; agreed CAC's own booth would be beneficial; encouraged all to volunteer as additional volunteers are needed. In response to a question, she agreed to provide information on how to procure permission/supplies for private citizens interested in performing beach clean-up on their own or in small groups.

### B. Potential Future Agenda Items

Supervisor Mallett reviewed the status of Potential Future Agenda Items and requested the Committee Members provide input.

Committee Members added "Bacteriological Study Follow-up/Avian Study", "Update on Members' Suggestion that the City Manager Authorize Staff to Discuss the City's Efforts to Combat Higher Bacteria Levels with the Media", "Update on ACOE Sand Replenishment Project", and "Update on Opportunistic Sand Replenishment Project" to the September 2017 agenda. Additionally, they requested staff add "Overview of Clean Ocean Fund", "Suggestions from the County on Addressing the Bacteria Levels at the Pier", and "Potential Negative Impacts to Area Watersheds as a Result of the 241 Toll Road Extension" to agendas at some point in the future.

## 9. ITEMS FROM COMMITTEE MEMBERS

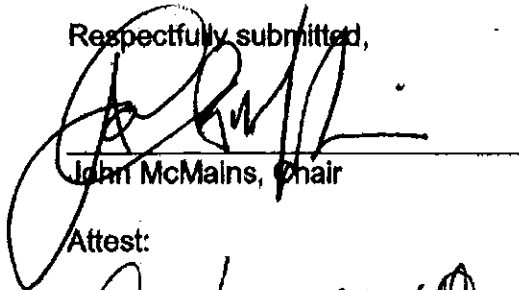
Vice Chair Ambrose reminded members that July 20, 2017, is the deadline to submit photos for the California Coastal Commission's World Ocean Day Photography Contest. She has additional information for anyone interested. In addition, she provided flyers from the Ocean Institute regarding programs, summer camps, membership, rates, classes, events, and volunteer opportunities that are available to the public for those who missed the June Ocean Institute presentation..

## 10. ADJOURNMENT

IT WAS MOVED BY VICE CHAIR AMBROSE, SECONDED BY COMMITTEE MEMBER GATES, AND UNANIMOUSLY CARRIED to adjourn at 8:51 p.m. to the

Regular Coastal Advisory Committee Meeting on Thursday, August 10, 2017, at  
7:00 p.m. in the Ole Hanson Fireside Room, San Clemente Community Center, 100  
N. Seville, San Clemente, CA 92672.

Respectfully submitted,



John McMains, Chair

Attest:



Cynthia Mallett, Environmental Programs Supervisor