

**Business Roundtable (BR)
January 15, 2019
Acorn Room**

Summary Notes

Call to Order by Aaron Kitzman at 8:01 a.m.

ROLL CALL

Present: Colleen Andersen, Adam Antoniskis, Brian Berman, Cheri Blessing, Ping Fang, Suresh Iyer, Aaron Kitzman, and Greg Monterrosa

Absent: Taylor Scott Champagne and James Johnson

Staff: Haider Alawami, Economic Development Manager; Rosie Ornelas, Economic Development Analyst; Patrick Hehir, Assistant City Attorney; and Alisa Lacy, Customer Relations Assistant

Others

Present: Adam Haverstock, Director of Governmental Affairs and Tourism, Greater Conejo Valley Chamber of Commerce; and Dan Garcia, Coordinator for Conejo Valley Chamber of Commerce

PUBLIC COMMENTS

Adam Haverstock gave a report on several items:

- a) On February 1, 2019, at CLU the annual State of the University will be held from 11:30 a.m. to 1:30 p.m. The keynote speaker will be president of the University, Chris Kimball.
- b) On March 1, 2019, the Chamber will be holding their annual Awards Gala, recognizing small and big business in the Conejo Valley. Nominations are now being accepted on the Chamber website until January 25, 2019.
- c) Adam presented the Conejo Views winter issue. The cover article is about the LA Rams and their philanthropic work.
- d) In light of the fires, the Tourism District bought some TV time for ad space. A marketing agency also suggested bringing in travel writers to kick off the new year.

DISCUSSION ITEMS

- A. City Attorney discussion on proposed sign ordinance amendment recommended by the Business Roundtable. A report was drafted to go before City Council regarding the amendment to the sign ordinance. Patrick went over some legal issues regarding the sign ordinance.
1. Patrick, along with Planning staff, have been working on a comprehensive change to the sign ordinance, hoping to have the first draft completed in the Spring.
 2. Dealing with the case of Reed v. Town of Gilbert, the City has been focusing on evaluating the changes in the law by initially hiring an outside consultant.
 - I. Address the Reed case with a very short amendment dealing with signs in the public right of way. For example, political signs were not allowed in the median, yet some other temporary signs were allowed. The Reed case basically emphasized that the sign ordinance needed to be fair to all, especially in regards to free speech.
 - II. The consultant who was working on the sign ordinance has retired. So, the new ordinance will be completed in house and has been assigned to Deputy City Attorney Tracy Friedl.
 3. Some of the recommendations that the Business Roundtable was looking at will be included in the comprehensive sign amendment. Before bringing it to the Council, the City will hold workshops to gather community input. The Attorneys are working with City Planning and will be assigning a specific planner to this project.
 4. City staff will evaluate Roundtable recommendations regarding freestanding signs, height modifications, and multiple signs at entrances and include them as the comprehensive amendment. However, the freeway requires further analysis.
 5. The City will also be looking at banner signs, real estate residential signs, and other temporary signs.
 6. It was asked if the City will be addressing businesses that abuse the sign ordinance and lately, the City has responded to signage complaints and has not taken a pro-active approach with signs. The City did have a Code Compliance Officer that worked strictly on signage but is no longer with the City. Dealing with signage can be considered a first amendment issue. Once



the code is amended, the City will be more pro-active by sending letters to businesses with the new code changes and suggestions to fix signs that are non-compliant.

7. Originally, the City was focusing on temporary signs but has since decided to focus on both temporary and permanent signage.
8. Once the draft sign ordinance is complete, the City Attorney's Office will present it to the Business Roundtable.

SUBCOMMITTEE REPORTS

- A. Development and Planning
No report was given, except to state the City is in the process of hiring new planners.
- B. Economic Development/Small Business Support
No report was given, except regarding the business survey. Haider would like the questionnaire to be finalized.

BUSINESS ROUNDTABLE COMMENTS AND OPEN FORUM

The Committee members questioned what would be next for the Business Roundtable to work on.

- A. Haider mentioned that the Economic Development Ad Hoc Committee with Al Adam and Rob McCoy, will discuss economic development goals for the City. Haider will bring any appropriate tasks from this Ad Hoc Committee to the Roundtable for evaluation.
- B. It was decided that the Roundtable will meet only if there are tasks to be evaluated. Otherwise, meetings will not take place.
- C. Haider gave an update on the public wifi project. The City Council approved a contract for the Civic Arts Plaza Campus plan, which will consider adding the public wifi as a public amenity.

ADJOURNMENT

Adjourned at 9:06 a.m. to Tuesday, March 12, 2019, in the Acorn Room.

CMO:115-77\al\H:\COMMON\Business Roundtable\2019\2019 Meeting Notes\BR Notes 1 15 19.docx

