



# MINUTES

## Special Meeting of the San Marcos City Council

**TUESDAY, MARCH 25, 2025**

VALLEY OF DISCOVERY CONFERENCE ROOM

1 Civic Center Drive, San Marcos, CA 92069

**CALL TO ORDER:** Mayor Jones called the City Council Meeting to order at 3:00 p.m.

### **ROLL CALL:**

PRESENT: COUNCILMEMBERS: JONES, LEBLANG, MUSGROVE, NUÑEZ, SANNELLA

ABSENT: COUNCILMEMBERS: NONE

### **ORAL COMMUNICATIONS**

Chris Freeman, resident, spoke in support of supporting public safety, infrastructure, core services and employee retention.

Tanis Brown, resident, spoke in support of a sustainable work plan and succession planning.

### **GOAL SETTING WORKSHOP**

**CITY MANAGER BENDER** provided a presentation of the following list of proposed 2025/26 council goals. During the presentation two changes were requested, which are noted.

Public safety and emergency response		
<b>Improve emergency response times by building and staffing Fire Station 5</b>		
1	1. Complete entitlement and environmental clearance for the site	\$150,000
	2. Determine delivery method for design and construction	
<b>Work with Sherrif to develop cost-effective strategies to address emerging law enforcement needs</b>		\$35,000
2	1. Seek grant funding to enhance tools and technology that can enhance crime fighting efforts.	\$50,000
	<u>Bring options to the City Council for consideration</u>	
	2. Purchase side by side offroad vehicle to increase Sheriff's access to open space areas	
3	3. Create new capacity within existing officer resources to strategically deploy where needed	
	<b>Promote emergency preparedness plans to improve resident safety and awareness</b>	
	1. Identify lessons learned and new best practices from recent natural disasters Update city's Emergency Operations Plan as needed	n/a



2. Conduct emergency preparedness community education campaign within existing officer resources to strategically deploy where needed

#### Traffic management and mobility

##### Enhance e-bike safety through additional education and collaboration with schools and Sheriff

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|---|--|---------|
| 4 | 1. Encourage schools not currently requiring an e-bike permit to establish a program                             | \$4,000 |
|   | 2. Explore partnership with the San Diego County Bike Coalition to offer safe city cycling classes in San Marcos |         |

##### Add street and pedestrian lighting in high priority areas to enhance safety and walkability

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|---|---|-----------|
| 5 | 1. Complete study of crime trends and current lighting needs      | \$200,000 |
|   | 2. Create prioritized list of improvements                        |           |
|   | 3. Begin implementation in first area (if funding can be secured) |           |

##### Optimize traffic signal management using smart signals and other supportive strategies along major corridors

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| 6 | 1. Analyze performance of key corridors/intersections citywide to identify opportunities to increase throughout   | n/a |
|   | 2. Work with Caltrans to determine feasibility of a pilot project to improve coordination of state- controlled signals near freeway entrances and exits |     |

##### Analyze areas of concern on key roadways and intersections where small changes could improve traffic flows and reduce congestion

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| 7 | 1. Analyze a minimum of two intersections and other opportunities for operational improvements as part of the San Marcos Boulevard Reconstruction CIP Project | TBD |
|---|---|-----|

##### Explore options for supporting the NCTD+ program

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| 8 | 1. Initiate discussions with NCTD staff, board, and other potential community partners, to identify potential models to support the program | TBD |
|   | 2. Present potentially viable options to the City Council for consideration   |     |

#### Community well-being

##### Help more residents access housing and other basic needs

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|---|---|-----|
| 9 | 1. Work with affordable housing projects in San Marcos to pilot test a common application                           |     |
|   | 2. Finalize and publish affordable housing online map   | TBD |
|   | 3. Increase oversight of all affordable housing developments to ensure compliance and maximize available units      |     |
|   | 4. Explore direct financial assistance programs for renters and bring options to the City Council for consideration |     |

##### Make San Marcos an official "Blue Zone" city

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|----|---|-----------------|
| 10 | 1. Engage community partners to contribute funding for a Blue Zone assessment               | Up to \$150,000 |
|    | 2. Present options to the City Council for funding the assessment, if city funds are needed |                 |
|    | 3. Become the first city in the region to initiate a Blue Zone assessment                   |                 |



### Enhance access to arts and culture in San Marcos

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|----|---|-----|
| 11 | 1. Explore opportunities with the San Marcos Chamber of Commerce to create programs to connect the community with more arts and culture | TBD |
|    | 2. Include arts and culture component in updated Economic Development Strategic Plan  |     |
|    | 3. Explore establishing arts and culture land uses in Creek Specific Plan   |     |

### Conduct a comprehensive study to upgrade/renovate city pools, including exploring community partnership opportunities for new pools

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| 12 | 1. Conduct a best value analysis of current operations and future planning | TBD |
|    | 2. Present results and next steps to the City Council for consideration    |     |

### Enhance city parks and trails maintenance

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|    |  | Q spending<br>plan |
| 13 | 1. Prioritize parks and trails maintenance in Measure Q spending plan  |                    |
|    | 2. Explore creation of Trail Volunteer Program, collaborating with community partners, scouting groups and others to host monthly volunteer events focused on trail clean up and maintenance |                    |

### Fiscal health and good governance

#### Explore commercial cannabis program for future revenue generation potential

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| 14 | 1. <del>Create a proposed legal framework, including potential ordinance updates, that would be needed to create a commercial cannabis program</del> Hold an informational City Council workshop featuring experts in various aspects of commercial cannabis programs in a municipal setting. | \$n/a |
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#### Review School Resource Officer needs and funding. Seek cost-share agreement with school district

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| 15 | 1. Review trends, usage and needs with San Diego Sheriff's Office. Review cost share models from other cities | n/a |
|    | 2. Engage school district in discussion of options for moving forward   |     |

#### Explore needs of existing and start up small businesses. Develop new programs to support their success

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| 16 | 1. Complete new Economic Development Strategic Plan, including needs assessment and program recommendations   | n/a |
|    | 2. Create an updated online toolbox with resources for existing and prospective small business, establishing an easy to find one-stop-shop for small business resources |     |

#### Create a centralized city grant procurement and management strategy

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| 17 | 1. Complete best value analysis for in-house vs contracted grant writer and administrator                     | \$80,000 |
|    | 2. Proceed with implementation based on findings  |          |
|    | 3. Continue to work with government relations consultants to identify state and federal funding opportunities |          |

#### Restart the update to the city's General Plan

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| 18 | 1. Once land uses are determined for the Creek Specific Plan, create a work and resourcing plan for the General Plan update | n/a |
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2. Present plan to the City Council for consideration and direction
3. If directed to proceed, include funding in FY 26/27 budget to proceed

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**Ensure transparency with how Measure Q funds are being spent**

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| 19 | 1. Create a public dashboard showing annual Measure Q spending plans, reports of actual spending, status of key projects and other information to demonstrate transparency to voters | n/a |
|    | 2. Create visual marker to identify projects being funded by Measure Q on project signs and other materials in the community.  |     |

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**Evaluate current campaign contribution limits in comparison to surrounding cities and consider changes**

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| 20 | 1. Research current contribution limits and conditions from other cities in the region. Present an overview of campaign contribution law and regional summary to the City Council for discussion and consideration | \$10,000 |
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**Enhance the San Marcos customer experience**

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| 21 | 1. Complete design and begin migration to a new user-focused city website  |          |
|    | 2. Complete a best value analysis for info desk and proceed with preferred solution to customer experience for in person visitors and those calling the city | \$80,000 |
|    | 3. Continuing implementing building and development action items from the 2024 Service Excellence Assessment; track and report metrics                       |          |

**CITY COUNCIL DISCUSSION INCLUDED:** staff research and preparation leading up to the workshop; fire station 5 consultant fees, proposal process; sheriff contract, overtime costs, use of offroad vehicles, drones, future public safety plans; fire severity maps, emergency operations plan; E-bike programs, school district permit programs; areas needing public safety lighting; traffic technology interface with CalTrans; traffic improvements along corridors; NCTD+ program continuation; standardized affordable housing application; Blue Zones; creek specific plan update; pool upgrades; park and trails maintenance and programming; and cannabis policies and implementation process.

**MOVED TO APPROVE WITH CHANGES BY COUNCILMEMBER MUSGROVE, SECONDED BY MAYOR JONES TO DIRECT STAFF TO PROCEED WITH THE PROPOSED 2025/26 CITY COUNCIL GOALS AS NOTED ABOVE.**

AYES: COUNCILMEMBERS: JONES, LEBLANG, NUÑEZ, SANNELLA, MUSGROVE  
NOES: COUNCILMEMBERS: NONE  
ABSENT: COUNCILMEMBERS: NONE

**ADJOURNMENT**

Mayor Jones adjourned the meeting at 4:57 p.m.

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REBECCA D. JONES, MAYOR  
CITY OF SAN MARCOS

ATTEST:

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PHILLIP SCOLICK, CITY CLERK  
CITY OF SAN MARCOS