

→ *Kerrie Aley (5/6/2008) City Council Meeting*

On April 24 the Belmont Shore Parking & Business Improvement Area Advisory Commission approved the final design of two 39' illuminated advertising signs and \$10,000 for survey and permitting work. One of these signs is located outside of the Commission's authority in a residential district.

Complaints:

1. The final location of the gateway signs were not disclosed until Commissioner Lorbeer's presentation at this meeting. The public and I were denied an opportunity to speak by Commissioner's Lorbeer prior to the vote to approve the final design and location of the signs.
2. Boths sign are to paid for with public money and are located on public property.
3. After contacting the presidents of both the Belmont Shore and Belmont Heights community groups, Nancy Buchanan (a sign committee member) and Travis Brooks there appears to be no real public outreach on the signs .
4. There has been no public discussion of the code variances required for these signs, which are approximately 10 times higher and 3 times longer than what the current building code allows in a residential district.
5. The public has been given no choice as to the design or location of the signs.
6. After the vote the Commission gave me conflicting opinions as to what advertising could be installed on the signs.
7. The Commission's sign committee meetings were not noticed or open to the public. No resident's group was included in this committee.
8. This is the 3rd time I know of that this Commission has formed committees/held meetings to consider development in a residential district (outside of their authority) without including resident's group or seeking real public input on the projects. (Tot Lot, Public Bathroom at Livingston Park, Belmont Shore Gateway Advertising Signs).
9. When a resident's group complained about the lack of public process on the Tot Lot proposal they were served with letters threatening legal action by the Commission vice chair and the President of the business association (which nominates these same Commission members and benefits by the use of this public money).

Recommendations:

1. No money be spent on the Gateway signs until the following has been completed.
 - a. Open public meeting be held on the Gateway signage.
 - b. That a list of code variances be provided for the proposed signage.
 - c. That the City policy controlling Special Event signage be provided for public discussion.
 - d. That a drawing and site poles and architectural massing/proportion drawings be provided at the proposed locations of the signs.
 - f. That the public be given the opportunity to propose/consider alternative options. One being no Gateway advertising signs.
2. That Commission meetings procedures be changed to require that the public be allowed to speak for 3 minutes on all agenda items immediately prior to a vote.
3. That the Mayor consider resident's input when selecting 7 new Commission members in June.
4. That the Commission be required to include resident's groups in their committees on topics which directly impact homes or resident's quality of life.

Understanding that the Brown act precludes Council action on off agenda items, I would like to request that this issue be added to a future agenda with a disposition on my recommendations for change.

Attachments:

Agenda April 28 2008 "Special Meeting" Belmont Shore Parking And Business Improvement Area Advisory Commission
Gateway sign drawings and current sign building codes.
Letters-Schneider and Rotondo

SPECIAL MEETING AGENDA
BELMONT SHORE PARKING AND BUSINESS
IMPROVEMENT AREA ADVISORY COMMISSION

8:00 A.M. – THURSDAY, APRIL 24, 2008

BAY SHORE LIBRARY – 195 BAY SHORE AVENUE – LONG BEACH, CA

1. CALL TO ORDER AND ROLL CALL

2. PUBLIC PARTICIPATION

3. NEW BUSINESS

- A. Approval of minutes for the meeting held March 20, 2008.
- B. Receive and file Notice of Adjournment for meeting of April 17, 2008.
- C. Receive and file Affidavit of Service for special meeting of April 24, 2008.
- D. Receive and file Financial Statements for the period ending January 30, 2008:
 - 1. Belmont Shore Improvement Area Fund
 - 2. Belmont Shore Parking Meter Revenue Fund
 - 3. Belmont Shore Mello-Roos Community Facility District No. 1 Revenue Fund
- E. Chair Reports
 - 1. Chair Report for March. B. Lorbeer
 - 2. Monthly cash flow report. K. Schneiter
 - 3. Conservation Corps service update
- F. Ad Hoc Committee Reports
 - 1. Alley Project Committee. K. Schneiter
 - 2. Parking Lot Maintenance Committee. J. Gavin
 - 3. Parking Space Review Committee. B. Lorbeer
 - 4. Gateway Sign Committee.

4. CURRENT PROJECTS/OLD BUSINESS

- A. Review of CFD reformation election, recommendation for new election, and status of alley and parking lot projects. B. Lorbeer
- B. Status Report on LBFD and LBT review of proposed metered motorcycle parking spaces and request to repaint curbs and add metered parking. D. Roseman
 - i. Approve recommendation for separate motorcycle parking meter fee.
 - ii. Approve recommendation for restrictions on motorcycle parking in regular (full size) meter parking spaces.
- C. Status Report on Gateway Sign project – including approvals, permitting, engineering, and construction work. B. Lorbeer
 - i. Approval of final Gateway Sign design and sign locations. A. Burks

- ii. Approval of initial survey and permitting work (\$10,000). S. Castillo
- iii. Approval of initial engineering cost estimates (amount TBD). S. Castillo
- D. Approve MOU with PR&M Dept. for supplemental median and parking lot landscape services by Midori Gardens. R. Arevelo
- E. Review and Approval of Plan for installation of additional bicycle racks and bicycle lockers. S. Gant
- F. Presentation by Shoreline Media on Trash Recycling Program– D. Kopp
- G. Update on memorial drinking fountain location. B. Lorbeer
- H. Approve \$850 for purchase of fifty Cash Keys. T. Brooks

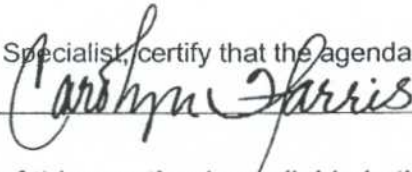
5. FUTURE AGENDA ITEMS

- A. 2nd District Style Parking Plan for Belmont Shore/SE Long Beach (CC Workshop).
- B. Review of Alley Parking Standards.
- C. Status of utility undergrounding during alley repair work.
- D. Continued representation at BSRA meetings.
- E. Pilot Project for Apex Skypark Parking Structure.
- F. Street signs on poles.

6. ADJOURNMENT

NEXT REGULAR MEETING: MAY 22, 2008

I, Carolyn Harris, City Clerk Specialist, certify that the agenda was posted on April 18, 2008, not less than 72 hours prior to the meeting.



NOTE: A tape recording of this meeting is available in the City Clerk Department. The City of Long Beach provides reasonable accommodations in accordance with the Americans with Disabilities Act of 1990. If special accommodation is desired, or you need the agenda provided in an alternate format, please call Carolyn Harris in the City Clerk Department 48 hours prior to the meeting at (562) 570-6827 or the Telecommunications Device for the Deaf (TDD) at (562) 570-6626. The City Clerk Department E-Mail address cityclerk@longbeach.gov is available for correspondence purposes.

A regular meeting of the Belmont Shore Parking and Business Improvement Area Advisory Commission convened at 8:05 A.M.

PRESENT: COMMISSIONERS: Jeanette Gavin
Joy Starr
Ken Trossen
Kurt Schneiter, Vice Chair
William Lorbeer, Chair

ABSENT: " : Mike Sheldrake (Excused)
Tim Terrell

ALSO PRESENT: Julie Maleki, Administrative Analyst, Third District
Travis Brooks, Economic Development Specialist,
Community Development Department
Mike Sickles, Superintendent, Department of Public Works
Gil Baugh, Engineering Technician,
Department of Public Works
Sue Castillo, Senior Engineering Technician,
Department of Public Works
David Nakamoto, City Treasurer,
Department of Financial Management
Carolyn Harris, City Clerk Specialist

Chair Lorbeer presiding.

PUBLIC PARTICIPATION

Melinda Cotton, Belmont Shore resident, addressed the Commission regarding the City's Bicycle Program being brought to 2nd Street.

Patrick Henry, resident, addressed the Commission regarding the bicycle program; and suggested that the Grunion Gazette run an article addressing graffiti issues.

NEW BUSINESS

Approval of Minutes

Commissioner Gavin moved, seconded by Commissioner Schneiter, that the minutes of the meeting held February 21, 2008, be approved, as amended. Carried by unanimous vote.

Financial Statements

A communication signed by Mary R. Williams, Accounting Operations Officer, transmitting financial statements for the Belmont Shore Improvement Area, the Belmont Shore Parking Meter Revenue Fund, and the Belmont Shore Mello-Roos Community Facility District No. 1 for the period ended January 31, 2008, was submitted to the Commission.

Commissioner Starr moved, seconded by Commissioner Gavin, that the financial statements for the Belmont Shore Improvement Area, the Belmont Shore Parking Meter Revenue Fund, and the Belmont Shore Mello-Roos Community Facility District No. 1 for the period ended January 31, 2008, be received and filed. Carried by unanimous vote.

Chair Reports

Chair Lorbeer introduced Mike Sickles, Superintendent, Department of Public Works, who reported on the theft of 28 parking meters funds, resulting in a loss of approximately \$700 in cash, \$2,000 in damage, and one meter missing; provided information concerning one (1) meter stolen a month ago where the key was duplicated to access cash boxes of other meters; and indicated that the City was looking into security locks versus standard locks to be replaced throughout the City.

Chair Lorbeer informed the Commission that two business owners had been contacted in an effort to obtain a video of the suspects; reported on news racks violations ordinance were being addressed by Sue Castillo, Senior Engineering Technician; commented on the Commander event held March 19, 2008; reminded the Commissioners of the 700 Form requirements and deadline; announced the upcoming Meet the Funder workshop teaching how to raise funds for various charitable projects, the "Got Trees?" Grant Application Workshop teaching how to plant trees and obtain funding to plant trees scheduled for April 23, 2008, and the beach cleanup scheduled for March 29, 2008.

Monthly Cash Flow Report

Commissioner Schneider distributed and discussed the "Cash Flow Analysis for the time period October 1, 2007 through September 30, 2008, as of March 19, 2008."

Commissioner Gavin moved, seconded by Commissioner Trossen, that the communication regarding "Cash Flow Analysis October 1, 2007 through September 30, 2008, as of March 19, 2008," be received and filed. Carried by unanimous vote.

Conservation Corps Service Update

Mike Bridges, Conservation Corps of Long Beach, provided an update of the maintenance services being performed in Belmont Shore; and responded to questions.

Ad Hoc Committee Reports

There were no Ad Hoc Committee Reports presented.

CURRENT PROJECTS/OLD BUSINESS - CONTINUED

Report on Community Facilities District Reformation Election and Future Action

Chair Lorbeer introduced David Nakamoto, City Treasurer, who reported on the Community Facilities District 'Special Election' held March 3, 2008, stating passage required a 2/3 vote, 62 ballots were mailed, 31 were returned, 16 supported, 10 voted against, 3 disqualified (wrong signature), and 1 was unsigned; stated that the measure received 53% in favor, which was not enough to pass; provided options to the Commission including authorizing another vote in six months; and advised that the \$50,000 cost would be transferred to the City Clerk's office as a pass-through to the vendor who had conducted the election.

A discussion ensued regarding the Community Facilities District elections.

Chair Lorbeer stated he would speak with the City Attorney and City Clerk's office and report back to the Commission at the April meeting as there was some confusion with the ballots.

Review of Public Works Proposal for Metered Motorcycle Parking Spaces and Status of Requests to Repaint Curbs and Add Metered Parking Spaces

Gil Baugh, Engineering Technician, Department of Public Works, distributed and discussed the maps outlining the locations for additional metered motorcycle parking, copies of which were received and made a part of the permanent record; and responded to questions.

Commissioner Schneiter retired during Mr. Baugh's report.

Chair Lorbeer asked about the two new metered (green zone) parking spaces (at Chico's bus stop and Argonne fire hydrant) and whether the requests to modify curb painting had been submitted to Long Beach Transit and Long Beach Fire Department, respectively. Mr. Baugh confirmed that information requesting the changes had been forwarded, and his department would follow-up with both agencies.

A discussion ensued regarding the additional metered parking for motorcycles.

Commissioner Trossen moved, seconded by Commissioner Starr, to have the Public Works Department pursue the additional metered motorcycle parking with the Fire Department and Long Beach Transit and report back to the Commission on its rates.

Approval of Purchase of 25 Additional Trashcan Liners and Rim Not-to-Exceed \$1250

Commissioner Gavin moved, seconded by Commissioner Trossen, that the Commission approve the purchase for 25 additional trashcan liners and rims not-to-exceed \$1250. Carried by the following vote:

AYES:	COMMISSIONERS:	Gavin, Starr, Trossen, Lorbeer
NOES:	"	: None.
ABSENT:	"	: Schneiter, Sheldrake, Terrell.

Note: Agenda item No. 4.D. was held for later discussion.

Approve Memorandum of Understanding with Parks, Recreation & Marine Department for Supplemental Median and Parking Lot Landscape Service by Midori Gardens

Chair Lorbeer reported that he had met with Ramon Arevalo and Midori Gardens regarding the two bids received not listing the scope of services, and has requested new bids outlining the scope of services; and asked Mr. Arevalo to look at the landscape in parking lots.

Shoreline Media Trash Recycling Program Presentation

Chair Lorbeer stated that Darren Kopp was not available to talk about the Shoreline Media Trash Recycling Program; and that this item would be placed on next month's meeting agenda.

Update on Memorial Drinking Fountain Locations

Chair Lorbeer reported he had been in contact with Rite Aid and would be forwarding additional information.

Approval to Cancel April 17, 2008 Belmont Shore Parking Business Area Advisory Meeting

Commissioner Gavin moved, seconded by Commissioner Starr, to cancel the April 17, 2008, Regular Meeting and schedule a Special Meeting for April 24, 2008. Carried by unanimous vote.

Gateway Design Presentation and Request to Proceed

Chair Lorbeer introduced Sue Castillo, Senior Engineering Technician, Department of Public Works, who provided an update on the Gateway Design, stating that she and Travis Brooks, Economic Development Specialist, were working to create a Request for Proposal for banners and were working with Alan Burks to design the specific locations; and responded to questions.

FUTURE AGENDA ITEMS

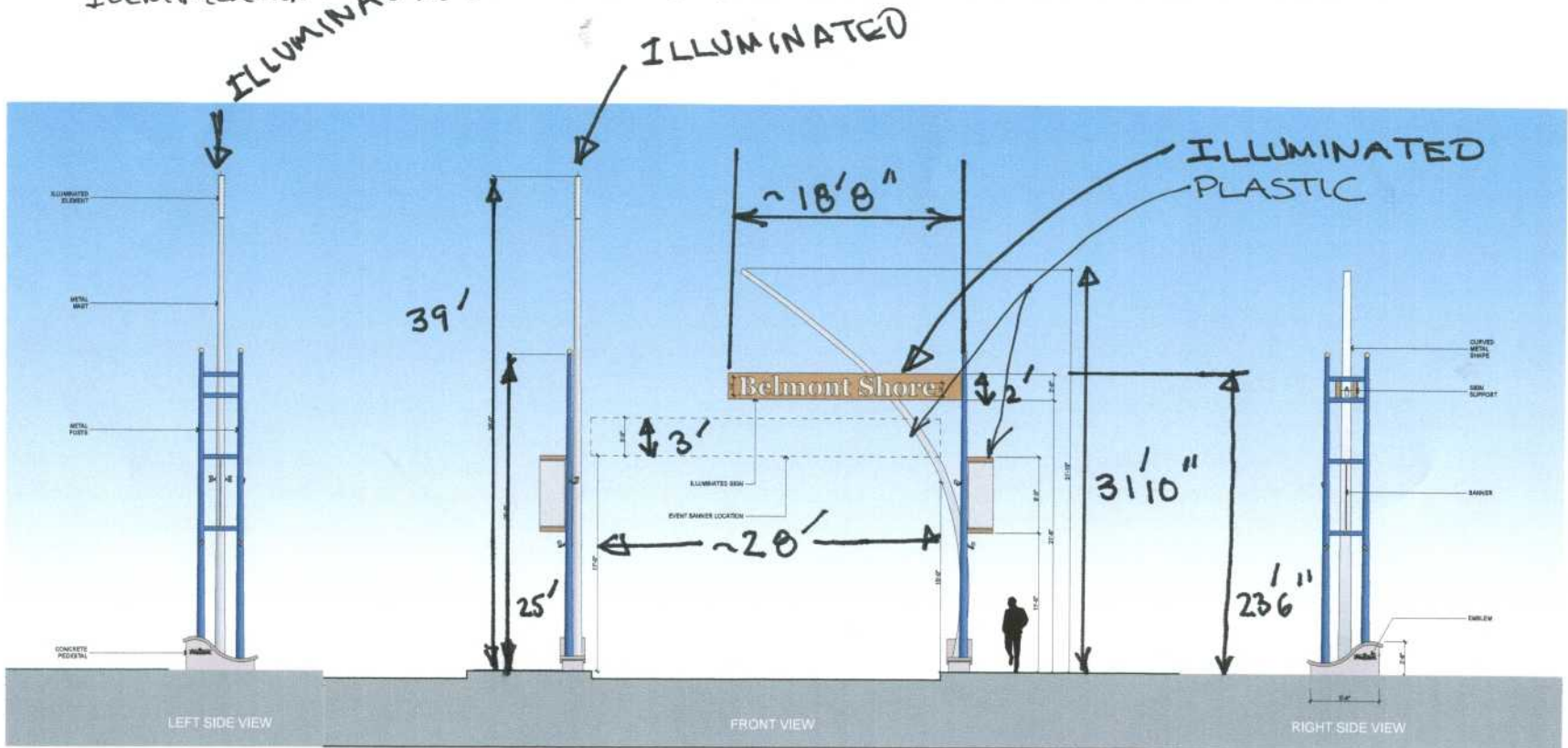
Chair Lorbeer requested that an item be added for Street Signs on Poles.

ADJOURNMENT

At 9:24 A.M., Commissioner Gavin moved, seconded by Commissioner Trossen, that the meeting be adjourned. Carried by unanimous vote.

CODE: 21.44.105 COMMUNITY IDENTIFICATION SIGNS
 MAX HEIGHT 4' MAX LENGTH 9' EXTERIOR LIGHTING ONLY
 PROHIBITED - SIGN CANS, PLASTIC OR FABRIC SIGN IFA SCIA
 IDENTIFICATION: MUST INDICATE THAT RESPECTIVE COMMUNITY IS PART OF CITY OF LB
CODE: 21.44.106 COMMUNITY COMMERCIAL DISTRICT IDENTIFICATION SIGN
 MAX HEIGHT IS 15' MAX LENGTH 9' INTERIOR OR EXTERIOR LIGHTING PERMITTED
 PROHIBITED - SIGN CANS, PLASTIC OR FABRIC PANELS PROHIBITED
 IDENTIFICATION: MUST INDICATE THAT RESPECTIVE COMMUNITY IS PART OF CITY OF LB

CONCEPTUAL DESIGN



LOCATIONS APPROVED BY COMMISSION

EAST END: OVER WESTBOUND TRAFFIC IN MEDIAN & SIDEWALK ON EAST END OF 2ND & CLAREMONT

WEST END: OVER EASTBOUND TRAFFIC IN MEDIAN & SIDEWALK 320 FT WEST OF 2ND & LIVINGSTON OUTSIDE OF COMMISSIONS AUTHORITY

BS PARKING COMMISSION "SPECIAL MEETING" 4/24/08

ELEVATIONS BOLD FONT BELMONT SHORE GATEWAY 2ND STREET, LONG BEACH, CA

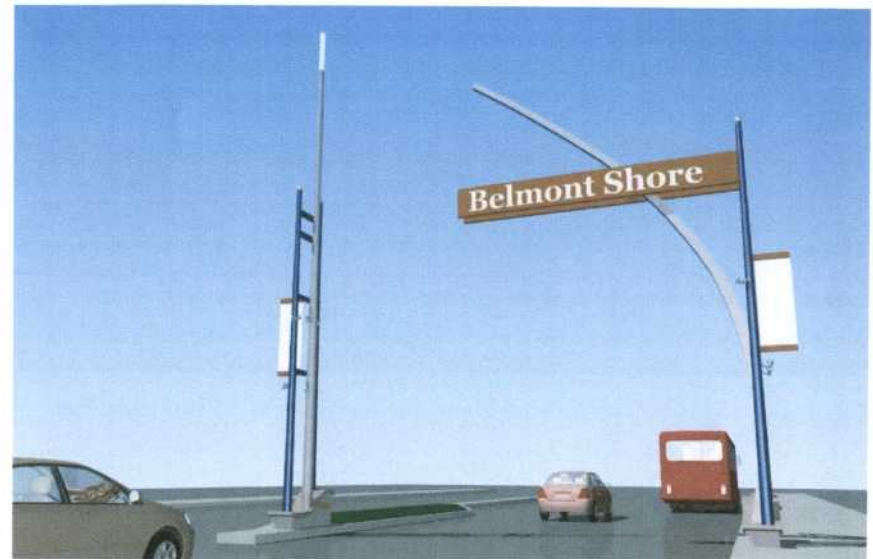
2007.01 Environ Architecture, Inc., 235 East Broadway, Suite 406, Long Beach, CA 90802, USA, T: 562-495-7110, F: 562-432-5427, mail@environarch.com

RESIDENTIAL ZONING

APRIL 21, 2008

GATEWAY SIGN COMMITTEE





From: Kurt Schneider

I am considering a legal action against Mike Ruehle and potentially the BSRA board for the following:

Libel: Defamation using written words
Actual Malice: With knowledge that it was false or with reckless disregard of whether it was false or not.

It is imperative that you review newsletters/e-mails, etc prior to dissemination to the masses. I've detailed only a few of Mike's statements.

A wise man once said "don't believe anything you hear and only half of what you see." Belmont Shore Residents will be keen to take these words to heart when you read the March Belmont Shore Residents Association letter from Mike Ruehle. To say his letter is full of inaccuracies is like saying the titanic hit a piece of ice. In my opinion, Mike has made the following statements with actual malice:

- 1) Mike: A secret committee attempted to turn the tot lot into a parking lot.
FACT: The committee in question was created to come up various options to increase the useability of parking and the Tot Lot. These options were taken to the public for feed-back. The "secret" committee was made up of Mike's predecessor Nancy Buchanan (then president of the residents association), Gene Rotondo (Pres of the business association), Kurt Schneider (pkg commission), Mike Bohn (Resident and local architect), City staff and a church representative. It was never mentioned that our discussions were secret and that the size of the Tot Lot would decrease. Most notable was the committee's desire to increase the size and quality of the Tot Lot. This committee was the group that initiated the need for a new tot lot. Also, the largest Tot Lot donation offered came from one of the committee members.
- 2) Mike: The Parking Commission wants to take control of the tot lot.
Fact: The Parking Commission has discussed funding a restroom at the Tot Lot. But we can not fund any projects outside of our boundaries. If the Parking Commission boundaries were increased to include the Tot Lot, we would not control the Tot Lot, but have the ability to spend parking revenue on improvements to this community asset. If Mike was correct in his assumption, the Parking commission would control the entire 2nd Street retail district. Nothing could be farther from the truth.
- 3) Mike: Mike Ruehle's email stated "Beginning in 2013 the Clean Truck Program would ban high polluting pre-1989 trucks from the Port and that it's not significant. The voter is little more than spin on the part of our city leaders".
Fact: Mike is dead wrong. The dirty trucks will be banned from the Port this year effective 10/1/08 and will result in a significant reduction in truck pollution.

There are more inaccuracies, but I'm sure you get the point. Mike does not purport the facts and has had the facts presented to him prior to his story telling.

BSRA:

March 13, 2008

I regret that I cannot personally be here to correct just a few of the many distorted, inflammatory and possibly libelous misstatements that Mr. Ruhle continues to disseminate throughout our community; for what reason I still cannot comprehend.

I respect the limited time the BSRA has for your meeting so I will try to make this brief:

The statement that we brought up a written criticism of a BSBA event and discuss it for maybe a minute hardly constitutes "resident bashing". If you can find one other person at that meeting that agrees with this assessment I will gladly apologize. As for prior meetings I will be glad to address any other specific situation where I or any member of the BSBA bashes the residents. I can assure you Brooke and I handle far more "bashing" calls (based on your interpretation) than what you feel is done at our meetings.

With respect to differentiating between "residents and customers", ironically we share the same feelings. If you believe it is important to put another twist on me frequently referring to "The Shore's" customers as residents (as if that is a bad thing), I don't have an answer except to say, guilty of seeing our customers as residents first and customers second. I would hope that the businesses in my own neighborhood would show the same respect for me and my neighbors. How you elect to twist this around into a negative is beyond my comprehension.

Mr. Ruhle do you have no boundaries with your false statements? Regarding the "secret committee" for the Tot Lot", Where did you ever get and substantiate such bogus information, which you state as if this is fact? Again you slander my name and reputation with such inflammatory written statements. Does anyone honestly believe that Councilman DeLong would be so naïve or ignorant to remotely consider such an act, let alone do or be part of such an event? If it was a "secret committee", why would Nancy Buchanan be part of, and attend this group?

To assume that this group's intention was to turn the Tot Lot into a parking lot and omitting all the ancillary primary objectives of the committee is yet another inexcusable and unforgivable misrepresentation of "true facts" to the community. Where's the information regarding an attempt to create more green space, an attempt to reallocate more parking, an improved Tot Lot etc.

There are more of these that can be documented if needed. These are the most recent.

Mr. Ruhle may continue to bad mouth me, Legends, and/or the BSBA and any of the businesses it represents. This is his prerogative and the people who elected him to office. I can only assume (based on his numerous comments that, 'I'm only doing what the members want me to do'), I respect that, as I do my best to do the same with the BSBA.

The difference is the information Mr. Ruhle disseminates is frequently "unequivocally untrue". It begs the question whether the Board and/or the BSRA members are accurately informed and support Mr. Ruhle based on such information.

Anyone is welcome to our BSBA meetings, but I will not accept the misreporting of information to the community.

Gene Rotondo
Proprietor of Legends