

**MINUTES OF THE FOWLER CITY COUNCIL MEETING  
JUNE 5, 2012**

Mayor Cardenas called the meeting to order at 7:02 p.m.

Councilmembers Present: Cardenas, Darling, Parra & Simonian

City Staff Present: City Manager Elias, City Clerk Davis, Finance Director Wong, Sergeant Miranda, Public Works Director Weisser, Fire Chief Lopez, City Attorney Cross, City Engineer Peters

The Flag Salute and Pledge of Allegiance were followed by an invocation given in both the Sanskrit and English languages by Rajan Zed, President of the Universal Society of Hinduism. Roll call was taken. There were no public presentations.

**PRESENTATION - CENTRAL VALLEY BUSINESS INCUBATOR (CVBI/SBDC):  
BUSINESS ASSISTANCE PROGRAM**

Representative Rich Mostert spoke to the Council about CVBI's online virtual business incubator program, which assists new businesses by providing a business plan and feasibility assessment. He will work with the City and Fowler Chamber to offer free scholarships for the program to local businesses.

**COMMUNICATIONS**

City Manager Elias mentioned an invitation to an upcoming luncheon at Fowler Unified School District in honor of their recently completed solar energy project.

**STAFF REPORTS:**

**CONSIDER APPROVAL OF RESTATED AND AMENDED SUBDIVISION  
AGREEMENT FOR TRACT NO. 5090**

Mayor Pro-Tem Parra left the Council Chamber due to a conflict of interest from owning property near the Tract No. 5090 subdivision.

City Manager Elias said that Woodside Homes is in the process of purchasing the Tract No. 5090 subdivision property for development, which requires approval of a restated and amended subdivision agreement. City Attorney Cross said the agreement is similar to the one with the previous developer, and it may need a few more minor changes. He recommended that it be approved with authorization for the City Manager, City Engineer, and City Attorney to make any needed changes.

Councilmember Simonian made a motion, seconded by Councilmember Darling, to approve the Restated and Amended Subdivision Agreement for Tract No. 5090, giving staff authority to make changes, if needed. The motion carried by unanimous voice

vote: Ayes: Cardenas, Darling and Simonian. Noes: None. Recused: Parra.

## **CITY MANAGER'S REPORT**

No report was given.

## **PUBLIC WORKS DIRECTOR'S REPORT**

### **— Approve Sale of 500 Gallon Fuel Trailer**

Public Works Director Weisser said that the City has an old fuel trailer that is no longer used, and Mooradian Services, who perform equipment repairs for the City, has offered to take it in exchange for \$400 in credit towards future services.

Mayor Pro-Tem Parra made a motion, seconded by Councilmember Darling, to approve the sale of the 500 gallon fuel trailer to Mooradian Services in exchange for \$400 in credit towards labor and services. The motion carried by unanimous voice vote.

### **— Discussion: Traffic Congestion Mitigation at 10th and Merced Streets**

City Engineer Peters said that he completed an analysis of the Merced and 10th Street intersection due to increased traffic congestion during peak hours and an increase in accidents. To mitigate the congestion, he proposed the options of installing a roundabout or a traffic signal, noting that a roundabout would work better and cost less than signalization. The City of Reedley installed a successful roundabout that the Council may visit and study as an example. Mr. Peters also asked for the Council's direction on seeking funding for construction of the preferred improvements.

The Council discussed the pros and cons of installing a roundabout or a traffic signal, and that they may want to schedule a workshop to view the roundabout in Reedley. The Council also directed staff to seek funding for intersection improvements.

### **— Discussion: Modification of Existing Truck Routes**

City Engineer Peters explained that there are currently twenty-three truck routes in the City, which is excessive, and recommended that the routes be refined for better control of truck travel and enforcement of the routes. It is proposed that they be narrowed down to seven, which includes areas of Golden State Boulevard and Temperance, Adams, South, and Manning Avenues. Trucks can use these routes until they reach the closest point to their delivery location, then turn onto a local street to get to the location.

After discussion, the Council directed staff to prepare an ordinance amendment to modify the City's existing truck routes.

## **FINANCE DIRECTOR'S REPORT**

City Manager Elias asked for direction on whether or not to allocate funding for the contract with California Consulting and the Fowler Chamber of Commerce in the 2012/13 budget. The funding from prior years came from the RDA, which is now

defunct. He said that the City initially contracted with California Consulting to pursue funding for a new library and a regional park. With the library now built and the park funding application done, there is no longer a need to continue with a monthly contract. The consensus of the Council was not to allocate funding for California Consulting, but to go forward with allocating funding for the Chamber.

## **POLICE DEPARTMENT REPORT**

Sergeant Miranda gave the police statistical report for May 2012.

## **FIRE DEPARTMENT REPORT**

Fire Chief Lopez gave a report of emergency calls for April 2012, and the recent Battle of the Badges blood drive.

## **CITY ATTORNEY'S REPORT**

### **Discussion: Securing the Blossom Trail City Trademark and Efforts to Use and Market the Trademark**

City Attorney Cross said that the City has provided the Trademark attorney documentation showing marketing efforts and use of "The Blossom Trail City" Trademark to assist with their argument against the U. S. Patent Office's initial rejection of the mark. To provide additional merit to the argument, it is recommended that a public discussion documenting the use and marketing efforts take place.

Fowler Chamber of Commerce President Craig Mellon reported on the Chamber's efforts to use the mark, noting that it was developed over a year ago to make Fowler a "destination" city, promoting tourism to help improve the local economy. A logo with *The Blossom Trail City* motto was designed and is being used for Chamber and City events, parades, and festivals. The Chamber's website, and Facebook and Twitter pages, all feature the logo. A postcard with the logo is being sold in local stores. The Chamber advertises an annual tour event, *Cruizin' the Trail*, that has brought people from throughout the state. The event is also advertised on Fresno County's website. The City's sole hotel, the La Quinta Inn, is making efforts to use the mark to attract more visitors. The Chamber has been contacting local service groups such as the Lion's Club, to promote using the mark at their events. Mr. Mellon added that the Chamber and City will continue to actively look for all opportunities to use and market The Blossom Trail City trademark.

## **CONSENT CALENDAR**

The Consent Calendar consisted of: A) Ratification of Warrants - June 5, 2012; B) Approve Minutes of the Fowler City Council Meeting - May 15, 2012 and Special Meeting - May 15, 2012; C) Adoption of Resolution No. 2249, "A Resolution of the City Council of the City of Fowler Supporting the Middle Class Scholarship Act"; and D) Adoption of Resolution No. 2250, "A Resolution of the City Council of the City of Fowler, Supporting an Effective Sustainable Community Strategy for the Fresno Council of

Governments as Required by SB 375 and Committing to Leadership for Economically Viable Smart Growth Planning.” Mayor Pro-Tem Parra made a motion, seconded by Councilmember Darling, to approve the Consent Calendar. The motion carried by unanimous voice vote.

### **COMMITTEE REPORTS**

Mayor Pro-Tem Parra spoke of an upcoming League of California Cities Economic Development Task Force meeting. Councilmember Darling mentioned that he was pleased to see that flags were placed all around the Veterans Monument for Memorial Day.

### **ADJOURNMENT**

Having no further business, Councilmember Simonian made a motion, seconded by Councilmember Darling, to adjourn. The motion carried and the meeting adjourned at 8:41 p. m.