

CITY ADMINISTRATOR'S WEEKLY REPORT

September 20, 2010

CITY TREASURER

Customer Service Tip of the Week – Don't Make 'Em Wait

Never keep a customer on hold for more than 30 seconds. If you are going to need to leave them on hold for more than that amount of time, offer to call them back.

COMMUNITY SERVICES DEPARTMENT

Beach Clean Up

Saturday, September 25, the city is hosting the 26th annual Coastal Clean-Up Day from 9:00 a.m. – 12:00 p.m. Turn this into a family event! Spend time together volunteering for a very worthwhile cause. In 2009, more than 80,000 volunteers collected more than 1,300,000 pounds of trash from California beaches and waterways. Volunteers will meet on the beach just north of the Huntington Beach pier. Please enter the beach parking lot at First street and turn left into the parking lot. Free parking, bags, and gloves will be provided for participants. Remember to bring a hat, good walking shoes, and sunscreen.

40th Annual Surf Contest

The 40th Annual Huntington Beach Surf Contest was held this past weekend on the south side of the pier. Over 170 participants, in all age categories from the Huntington Beach High School District area competed for prizes and bragging rights. The event was run by the City of Huntington Beach Community Services Department and had enormous support from local businesses. Huntington Surf and Sport donated prizes for the winners along with T-shirts for all of the participants. Java Point provided coffee and donuts both mornings. The event wrapped up with lunch for all the participants provided by Duke's and Sandy's. Awards were given for First through Sixth place in each division and an overall award was presented to the winner of the Super Heat. The overall winner of the Super Heat was Shayne Nelson. Other division winners included: Phil Lockman for Grand Masters, Steve Campbell for Super Grand Masters, Shayne Nelson for Men's, George Gleason for Boys, Amy Geoffroy for Women's, Taichi Maruyama for Masters, Craig Bartlett for Juniors, Dan Horgan for Seniors, Roy Crump for Legends, and Benjamin Seaberry for Menehune.

The Huntington Beach Art Center

The Sixth Annual Plein Air Festival continues with two special events for the community. Hosted by the HB Art Center Foundation, *Dining en Plein Air* is a fine dining experience set in the Art Center galleries surrounded by festival paintings of scenic Huntington Beach. The dinner, featuring Chef Roy Hendrickson of Zimzala restaurant in the Shorebreak Hotel, includes a gourmet menu with fine wines, a silent auction, soft jazz. Please join us on Thursday, September 23 from 6:30-9:30 pm as we raise funds to support the Art Center's

exhibition and education programs. Tickets are \$95 per person. The dinner will be the first opportunity to purchase festival paintings. Call 714.536.5258 for reservations.

Meet the Artists at the Plein Air Festival opening reception on Friday, September 24 from 6 – 9 pm. Awards will be presented and festival paintings will be available for purchase. Admission is free. Call the Art Center for information at 714.374.1650.

Fall Youth Sports

The City of Huntington Beach Fall youth sports leagues will begin this Saturday, September 25. Flag football for youth in grades one – eight will be taking place at Edison and Murdy community centers beginning at 9:00AM with the junior instruction program followed by the competitive leagues at 10:15AM. Indoor coed volleyball will be held at the City Gym and Pool with games at 10:00AM and 11:00AM for youth between the 5th and 8th grades.

Adult Arena Soccer

The City of Huntington Beach adult arena soccer league started this past week at the Central Park Sports Complex. The inaugural league has 18 teams playing in three divisions including men's, women's, and coed on weeknights with games played at 6:15PM, 7:30PM and 8:45PM. The adult arena soccer league will be offered quarterly and the winter league will be beginning the week of January 17, 2011. For League information or if you would like to added to the "free agents" player list, contact Community Services (714) 536-5486.

Huntington Beach Senior Services

Trips and Tours Preview –Join the Huntington Beach Council on Aging On Friday, September 24 at 2:30 p.m. for a slide show highlighting the Trips & Travel program, all the remaining trips scheduled for 2010, and a preview of the trips in 2011. Door prizes to be won! Refreshments will be served and you'll have the first opportunity to secure the best seats on the coach. For more information on the travel program, call 714-536-9387 or visit www.hbcoa.org.

FIRE

Fire Prevention Week

The National Fire Prevention Week is observed in the United States and Canada on the first Sunday in October ending the following Saturday, which is also designated Fire Service Recognition Day. In the United States, the observance was begun with a proclamation signed in 1925 by President Calvin Coolidge. The Huntington Beach Fire Department will be holding its annual Open House on Saturday, October 9 at Fire Station 1 – Gothard from 10:00 a.m. to 3:00 p.m.

ECONOMIC DEVELOPMENT & HUMAN RESOURCES

Surf City Joins Surf with Turf Achieving National Recognition as Bicycle Friendly Community

Congratulations were extended from the League of American Bicyclists by designating a Bronze level award to the City of Huntington Beach as a Bicycle Friendly Community (BFC). This decision was made after a careful review of the application submitted by staff along with an assessment of local cyclists. The league's application process sets a high criterion for community bicycle developments in the areas of engineering, education, encouragement, evaluation and planning, and enforcement.

The Bicycle Friendly Community award is presented only to communities with remarkable commitments to bicycling. Bicycle Friendly Communities are places with a high quality of life, where people want to live, work, and visit. Nationwide, the League of American Bicyclists has awarded only 158 such communities since its inception in 1996. Huntington Beach was one of only four California cities to receive this recognition this fall and the only Southern California city. The City will receive a BFC road sign and award certificate to proudly display this special distinction.

The application cited several instances of the City's promotion of bicycle use and programs that promote bike safety. A few examples include: a successful Bike Valet program launched this summer to provide secure bike parking Downtown; the City's maintenance of several miles of bike lanes on major roads; and the police department and community services bike safety classes.

Feedback from the league indicates Huntington Beach is in a very good position for turning our high level bronze ranking into a silver award in the future. The ultimate goal is to reach the platinum award level alongside Davis, CA, Boulder, CO, and Portland, OR. For further information, contact Noreen Swiontek at 714-374-5351.

LIBRARY SERVICES DEPARTMENT

Literacy Specialists attend Advocacy workshop

Literacy specialists Amy Crepeau, Diane Moseley and Rose Saylin attended the Southern California Library Literacy Network (SCLLN) meeting at the Cypress Library on Thursday, September 16. The organization represents all the Library Literacy Services in Southern California. Holly Macriss, Executive Director, California Library Association, presented a workshop on "Advocacy for Nonprofit Organizations". Diane Moseley is president of SCLLN.

PLANNING & BUILDING DEPARTMENT

September 14 Planning Commission Meeting Recap

At the Tuesday, September 14, Planning Commission meeting, the Commission reviewed the following items:

- Sunset Beach Annexation (Study Session). The Commission reviewed General Plan Amendment No. 10-002, Zoning Text Amendment No. 10-002, Zoning Map Amendment No. 10.-001, Local Coastal Program Amendment No 10-001, Annexation No. 10-001 and Draft Negative Declaration No. 10-005 for the Sunset Beach Specific Plan and Annexation. The primary focus of this study session was the review of the environmental document (Negative Declaration) and its findings. As this was a Study Session item, no action was taken. The Commission is scheduled to take action on these entitlements on September 28; City Council consideration is slated for October 18.
- Plaza Almeria Carts and Kiosks. This item had been continued from the August 10 Planning Commission meeting at the applicant's request. The Planning Commission approved the proposal from Plaza Almeria to amend Conditional Use Permit No. 00-15R by expanding their allowed number of vending carts from 6 to 10.

The next regular Planning Commission meeting is Tuesday, September 28 at 7:00 pm in the City Council chambers.

POLICE DEPARTMENT

Skateboarders Arrested for Attacking a Father and Infant

On September 18 at about 6:30 pm, a 45 year old resident of Huntington Beach was jogging on the sidewalk northbound on Brookhurst Street north of Pacific Coast Highway. He was pushing his infant child in a jogging stroller. Three young adult males were riding their skateboards southbound on the sidewalk toward the jogger and his infant. One of the skateboarders began yelling and challenging the jogger to a game of "chicken" to try and scare him off the sidewalk. As the skateboarders approached, the jogger had to push the stroller with his infant into a planter to avoid them. The jogger also had to push one of the skateboarders away to prevent a collision.

Two of the three skateboarders turned on the male and began punching him and hitting him with one of their skateboards. The jogger fought back to defend himself and protect his infant. Citizens passing by in their vehicles stopped and came to the aid of the jogger and the three skateboarders fled the area.

Huntington Beach police officers located the skateboarders and the two who attacked the jogger were arrested. Both subjects were booked at the Huntington Beach City Jail. Jeffery Paul Ruseler, an 18 year old resident of Santa Ana was booked for assault with a deadly weapon and William Alfred Smith, a 22 year old resident of Mount Vernon, Washington, was booked for battery on a person.

PUBLIC WORKS

Time to Adjust Irrigation

With the cooler fall months around the corner, residents are encouraged to adjust their irrigation schedules accordingly. Be Water Wise!

