

CITY ADMINISTRATOR'S WEEKLY REPORT

April 19, 2010

CITY TREASURER

Customer Service Tip of the Week – Good Service Remembers

A customer might forget what service they got from you, but they'll never forget how they felt about the experience.

COMMUNITY SERVICES DEPARTMENT

Taste of Huntington Beach

The annual Taste of Huntington Beach is scheduled for this Sunday, April 25, 2010, from 12 to 4 p.m. at the Huntington Central Park Sports Complex (18100 Goldenwest Street). The Taste of Huntington Beach offers a unique sampling of the area's finest restaurants paired with California's premium wineries and breweries. Bring the entire family to enjoy live entertainment, a silent auction, award for Best Taste, and medals for the best wine & beer.

This year's event will feature TLC "Ultimate Cake Off" winning team member Christy Platt. Platt is a Huntington Beach resident and owns Simply Layered Cake Design. In addition to offering samples of her delicious confections, Platt will create a special cake celebrating the Taste of Huntington Beach's 10th anniversary. Proceeds from the Taste will benefit the Huntington Beach Children's Library. For additional info and to purchase tickets, log on to www.tasteofhb.com.

Softball Registration

Registration for the Summer 2010 Adult Softball leagues is now underway. The registration deadline is Thursday, April 29, 2010. Senior leagues are offered on Sundays and Thursdays. Men's leagues are offered on Sundays, Mondays, Tuesdays, Thursdays and Fridays. Coed leagues are offered on Sundays, Wednesdays, and Fridays. The leagues will start play May 10 and will conclude in late July or early August. For more details or information, please contact the Community Services office at 714-536-5230.

Marine Safety

On Saturday, April 18, at 10:15 AM, the Lifeguard Rescue Vessel responded to assist Huntington Beach Fire and the Orange County Sheriff's Harbor Patrol in fighting a boat fire. A 40 foot Sportfisher had just finished fueling at Mariner's Point fuel dock when the engine compartment exploded. As the boat became engulfed in flames, a fuel dock employee kicked the boat away from the dock. As the boat drifted into the channel, the Lifeguard Rescue Vessel transported fire personnel and equipment to the burning boat. Marine Safety personnel assisted the Huntington Beach Fire Hazardous Materials Unit in deploying a boom perimeter to contain the burning vessel.

On Sunday, April 11, Lifeguard Dispatch received numerous phone calls about a sick sea lion stranded in the rocks in the Huntington Cliff area. A Marine Safety Officer was summoned to confirm its location for the Pacific Marine Mammal Center volunteers who were en-route to

pick-up the marine mammal. With high tide, the sea lion could not be rescued from the beach, thus necessitating a cliff rescue from above the bluff. A four-man lifeguard team descended the cliff using backboards and a cage to capture the sick mammal. Once safely back on top of the bluff, with the sea lion secure in a cage, the lifeguards were applauded and congratulated by a group of onlookers. The sea lion was later transported to the Pacific Marine Mammal Center for treatment. Lifeguards conducted a similar sea lion rescue on Saturday, April 17.

Core Strength Training

This indoor group class combines a full body workout with a focus on your core. Stability balls are used to tighten your core and improve balance and weighted medicine balls help to improve resistance and muscular strength. Class begins on Monday, May 3 from 9-10am. Contact the City Gym and Pool at 714-960-8884 for more information or sign up at www.hbsands.org today!

Zumba and the City Gym -- New

It's different, fun, and effective! Zumba combines high energy and motivating music with unique moves and combinations. Set to a fabulous fusion of Latin and International music, Zumba utilizes the principles of fitness interval training and resistance training to maximize caloric output, fat burning, and total body toning. Ditch the workout and join the party! Class begins Tuesday, May 4 from 5:45-6:35pm. For more information contact the City Gym and Pool at 714-960-8884 or sign up at www.hbsands.org today!

Huntington Beach Senior Services

Volunteers Rock! Huntington Beach Senior Services celebrates National Volunteer Week, April 18 – 24, 2010 and the 500 volunteers who have served the senior community with their unique talents and skills and have enhanced the quality of life for older adults. The 51,500 hours these volunteers gave to Huntington Beach Senior Services in 2009 helped in its mission to offer opportunities for recreation, companionship, and education as well as promoting independence, dignity, and purpose. Volunteers are essential to the success of Senior Services programs. Volunteers deliver meals, provide transportation, call Bingo, teach computer skills, serve the daily hot lunch, visit the homebound, and much more. Without the dedication of volunteers, many of the activities now provided would be unavailable. On Thursday, April 29, Senior Services and the Huntington Beach Council on Aging will host a volunteer luncheon for those volunteers who gave 40 or more hours to seniors in 2009. For information on volunteering, contact Diane Swarts, 714-374-1544 or at dswarts@surfcity-hb.org

Event to Benefit Project Self-Sufficiency Foundation

Gallery HB and Citibank invites you to "Spring into Summer" at an event featuring singer/songwriter Dean Torrence. Join the Project Self-Sufficiency Foundation at The Gallery HB in the Hyatt Regency Hotel Resort and Spa, located at 21500 Pacific Coast Highway, on Thursday April 29 from 6:30 to 9:00pm. There will be live art auctions from at least four Distinguished Artists, fine food, fine wine, a fine time, and, of course, Mr. Dean Torrence from the legendary Jan & Dean. Featured Artists Include: Dean Torrence, Todd White, Toreen West, and Corinne Hartley. A portion of the proceeds from the event will benefit Project Self-Sufficiency.

Huntington Beach Art Center hosts Student Art

Come and show your support of your local student artists by visiting the Huntington Beach Art Center. The student exhibits feature the work of students from the Huntington Beach City and High School Districts as well as from schools across the county. The work on display demonstrates an exciting variety of media ranging from digital photography to sculpture created by students ages 5 -18. The exhibition is an annual showcase of our brightest young artists and an acknowledgement of the hard work of our teachers. It is also part of the Imagination Celebration festival which celebrates its 25th year. For a detailed listing of all the Imagination Celebration events and venues visit www.SparkOC.com

The next Art Walk on Wednesday, April 21 from 6-9pm will be the first opportunity to see the student exhibit. The official School Gala Opening will be on Friday, April 23 from 6-9pm. Both events are free and open to the public. The show will run through till May 8. For more information please call 714 374-1650.

ECONOMIC DEVELOPMENT

Boulevard of Cars Store

The Beach Boulevard of Cars dealerships have collectively opened the Boulevard of Cars Store at Bella Terra next to the Century 20 Theaters. The Cars Store is open Wednesday through Sunday, 12pm to 8pm. The Cars Store staff can assist customers to find a new or used car at the ten dealerships in Huntington Beach: Delillo Chevrolet; H.B. Chrysler-Jeep; H.B. Ford; H.B. Mazda; H.B. Mitsubishi; Huntington Beach Dodge; Mc Kenna Volkswagen Huntington Beach; Norm Reeves Honda; Surf City Nissan; and Toyota of HB. Participating dealerships provide a shuttle services offering customers the opportunity to shop at Bella Terra while their cars are being serviced.

HUMAN RESOURCES

Our planet needs help and your actions matter. Green your commute with a few simple acts and be one in a billion to improve our environment. These simple steps can help green your commute:

Change your air filter. Cleaning your air filter regularly can improve your gas mileage significantly.

Don't speed. Being a good driver can save you some dollars at the pump. Speeding uses extra gas. Rapid acceleration and hard braking are also inefficient and lower your gas mileage.

Cruise control. Using your cruise control will keep you driving at a more consistent speed and can generally improve fuel efficiency.

Turn your car off. Idling can use a lot of gas. Generally, it's more efficient to turn the car off and restart when you are ready to go. If you are thinking of hitting the drive-through, consider parking and picking up food inside. For short waits, put your car in neutral to avoid burning gas.

Inflate tires properly. Car tires that are under-inflated will lead to poor gas mileage. You can often find the correct pressure for your car printed on the edge of the driver's side door.

Mileage still too low? Consider getting a tune up. A tune up will generally make a modest, but sometimes significant, improvement in your miles per gallon.

Don't top off the tank. It releases gas fumes into the air and cancels the benefits of the pump's anti-pollution devices. So stopping short of a full tank is safer and reduces pollution.

Get fuel when it's cool. Refueling during cooler periods of the day or in the evening can prevent gas fumes from heating up and creating ground-level ozone.

[LIBRARY SERVICES DEPARTMENT](#)

Getting Down To Business

It's well known that the library collection supports readers and students, but what about the Business community? The Library has a number of online tools that can find suppliers, potential customers, information on employers and companies in the news.

Reference USA is more than a telephone directory of businesses. It offers powerful search tools that can help users create marketing phone lists by allowing them to select companies based on location, sales, business type, and more. Reverse phone lookup is also available for both business and residential publicly listed phone numbers from Reference USA.

In addition, the Ebsco database has a specialized collection called the Business Source Complete which allows users to look up company profiles and sales information. Finally, search newspaper and magazine articles on businesses with the Proquest and Newsbank databases. Visit www.hbpl.org, click on the Databases tab, and enter library card and pin numbers to access these resources from the comfort of home.

The Library Is Speaking Your Language.

The Huntington Beach Library will soon be offering our users a sneak preview of an exciting online service. **Mango** is an online language learning system teaching practical conversation skills for real communication. It's a fast, easy and effective way to learn to speak a foreign language and may replace or supplement the traditional books and recordings. Library members can visit the library website, click on **Mango**, then select a language. Learning begins immediately with simple phrases and vocabulary. Instruction is available in thirty-six different languages making **Mango** perfect for brushing up on a language, preparing for a business trip or vacation, or just learning the languages of coworkers and friends. Although primarily conversational, **Mango** language lessons include grammar tips along with cultural notes and interactive pronunciation help. The library will invite users to try **Mango** during a two-month trial period (starting April 20), and to provide feedback about how this product meets their needs. Visit www.hbpl.org, click on **Mango**, and open the door to an exciting new learning opportunity!

PLANNING & BUILDING DEPARTMENT

April 13, 2010 Planning Commission Highlights

The Planning Commission reviewed the following applications at the Tuesday, April 13, 2010, meeting.

- Black Bull Chop House. The Commission held the six-month review of Conditional Use Permit (CUP) No. 06-020 and Entitlement Plan Amendment (EPA) No. 06-008 for compliance with the Huntington Beach Noise Ordinance. The report was received as adequate and complete. The project is located at 300 Pacific Coast Highway, # 112 (south side of Walnut Avenue, between Main St. and Third St. in the Pierside Pavilion)
- Wells Fargo ATM appeal. The Commission approved the re-design of the Wells Fargo ATM, located at 101 Main Street. The applicant had appealed the Design Review Board's November 12, 2009, denial of the design, colors and materials of a new automated teller machine (ATM) located west of Main Street at the building exterior between Jamba Juice and Jack's Girls.

The next Planning Commission meeting is Tuesday, April 27 at 7:00 p.m. in the City Council chambers.

POLICE DEPARTMENT

Increase in Burglaries

There was an increase in burglaries from a total of 50 in March 2009 to 77 in March 2010. The charts below detail the type of burglaries and their location in the city as broken down by police reporting district (RD). Huntington Beach police officers made several arrests over the past couple weeks of suspects that were responsible for a significant portion of these crimes.

March 2009

RD	2	3	4	5	6	7	8	9	10	11	12	13	
Burglary Total	1	0	8	3	8	5	2	4	4	2	8	5	50
Commercial	0	0	0	2	2	2	2	3	2	1	6	1	21
Garage	0	0	3	0	1	1	0	0	1	1	0	0	7
Residential	1	0	5	1	5	2	0	1	1	0	2	4	22

March 2010

RD	2	3	4	5	6	7	8	9	10	11	12	13	
Burglary Total	2	1	11	4	4	3	0	14	6	4	18	10	77
Commercial	0	1	2	0	-1	0	0	9	0	3	11	7	32
Garage	2	0	0	0	1	1	0	0	2	0	0	2	8
Residential	0	0	9	4	4	2	0	5	4	1	7	1	37

Just Yell Fire – Self Defense and Awareness Training

In response to a recent kidnapping and rape on the Golden West College campus and the dangers that anyone may face anywhere, the Huntington Beach Police Department is partnering with Golden West College to bring a self defense program to the community on April 22. The program is presented by Just Yell Fire and has three components that will be emphasized during the free two hour presentation:

- Raise awareness of specific dangers e.g. ATMs, dating violence, jogging in remote areas...and how these dangers can be avoided
- A Dating Bill of Rights to let everyone know they have the right to fight back; a shocking number don't realize they have that right until it is too late
- Learn 10 simple defense techniques that may prevent you from becoming a victim

Session for Golden West College – Thursday, April 22, 2010 at 1:00 pm at:

Golden West College
(Math/Science Bldg. Room 123)
15744 Goldenwest Street
Huntington Beach, CA 92647
Contact gwcsafety@gmail.com or call (714) 895-8924

Session for Huntington Beach Police Department – Thursday, April 22, 2010 at 7:00 pm

Huntington Beach Civic Center
Council Chambers
2000 Main Street
Huntington Beach, CA 92648
Contact NBerndt@hbpd.org or call (714) 536-5933

PUBLIC WORKS**Slater Avenue Arterial Rehabilitation**

Construction continues on Slater Avenue between Graham Street and Goldenwest Street. Funded by the American Recovery and Reinvestment Act (ARRA), the 1 ½ mile project consist of grinding the pavement, removing failed sections and overlaying the entire street. Rubberized Asphalt Concrete (RAC) is used for the final surface. This product incorporates used tires into the mix, removing them from the landfill and improving the driving surface. The \$1.2 million project is scheduled for completion in mid-July. Lane closures and rough riding surfaces can be expected during construction.

Bluff Top Restrooms

Six new modular restrooms are being constructed along Bluff Top Park between Seapoint Avenue and 9th Street. The project should be complete before the Memorial Day weekend. The first restroom located near 9th Street was completed last June. A total of \$2 million from one-time Redevelopment Agency revenues was budgeted for the project.

Centennial Pavers Installed at Civic Center

Public Works landscape crews removed turf and installed 400 square feet of pavers adjacent to the east entrance of the Civic Center. Personalized Centennial bricks that were purchased by residents and organizations are set into the area. The 2010 time capsule is prominently identified for reopening in fifty years. Over the next few weeks final touches will complete the revitalized Civic Center landscaping project.