

These minutes will be considered for approval at the Planning Commission meeting of 07-16-14.

**MINUTES OF THE REGULAR STUDY SESSION  
OF THE CITY OF SAN CLEMENTE  
PLANNING COMMISSION  
July 2, 2014 @ 6:00 p.m.  
City Council Chambers  
100 Avenida Presidio  
San Clemente, CA 92672**

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**CALL TO ORDER**

Chair Darden called the Regular Study Session of the Planning Commission of the City of San Clemente to order at 6:00 p.m. in City Council Chambers, located at 100 Avenida Presidio, San Clemente, CA 92672.

**ROLL CALL**

Commissioners Present: Wayne Eggleston, Jim Ruehlin, Michael Smith, and Kathleen Ward; Chair pro tem Barton Crandell, Vice Chairperson Donald Brown, and Chairperson Julia Darden

Commissioners Absent: None

Staff Present: Jim Pechous, City Planner  
Sean Nicholas, Associate Planner  
Eileen White, Recording Secretary

**AGENDA**

**A. Public Outreach, New Technologies, and New Opportunities (Pechous)**

A presentation and discussion of new technologies and opportunities for public outreach.

Jim Pechous, City Planner, recommended the Commission consider establishing a date and time to hold a Walking Tour of the Downtown, and suggested several dates for consideration. In addition, he reviewed potential topics for future study sessions and requested the Commission email him with input/additional topics.

Commissioner Eggleston suggested a route for the Commissioners to follow on the Walking Tour. The tour could start at Duke's at the corner of El Camino Real and Avenida Granada, follow a loop throughout the downtown, and end up in the same location.

The Commissioners elected to schedule a Walking Tour of the Downtown on July 9, 2014, at 6:00 p.m. beginning at the corner of Avenida Granada and El Camino Real.

Chair Darden provided summary of informational sessions she attended at the recent League of California Cities Planning Commissioners Conference. One topic of particular interest is the importance of having an open and participatory City Hall which provides many benefits to residents, including trust and transparency as well as insight and efficiency. Getting early opinions increases efficient use of staff resources, and many different means of gathering information should be used to ensure a broad base of residents.

Commissioner Eggleston suggested staff attend sessions next time as the information presented was powerful and staff members from other cities were present.

Julia Darden, Chair of the Planning Commission, Jim Pechous, City Planner, and Sean Nicholas, Associate Planner, narrated a PowerPoint Presentation entitled, "Collaborative Governance, dated July 2, 2014." The group advised there are various forms of public participation that can include meetings that inform, consult, involve, collaborate or empower. Depending on the purpose, the form of the meeting will differ from simply informing the public on a topic to having the public being directly involved in the City decision. Establishing a clear process, the range of tools available to fit the purpose and type of public outreach can be developed in an outreach plan the City can use as a guide to public outreach. This creates consistency in the City's public outreach, shows the City's commitment to public outreach, and how the public will be involved.

Chair Darden stressed the importance of having a neighborhood outreach plan and gave examples of different approaches. Additionally, it is important for the City to follow examples set by other communities, including communities that focus on quality of life issues. She described an organization entitled, "Code for America," which is sort of like a Peace Corps for municipalities. Groups of people with high technology skills that are motivated to solve problems hold "hack-a-thons" where teams compete to solve problems over 48 to 72 hour periods. The events can be underwritten by technology businesses, and can also be a great source for fellowship.

Sean Nicholas, Associate Planner, advised he will be participating in workshops and webinars on this topic. He encouraged participating in the Code for America programs and noted that there are other programs out there geared to getting people involved in the civic process. Another potential area of interest is establishing alternate means for businesses to

access the Planning Counter during off hours, which would help the City better serve the public. He noted the City has scheduled a meeting with one of the presenters at the seminar in order to discuss potential solutions unique to the City. He agreed to find out if any of the companies the City is looking at have the ability to enable the public to be notified of projects in previously identified areas of interest and report back.

Chair Darden advised that the best “easy to adopt tool” at the seminar was a program called “Textizen.” This is an SMS based tool, accessible to the public 24/7, which helps build data bases and has positive impacts. Staff noted they will be meeting with the company providing this service on July 8. She advised many of the modern tools help the City communicate with a younger demographic, who are much more familiar with technology-based tools than older generations, and may be more willing to communicate with the City with the newer techniques than they would be to attend a community meeting.

Chair Darden noted the importance of choosing companies for business that have strong technical support modules to ensure that the tools improve efficiency and not add work for staff.

City Planner Pechous advised that next steps are to meet with community involvement resources, review what other quality of life programs other cities are doing, and develop an outline for a community involvement manual. Staff will bring all this information to a future study session for additional Commission review.

Commissioner Eggleston stated that he will provide a review of the Presidio Tour at the first Study Session in October.

City Planner Pechous agreed to forward copies of the PowerPoint Presentation to the Commissioners.

Commissioner Smith requested staff provide copies of PowerPoint Presentations in advance of meetings as that would be helpful in his understanding of the issues. In addition, he suggested it would be advantageous to consider what to do with the information gathered using these new services, and how that information will be presented to the Commission and public without burdening staff.

Report received and filed.


**COMMISSION COMMENT:**

**RECESS** - Recess until 7:00 p.m.

Respectfully submitted,

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Julia Darden, Chair

Attest:

  
Jim Pechous, City Planner

DRAFT