

## CITY OF SAN CLEMENTE

## CITY COUNCIL MINUTES

## ADJOURNED REGULAR MEETING - FEBRUARY 24, 1988

An Adjourned Regular Meeting of the City Council of the City of San Clemente, conducted in the Council Chambers, Civic Center Building, 100 Avenida Presidio, was called to order by Mayor Lorch at 7:10 p.m.

PRESENT Council Members - LIMBERG, MECHAM, RICE, VEALE,  
MAYOR LORCH

ABSENT Council Members - NONE

ALSO PRESENT James Hendrickson, City Manager; Greg Hulsizer, Assistant City Manager; Myrna Erway, City Clerk; Dean Porter, Finance Director; Jim Holloway, Community Development Director; Mike Sorg, Public Services Director; Tom Dailey, Fire Protection Director; Al Ehlow, Police Chief.

MID-YEAR BUDGET REVIEW

City Manager Hendrickson provided an overview of the 1987-88 Mid-Year Budget, focusing on the General Fund; outlined the report, dated February 16, 1988, entitled "Mid-Year Budget Review (1987-88)", which is on file in the City Clerk's Department.

Finance Director Porter reviewed economic trends and the status of the General Fund, focusing on the projected General Fund revenues and expenditures for FY 1987-88 and FY 1988-89; predicted the budget for FY 1988-89 will be similar to FY 1987-88, with moderate increases (3%).

Assistant City Manager Hulsizer outlined the factors that are expected to impact the FY 1988-89 budget and gave a status report on the new programs in the FY 1987-88 budget. During the ensuing discussion, Councilmembers identified the following as priorities for FY 1988-89:

Councilmember Veale: Public safety; median island landscaping and maintenance; code enforcement; recuperate costs from fines; coordinated code enforcement between Code Enforcement Officer, Building Department, Business License Officer and City Attorney.

CITY COUNCIL MINUTES  
FEBRUARY 24, 1988  
PAGE 2

Councilmember Limberg: Code enforcement and community quality; quality development and insistence upon meeting standards; enforcement of sign ordinance; improvement of image and charm.

Councilmember Rice: median island landscaping; overall maintenance of City beaches and parks; need for 3-5 year economic plan.

Councilmember Mecham: Continued focus on increasing revenue through increased economic development; code enforcement; possibility of establishing an Economic Development Director position; need to examine how the City of San Juan Capistrano attracted Price Club and concessions; feels the City's Transient Occupancy Tax is too low.

Mayor Lorch: Continue to monitor cost savings and efficiencies; economic development; need to assure fees balance with the cost to provide services; need to examine catalyst for significant amount of litigation which results in legal fees; establishment of viable project schedules; research as to the degree of economic development needed to fund necessary projects; need for establishment of departmental work plans for staff members, including City Attorney; need to utilize computer spread sheets; felt that contractual services should be utilized in cases where establishment of a regular position is not necessary.

City Manager Hendrickson stated high-quality development (such as a resort hotel or auto park) will provide an elevated tax base; stated 42% of the City's revenue is derived from property and sales tax; stated San Clemente has a low per-capita tax rate.

Jim Hill, 4011 Calle Mayo, projected that deficit spending will occur in 1-1/2 years; spoke in support of a 3-5 year plan, starting with a zero base.

Lou Elia, 163 W. San Antonio, felt that the budgeting process is reversed; felt there is a lack of clear-cut direction and priorities; suggested that priorities be placed in three groups, i.e., 1) Manpower and resources necessary to provide essential services, 2) programs and expenditures which will enhance or contribute to the City's economic growth, 3) "wish list" items.

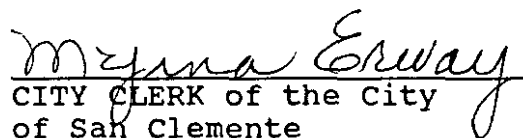
CITY COUNCIL MINUTES  
FEBRUARY 24, 1988  
PAGE 3

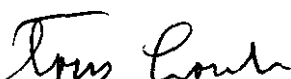
MISS SAN CLEMENTE PAGEANT

Councilmember Limberg advised that Council received a thank you letter from the Junior Jaycees for sponsoring a contestant in the Miss San Clemente Pageant.

ADJOURNMENT

Council adjourned at 9:15 p.m. The next Regular Council Meeting will be held on March 2, 1988 at 7:00 p.m.

  
CITY CLERK of the City  
of San Clemente

  
MAYOR of the City of  
San Clemente