

CITY OF DANA POINT
M E M O R A N D U M

DATE: JULY 12, 2013
TO: CITY MANAGER/CITY COUNCIL
FROM: *W*KATHY M. WARD, CITY CLERK
SUBJECT: CITY COUNCIL MEETING JULY 16, 2013, AGENDA ITEM 2

After further review of the draft minutes for the meeting of June 18, 2013, Council Member Brough brought it to staff's attention that the vote for Item 11 on page 5 was incorrectly reported. The vote should have been reported as:

The motion carried by the following vote:

AYES: Council Member Carlos N. Olvera, Council Member Scott Schoeffel,
Mayor Pro Tem Lisa Bartlett and Mayor Steven Weinberg

NOES: Council Member William P. Brough

Please **replace** page 5 with the new page attached.

Agenda Item No. _____

7/16/13

**CITY OF DANA POINT, CALIFORNIA
CITY COUNCIL REGULAR MEETING MINUTES
JUNE 18, 2013**

Council Member Olvera stated that with Dana Point being a five-star city, it is very important that we are sensitive to the environment. He added that he agrees with some of Council Member Brough's comments. He hoped that Girl in the Curl and Hobie would be involved in part of the work as they seem to be very proactive in helping volunteer groups. He stated that Dana Hills High School has an organization "Let's Talk Trash" that works on the first Saturday of the month picking up trash. He would like to see some of the money go to a non-profit who will do something rather than say something. He added that he would like to continue to support coastal clean ups. He stated that he does not want little programs to get in the way of funding for Town Center.

Mayor Pro Tem Bartlett felt that this was a worthwhile program for our City and that educating the public is one component. She suggested that staff talk to CR&R to contribute to this program.

Mayor Weinberg stated that this is a way of showing people that we are a green city and help encourage conventions to come into our City. He added that this can be used as a marketing tool for our hotels.

Mayor Pro Tem Bartlett suggested staff include an insert on this program into the next CR&R quarterly billings for no charge.

Council Member Schoeffel stated that this commitment is a very inexpensive down payment on the continuing vibrant health of our economy. He added that the environment is our economy. He felt that the amount of the program to tell the world that we care a great deal about our community was a real bargain.

Council Member Brough asked if any other marketing firm was considered.

City Manager Chotkevys replied that the City has had three major public outreach programs and there were three local firms that were interested. He stated that Staff chose to go with Ross Teasley for this program since the other two firms were each used for "Hide It, Lock It, Lose It" and "It's Your Business".

IT WAS MOVED BY COUNCIL MEMBER J. SCOTT SCHOEFFEL, SECONDED BY MAYOR PRO TEM LISA A. BARTLETT, APPROVE THE ZERO WASTE PUBLIC EDUCATION PROGRAM.

The motion carried by the following vote:

AYES: Council Member Carlos N. Olvera, Council Member Scott Schoeffel, Mayor Pro Tem Lisa Bartlett and Mayor Steven Weinberg

NOES: Council Member William P. Brough