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

Wednesday
October 12, 2011
6:00 p.m.

City Hall Council Chamber (#210)
33282 Golden Lantern
Dana Point, CA 92629

CALL TO ORDER

Mayor Scott Schoeffel called the meeting to order at 6:08 p.m.

ROLL CALL

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

Bruce Beal
Damian Collins
Brian Dunn
Norb Garrett
Russell Kerr
Joe Lovullo
Jim Miller
Jorge Olamendi
Jim Samuels
Scott Schoeffel
Jay Styles

City Staff Present:

Doug Chotkevys
Brad Fowler
Christy Teague

CONSENT CALENDAR

1. APPROVAL OF MEETING MINUTES, JULY 28, 2011

Jorge Olamendi made a MOTION to approve the minutes; Seconded by Jim Miller. The minutes were approved unanimously.

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PUBLIC COMMENTS

None.

UNFINISHED BUSINESS

2. LOCAL TROLLEY

City Manager Doug Chotkevys reported the Tri-City Trolley regional transit link proposal is delayed through OCTA. He mentioned exploration of a local summer shuttle in Dana Point utilizing Coastal Transit Funds.

Public Works Director Brad Fowler provided additional information on the Tri-City Trolley, as well as a proposed Harbor/City Shuttle proposal submitted to OCTA through the Measure M2 programs. He reported that a local trolley may be possible through a partnership with the City and OCTA. He suggested that, if businesses and the Committee are supportive, it would be appropriate to notify OCTA and Supervisor Bates' office.

In response to the Mayor Scott Schoeffel's question of trolley demand and use potential, the group agreed it was a good idea.

Damian Collins remarked on the San Clemente beach train success and suggested the trolley consider the train stations.

Jim Samuels stated that Laguna Beach has a concentration of restaurants, shops and festivals in their congested area and that the trolley made sense there, but questioned the demand in Dana Point. City Manager Doug Chotkevys noted that the Harbor area and beaches are packed in the summer and on weekends.

Damian Collins asked about available parking to support the trolley.

Mayor Scott Schoeffel suggested the route could serve the current needs and be revised in the future, and noted that Measure M2 funds should be locally utilized. He stated that the trolley can promote Dana Point as it evolves.

Jim Miller suggested the trolley start small to meet the current needs.

Norb Garrett suggested the focus on the trolley could be to bring visitors to the beach for increased access to the ocean and facilities such as the Harbor and to support local businesses.

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Joe Lovullo noted that use would be especially high on weekends and would increase as Dana Point grows.

Norb Garrett suggested clever promotions for the trolley such as different themes for days of the week and a fun, decorative trolley design.

Jorge Olamendi suggested the trolley route be modified to include the Capistrano Beach business area.

Jay Styles suggested employees could use the trolley to increase availability of business parking. He noted the service would be a safe alternative for customers who were drinking at local businesses and added that encouragement of trolley use by the hotels would be a key to success.

Mayor Scott Schoeffel gave examples of transportation encouraging growth and business success, such as in San Francisco and Sausalito.

Bruce Beal recommended the City seek measure M2 funding support to promote local businesses.

City Manager Doug Chotkevys noted that the use of Coastal Transit Funds must be approved by the Coastal Commission. He suggested the trolley could start small and evolve as needed and that it may be appropriate for the group to support the effort with a letter to OCTA considering a pilot program.

Mayor Scott Schoeffel suggested this matter be considered at the next Destiny meeting with an overlay of the Laguna Beach route and noted the opportunity to link from Monarch Beach along the coastal corridor to encourage business success and to provide increased coastal access.

Jorge Olamendi made a MOTION to write a letter of support to OC Supervisor Pat Bates and request other business letters of support. The MOTION was seconded by Norb Garrett and passed. Jim Samuels suggested the Chamber also send a letter of support.

Brad Fowler noted that the OCTA Board meets October 24th.

NEW BUSINESS

3. SINGLE-USE PLASTIC BAGS AND STYROFOAM

City Manager Doug Chotkevys reported that this matter is a water quality issue and that a voluntary reduction program was approved by the City Council and is currently in

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place. He reported that the City Council on September 26th stated its interest in considering a ban of single-use plastic bags and expanded polystyrene (EPS), also known as Styrofoam. He noted that many businesses are moving this way and that feedback on this matter was desired from the Destiny Committee.

Public Works Director Brad Fowler provided a summary of the issues of single-use plastic bag and EPS and described various city approaches and typical exceptions.

Mayor Scott Schoeffel summarized the Council direction to begin the environmental study, seek feedback from the business community and determine how best to implement the potential ordinance.

Jim Samuels reported that for the group business at the resorts, one factor for selection is the level of "green" policies. He added that the hotel brands are emphasizing the increased importance of environmental practices and that it is increasingly necessary to secure corporate business.

Joe Lovullo stated that distribution is not the problem, but that disposal is the problem. He suggested that if plastic bags were redeemable, more would be recycled.

Norb Garrett suggested that a cut at the source for the distributors with greatest volume would be effective. He stated that he is very supportive as a coastal destination, and recommended moving forward with the standard exceptions.

Jim Miller noted that the general public needs to be educated and plastic bags are a smaller issue than Styrofoam containers. He noted that restaurants cannot ask for customers to bring their own containers. He noted paper bags are more expensive and bulky. He suggested businesses could do cooperative bag purchases with other stores. He recommended implementing the ban over time.

Jay Styles noted the costs of one penny for a plastic bag compared to one quarter for a paper bag and suggested the increased costs could impact businesses. He noted there were no retailers represented at the meeting.

Bruce Beal stated the desire for a win/win/win situation for consumers/retailers/guests. He noted the next generation of biodegradable bags are more costly than original plastic bags, but less expensive than paper bags and should be considered. He suggested Dana Point should not follow other cities, but rather find our own best solutions for others to follow.

Brad Fowler presented information on Styrofoam (EPS) and methods adopted by other cities. He suggested education and outreach efforts be included with any proposed implementation program.

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Mayor Scott Schoeffel noted the other cities' approaches are provided, but the desire is to bring this matter to the Destiny Committee to discuss and help customize a program for Dana Point. He noted that it appears 1) low-volume providers are not the biggest problem, 2) The popular, ubiquitous, habitual use of plastic bags may be substituted with similar, less-negative environmental solutions, and 3) Dana Point should consider uses most likely to be the problem and increase public awareness. He noted that we do not want to ignore positive examples and the goal is to reduce unwanted litter in Dana Point.

Jay Styles noted the Earthpack supplier of recyclable materials is a better, more environmental product, though still some plastic in it. He asked if all plastic must be banned, even if new products are better for environment. He suggested that the main issue is to reduce non-biodegradable bags going into the ocean.

Jim Miller noted the need for education. He noted that both Styrofoam and plastic can be costly and stated his belief that Styrofoam is a bigger issue than plastic bags. He explained the costs to his business, which totals about \$10,000 per year for paper-based take-out containers. He noted the cost of 26 cents per biodegradable plastic-like bag and the 35 cents for a paper bag, both with business logos printed on them. He distributed his business cost analysis and noted that new, less-expensive products are becoming increasingly available.

Norb Garrett suggested incentives be considered to return the bags.

Russell Kerr suggested Chamber members be surveyed about biodegradable options. He stated education needs to address the science and was concerned about bans on broad product categories.

Jorge Olamendi stated he thought it was a good idea, and that he would like to see high school students involved with beach clean-ups and education on trash topics. He stated the need for business education and help with solutions and the use of new technology for the next generation.

Mayor Scott Schoeffel agreed that trash clean up is the best education. He suggested 1) limiting the use of damaging materials, 2) educating people with increased awareness, customer demand and new technology to serve as a model and early adapter for other cities, and 3) marketing and redemption components.

Doug Chotkevys asked the Committee about implementation and grace time before any new policies become effective.

Jim Miller said he would support bans of both substances with adequate grace periods.

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Jay Styles noted the Dana Point water quality has improved significantly in recent years.

Mayor Scott Schoeffel asked the Committee to submit suggestions and welcomes comments before or at the City Council meeting when these items are considered on December 12th.

4. HOLIDAY SEASON EVENTS AND ISSUES

Mayor Scott Schoeffel asked the Committee what the City could do to support businesses for a successful holiday season. He asked for ideas from the members.

Jorge Olamendi described the atmosphere in Quebec, Canada during the holidays where businesses decorate and dress in holiday clothing. He asked what if Dana Point dressed up for the holidays?

Joe Lovullo suggested a Best-Decorated Business contest.

Mayor Scott Schoeffel suggested more festivity citywide to expand on the Harbor holiday success. He suggested creating a welcome environment in Dana Point to encourage associating Dana Point with the holidays. He noted Sonoma County and Lodi Downtown are draws as holiday-lit destinations.

Jim Miller suggested consideration of a trolley program for tours of decorated homes or a holiday trolley “progressive dinner” of restaurants.

Jay Styles mentioned the two-week Boat Parade weekends are busy in the Harbor.

Norb Garrett suggested duty-free or sales tax-free shopping or other incentives.

There was discussion of sleigh rides, horse-drawn carriage rides, street lighting ideas, coordinated efforts with decorated resorts, light tours, shopping opportunities, music around town, New Years Eve fireworks or a New Years Eve ball drop over the Harbor and festivity every weekend in December with people recognizing Dana Point as a holiday scene.

MAYOR’S COMMENTS

Mayor Scott Schoeffel announced the Doheny Village Workshop on Saturday, November 5th at Capo Beach Calvary Chapel from 9am – 1pm and encouraged all to attend and participate.

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He thanked all for attending the meeting and noted that the Destination Committee works well because of member participation.

MEMBER COMMENTS

Jay Styles mentioned the need for a Master Calendar to spread events over time.

Jorge Olamendi mentioned interest in participation for events as follow up action to Committee meetings.

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.