



CIVIC IMPROVEMENT COMMISSION
70 North First Street - Campbell, California 95008

Thursday, June 9, 2016 - 6:30 p.m.

Doetsch Conference Room

Study Session Minutes

Call to Order: Chairperson Hoffman called the meeting to order at 6:36 PM

Present: Commissioners Castleton, Mitchell, Zheng, Zisser and Chairperson Hoffman; Staff Liaison Al Bito; Recording Secretary Diana Johnson; and Graduate Intern, Michael Thomas.

Absent: Commissioners Herosy and Teeter (Excused).

New Business: There was no new business

Old Business:

Pilot Beautification Program: Staff Liaison Al Bito provided an overview of the draft Pilot Beautification Grant Program. The main elements proposed in the draft incorporated some of the major categories identified: Mission Statement, Program Goals, Applicant Eligibility and Project Requirements, Project Information, Funding, Application and Review Process, Restrictions and Other Considerations.

Mr. Bito indicated that the City Council is requesting a community based program that includes beautification in neighborhoods, small businesses and commercial properties. He further stated that in previous years, the City had a store front improvement program for downtown businesses, which provided loans for businesses to beautify their storefronts. He suggested the Commission may want to consider adding this element to the Beautification Program.

Graduate Intern Michael Thomas researched various communities with similar programs and prepared a memo outlining the major categories identified for the Pilot Beautification program. A brief overview of the memo was provided to the Commission. Chairperson Hoffman thanked Michael for his research and preparation of the memo.

The Commission reviewed and discussed the various elements of the pilot program. Chairperson Hoffman suggested that park enhancements, community gardens, and litter "pick-up" events, as well as walking, hiking and biking trail projects be removed from further consideration as these are projects for which the City already provides funding, staff and volunteers. The grant policy should include programs that are outside of what the City is normally responsible for.

Commissioner Mitchell questioned who would be responsible to maintain the beautification project once completed. Chairperson Hoffman indicated that a stipulation should be included in the grant application that the grant recipient would be responsible for the ongoing maintenance of the beautification project.

There was further discussion by the CIC whether an individual household should be eligible for grant monies. Intern Michael Thomas suggested that the grant monies should be intended for an entire neighborhood and not for an individual home. Commissioner Zisser requested that the CIC consider including individual homes in the beautification program. He indicated that there may be homes in a neighborhood that would benefit from improving the appearance of their front yards. A discussion ensued regarding hurricane fences in the neighborhoods. Further discussion by the CIC recommended that the project should benefit an entire neighborhood. A neighborhood association could provide a collaborative recommendation for an individual household in their community.

Further discussion of the CIC concluded schools, various non-profits and homeowner associations should not be eligible for Beautification grant. Homeowner associations (HOA) collect fees and do their own beautification. The CIC asked staff to research if collecting HOA fees constitutes a conflict as HOA's already collect fees. The City of Aurora, Colorado's beautification grant program policy includes language that restricts projects that are religious in nature. The Commissioners suggested including similar language in a draft policy.

The Commission also discussed that a draft policy and application stipulate which specific applicants are eligible, as well as define the following terms: "small business," "neighborhood association" and "other organizations."

Staff Liaison Bito suggested how to determine business' grant eligibility and criteria. Should, if approved, grant applicants' businesses eligibility based on an established square footage or number of employees. Commissioner Zisser preferred to allow all businesses in Campbell be eligible to attract applicants beyond the City's downtown area.

Chairperson Hoffman suggested clarifying the grant funding levels. (\$25,000 a year or limiting disbursement to \$5,000) The CIC established \$500-1500 and \$1500-5000 grant funding levels. Commissioner Zisser suggested defining projects based on the size and scope such as "small" versus a "large" project to determine grant funding levels and Alan also suggested including guidelines when grant recipients must complete projects. The CIC discussed defining other large projects in the grant program to include entire neighborhood cleanups or projects which could include the use of large dumpsters.

The CIC discussed requiring a fund-matching component so recipients have ownership of their projects and are committed to completing them by established deadlines. The Commissioners discussed applicants providing up to 50% of project costs with the City matching the costs. Chairperson Hoffman mentioned the beautification grant program implemented by Plano, Texas.

Commissioners Castleton and Zheng did not support the matching component suggestion and said this warranted further discussion by the CIC. Chairperson Hoffman suggested drafting a policy on a matching component.

Once adopted by the CIC, the CIC agreed to have various meetings with neighborhood associations, small businesses and the Chamber of Commerce to gather input and ascertain the types of projects that generate interest.

Public Comment: There was no public comment.

The meeting was adjourned at 7:31 PM



Diana Johnson, Recording Secretary



Al Bito, Staff Representative