
**CITY OF DANA POINT
DANA POINT DESTINY AD HOC COMMITTEE
MINUTES**

Wednesday
November 30, 2011
6:00 p.m.

Laguna Cliffs Marriott
25135 Park Lantern
Dana Point, CA 92629

CALL TO ORDER

Mayor Scott Schoeffel called the meeting to order at 6:15 p.m.

ROLL CALL

Mayor Scott Schoeffel asked Economic Development Manager Christy Teague to take the roll call. The following were present:

Marla Sherman Balmuth
Bruce Beal
Brian Dunn
Keegan Hicks
Russell Kerr
Joe Lovullo
Jim Miller
Jim Samuels
Scott Schoeffel
Jay Styles

City Staff Present:

Doug Chotkevys
Brad Fowler
Christy Teague
Kyle Butterwick

Others Present: Kathy Rosenow and Alexa Smittle of RSG Consulting; Robert Hows of Lantern Bay Realty; and Matt Cunningham of American Chemistry Council.

**CITY OF DANA POINT
DANA POINT DESTINY AD HOC COMMITTEE
MINUTES**

November 30, 2011
6:00 p.m.

PAGE 2

CONSENT CALENDAR

1. APPROVAL OF MEETING MINUTES, OCTOBER 12, 2011

Russell Kerr made a MOTION to approve the minutes; Seconded by Joe Lovullo. The minutes were approved unanimously.

PUBLIC COMMENTS

Matt Cunningham of American Chemistry Council commented regarding potential plastic bag ban.

UNFINISHED BUSINESS

There was no unfinished business.

NEW BUSINESS

2. DOHENY VILLAGE PLAN UPDATE

City Manager Doug Chotkevys reported that the City has received a \$340,000 state grant for preparation of a new Doheny Village Plan and that ROMA Design Group has been retained after their successful Town Center Plan process and preparation.

Community Development Director Kyle Butterwick summarized the development of a new comprehensive plan for Doheny Village. He summarized the importance of the Doheny Village area of the City and noted that its potential has been overlooked by the investment community despite its rich history. He noted the comprehensive plan will be a foundational blueprint for the future and will include a variety of uses, new development standards and policies, and an action program including public improvements.

Kyle Butterwick reported that the Town Hall meeting held on November 5th included approximately 100 participants. He summarized the comments received, which included the following topics: connectivity/access, improved pedestrian focus and circulation, land use changes to encourage more resident-serving businesses, the need for more public spaces, the desire to include history and culture (specifically, surfing and marine culture), identity creation, and the desire to maintain village scale and charm. He stated that the next steps will include a public workshop, perhaps with the Planning

**CITY OF DANA POINT
DANA POINT DESTINY AD HOC COMMITTEE
MINUTES**

November 30, 2011
6:00 p.m.

PAGE 3

Commission and City Council, to present preliminary alternate land use concepts and receive public feedback.

Mayor Scott Schoeffel stated that the City, and particularly Doheny Village, is at a unique point in time. He noted that nature has provided most of the attraction, and that the key is to create an attractive package for positive change and investment. He encouraged group members to be involved.

Jim Samuels stated it is critical for resorts to be sure the destination flourishes. He stated his support and that he looks forward to completion and implementation of the Doheny Village Plan.

3. ECONOMIC DEVELOPMENT STRATEGY AND GENERAL PLAN ELEMENT

Mayor Scott Schoeffel introduced Kathy Rosenow and Alexa Smittle from RSG Consulting. Kathy Rosenow explained that RSG has been retained by the City to develop an Economic Development Element of the General Plan to determine long-term goals and policies for the city and also an Economic Strategy as an implementation plan of short-term actions. She stated the desire to share preliminary information and hear business feedback to include in the Economic Development Element and Economic Strategy. Alexa Smittle reported on previous meetings with City of Dana Point staff, the Chamber of Commerce Board and Harbor merchants. She discussed Dana Point data, including household incomes, workforce commutes, types of jobs and annual City revenue types and amounts. She asked the group what are the possibilities, what are the opportunities, and how can we foster business in Dana Point? It was noted that what is good for other cities may not be the best for Dana Point, and asked for ideas to encourage future success.

City Manager Doug Chotkevys noted that the community survey indicated a desire for better retail opportunities to reflect Dana Point.

Jim Samuels stated that Doheny Village and Town Center are key areas that could become upscale, busy, thriving business districts.

Joe Lovullo noted the increase of demand for resident condo living or mixed-use living.

Mayor Scott Schoeffel agreed that the trend is for stylized condos. He discussed the successful transformation of Emeryville and noted the need to retain local history, character and culture. He suggested the 4th Street District in Berkeley is a good example of successful growth while maintaining its historic core and draw. He noted Dana Point is a "treasure beyond treasure" and that the goal is for authentic, Dana Point-style success.

**CITY OF DANA POINT
DANA POINT DESTINY AD HOC COMMITTEE
MINUTES**

November 30, 2011
6:00 p.m.

PAGE 4

Jay Styles noted that it is possible that in 3 years' time the Harbor, Town Center and Doheny Village could make Dana Point a city under construction. He noted the need to market the area as "still open for business" and minimize business losses due to a perception that the area is a construction zone. He asked what the City would look like in 5 years. He recalled the Mayor's State of the City address with discussion of culture and music to bring Economic Development and noted the opportunity in Doheny Village as a blank slate for a concert hall or theater or museum, such as the opportunity to capture the surf history in a museum, perhaps with surf companies as partners.

Mayor Scott Schoeffel noted that arts and culture is a consistent theme, including the formation of a new Arts and Culture Commission. He noted many possibilities, including popular surf history, which is not known as much as it should be and could be leveraged.

City Manager Doug Chotkevys mentioned the expanding arts, culture and entertainment activities, including summer concerts, Doheny Days added to the Doheny Blues Festival, a new potential jazz festival and a new Dana Point Symphony in the spring. He encouraged involvement by members of the Destiny Committee.

Jim Miller suggested that all areas not be reconstructed at one time. He added that the boating industry is an important historic and present business niche. He suggested that Doheny Village be made into a community with public spaces and community events. He also noted the need for new athletic fields.

Marla Sherman Balmuth noted the need for better, integrated public transportation and pedestrian access to link the Harbor, Doheny Village and Town Center.

Kyle Butterwick stated that the City has received a SCAG Connectivity grant for \$125,000 to better connect the Town Center, Doheny Village, Dana Point Harbor and Doheny State Beach. City Manager Doug Chotkevys added that the grant allows needed work and studies to be completed without the use of the City General Fund dollars.

MAYOR'S COMMENTS

Mayor Scott Schoeffel thanked everyone for spending time with the Destiny Committee. He stated the need to leverage each opportunity, and that the better future is a result of a thoughtful approach daily. He encouraged members to contact the City if they needed any assistance.

**CITY OF DANA POINT
DANA POINT DESTINY AD HOC COMMITTEE
MINUTES**

November 30, 2011
6:00 p.m.

PAGE 5

City Manager Doug Chotkevys noted that the City Council would be considering the Plastic Bags and Styrofoam issues, previously discussed by the Destiny Committee, at the City Council meeting on December 12, 2011.

Mayor Scott Schoeffel asked Jim Miller if he wanted to speak further on this topic. Jim Miller requested more discussion in order to gather all information. He noted that the bans sound like a good idea, but that paper bags present another problem. He asked that the City consider all of the consequences and suggested the potential bans could be a matter of trading problems. He suggested that the City consider promoting recycling instead through an anti-littering message aimed at boaters and residents could be a better approach to the issue.

City Manager Doug Chotkevys asked if his concerns were focused more on plastic bags or Styrofoam, to which Jim Miller replied that there are better alternatives to Styrofoam, and that bags are the main issue. Mayor Scott Schoeffel noted that the voluntary program in place has not been successful and that awareness efforts have not worked.

Keegan Hicks asked if high volume users are the problem, why affect the small businesses? Jay Styles asked how success can be measured and suggested that if the larger businesses were the primary problem, then perhaps the ordinances should apply to them and that restaurants and small businesses could be excluded. Marla Sherman Balmuth noted that her businesses use recycled bags, which cost \$.18-.26 each, but that when customers are asked if they need a bag that many reply that they do not. She added that customers are aware and often reuse or recycle shopping bags.

Mayor Scott Schoeffel asked members about their experience with the Destiny Committee, and received a positive response that the Committee is valuable to continue.

MEMBER COMMENTS

There were no further member comments.

ADJOURNMENT

The meeting was adjourned by Mayor Scott Schoeffel at 8:35 p.m.

The *next* meeting of the Dana Point Destiny Ad Hoc Committee will be subsequently posted.