



Visalia City Council

Visalia City Council

Meeting Minutes - Final

Visalia City Council
707 W. Acequia
Visalia, CA 93291

Brian Poochigian, Mayor
Brett Taylor, Vice Mayor
Steve Nelsen, Council Member
Emmanuel Hernandez Soto, Council Member
Liz Wynn, Council Member

Monday, August 7, 2023

7:00 PM

City Council Chambers

ROLL CALL

Present: Mayor Brian Poochigian, Vice Mayor Brett Taylor, Council Member Emmanuel Hernandez Soto, Council Member Steve Nelsen, and Council Member Liz Wynn

CALL TO ORDER WORK SESSION - 4:00 PM (Unless otherwise noted)

The meeting was called to order at 4:00 p.m.

PUBLIC COMMENTS

Citizens are now invited to comment on issues within the jurisdiction of the Visalia City Council. The Council asks that you keep your comments concise and positive. Creative criticism, presented with appropriate courtesy, is welcome.

Each speaker will be allowed three minutes and a timer will notify you when your time is expired. Please begin your comments by stating and spelling your name and providing your city of residence.

Brian Thoburn, Southern California Edison (SCE) field representative spoke in support of the SCE and City of Visalia partnership.

Harland Hovath, TNT Fireworks, spoke regarding safe and sane fireworks in the City of Visalia.

WORK SESSION AND ACTION ITEMS (as described)

1. NEW EMPLOYEE INTRODUCTIONS:

[23-0287](#)

VISALIA ANIMAL SERVICES CENTER
Candace Harrington, Animal Services Manager

ADMINISTRATION - CIP
Anthony Tablizo, Traffic Information Systems Specialist

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2. Presentation on the City's Neighborhood Traffic Management Program Policy. [23-0252](#)

Frank Senteno, City Engineer, and Leslie Blair, Civil Engineer, provided the neighborhood Traffic Management Program policy to Council. Volume and speed must be factors in a petition for traffic calming measures to be initiated and processed.

The Neighborhood Traffic Management Program (NTMP) was developed through Council input and public comment was received during a Work Session on January 18, 2011. The adopted policy incorporated Council's comments and direction, and resulted in an effective and efficient traffic calming program that addresses resident's concerns regarding excessive vehicle speed and traffic volumes on neighborhood streets.

It has been twelve years since the NTMP was approved and adopted by Council, staff is presenting information on the Neighborhood Traffic Management Program Policy to educate Council and the public on the program and the process for addressing traffic calming related requests.

Leslie Blair explained each step of the process for the petition and consensus of the slowing measures installation. The city funds 100% of the cost. The final evaluation will be determined by the temporary installation. Traffic calming measure tables cost about \$40k. Stop signs do not control speeding.

No motion is required.

3. Receive an update on the City-wide marketing and rebranding project, including recommended logo and tagline, and provide input for next steps. [23-0271](#)

Allison Mackey, Communications Manager, Joven Orozco, President and Director of We the Creative (WTC), Diane Davis, Human Resources Manager, provided the information regarding the marketing and rebranding capital improvement project and process for the City of Visalia.

We the Creative was awarded the contract for the project through a competitive bid process. The overarching goal is to update the City's identity, image, and brand to market the positive aspects of working for and living in the City of Visalia, as well as create a cohesive, modern, identifiable look to be used throughout the organization.

One of the first steps in the branding process was to create a logo that is visually appealing, recognizable, and representative of Visalia. Using that concept, WTC was asked to develop a logo with those style variations. Presented tonight are five variations of the "Breaking through the V" logo for Council consideration and input.

In addition to the logo, brand messaging components have also been developed which will be used to further identify and market the City of Visalia. Staff asks for Council input, and preferably approval, of the following recommended items as outlined in detail in the WTC presentation. Mission Statement, Vision Statement, Brand Promise, City Values, and Tagline.

Discussion by Council regarding the logo. There were no public comments.

Logo Motion/Vote: A motion was made by Council Member Nelsen, seconded by Vice Mayor Taylor to approve Logo option V5 with the change noted to include the Fox Theatre.

The motion carried 5-0 by the following vote: Mayor Brian Poochigian, Vice Mayor Brett Taylor, Council Member Steve Nelsen, Council Member Emmanuel Hernandez Soto, Council Member Liz Wynn.

Discussion by Council regarding the Mission Statement. There were no public comments.

Mission Statement Motion/Vote: A motion was made by Council Member Nelsen, seconded by Council Member Wynn to approve the new mission statement as presented.

The motion carried 5-0 by the following vote: Mayor Brian Poochigian, Vice Mayor Brett Taylor, Council Member Steve Nelsen, Council Member Emmanuel Hernandez Soto, Council Member Liz Wynn.

Discussion by Council regarding the Vision Statement. There were no public comments.

Vision Statement Motion/Vote: A motion was made by Council Member Nelsen, seconded by Vice Mayor Taylor to approve the new Vision statement as

presented.

The motion carried 5-0 by the following vote: Mayor Brian Poochigian, Vice Mayor Brett Taylor, Council Member Steve Nelsen, Council Member Emmanuel Hernandez Soto, Council Member Liz Wynn.

Discussion by Council regarding the Brand Promise. There were no public comments.

Brand Promise Motion/Vote: A motion was made by Vice Mayor Taylor, seconded by Council Member Steve Nelsen to approve the Brand Promise as revised by Council to remove the first and last sentences, leaving "The City of Visalia and our employees are dedicated to providing quality services and creative solutions to make the community a place we are proud to call home" as the Brand Promise.

The motion carried 5-0 by the following vote: Mayor Brian Poochigian, Vice Mayor Brett Taylor, Council Member Steve Nelsen, Council Member Emmanuel Hernandez Soto, Council Member Liz Wynn.

Discussion by Council regarding the Values component. There were no public comments.

Values Component: Motion/Vote: A motion was made by Council Member Steve Nelsen, seconded by Vice Mayor Taylor to approve the values as presented.

The motion carried 5-0 by the following vote: Mayor Brian Poochigian, Vice Mayor Brett Taylor, Council Member Steve Nelsen, Council Member Emmanuel Hernandez Soto, Council Member Liz Wynn.

Discussion by Council regarding the new Tagline. There were no public comments.

Tagline Motion/Vote: A motion was made by Council Member Emmanuel Hernandez Soto, seconded by Vice Mayor Brett Taylor to approve Tagline number 1 as presented.

The motion carried 5-0 by the following vote: Mayor Brian Poochigian, Vice Mayor Brett Taylor, Council Member Steve Nelsen, Council Member Emmanuel Hernandez Soto, Council Member Liz Wynn.

Joven Orozco, WTC, stated the next steps will be to explore the colors, visual language, fonts, and patterns that can be identified as Visalia.

A motion was made by Council Member Steve Nelsen, seconded by Vice Mayor Brett Taylor, to approve as amended. The motion carried by the following vote:

Aye: Brian Poochigian, Brett Taylor, Emmanuel Hernandez Soto, Steve Nelsen, Liz Wynn

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4. Receive the 2023 4th of July Illegal Fireworks Enforcement Detail report presented by the Visalia Fire Department. [23-0294](#)

Corbin Reed, Fire Marshall presented the 2023 4th of July Illegal Fireworks Enforcement Detail report to Council.

As in past years, 27 safe and sane booths were placed throughout the city. Approximately 2000 door hangers were handed out plus inserts mailed with the COV utility bills.

332 calls were received by the illegal firework call center. The call center was established to assist the emergency dispatch center/911. The number of citations issued decreased minimally. Citations issued cost \$2000 and can increase to \$4000 per violation.

ADJOURN TO CLOSED SESSION - 6:00 PM (Or, immediately following Work Session)

The meeting adjourned to Closed Session at 5:18 p.m.

CALL TO ORDER REGULAR SESSION - 7:00 PM

The meeting was called to order at 7:00 p.m.

PLEDGE OF ALLEGIANCE

INVOCATION

ITEMS OF INTEREST

SPECIAL PRESENTATION / RECOGNITION

PUBLIC COMMENTS

This is the time for citizens to comment on subject matters that are not on the agenda and within the jurisdiction of the Visalia City Council. The Council asks that you keep your comments brief and positive. Creative criticism, presented with appropriate courtesy, is welcome.

This is also the time for citizens to request an item from the Consent Calendar be pulled for discussion purposes. Public comments related to all pulled Consent Calendar items and Regular or Public Hearing items listed on the agenda will be heard at the time that item is discussed or when the Public Hearing is opened.

Each speaker will be allowed three minutes, and a timer will notify you when your time is expired. Please begin your comments by stating and spelling your name and providing your city of residence.

Prior to the Public Comment portion of the meeting the Mayor read a statement from the City regarding the Trans Dev work stoppage.

Eric Correia, spoke regarding a water issue at his farm that he owns which is also adjacent to the City's Waste Water Treatment Plant. Mr. Correia owns surface water rights and has requested for the City to consider a lease agreement

Rosalinda Alexander spoke regarding a grant received for a children's musical received in conjunction with her own non-profit Green Rose Productions.

The following citizens spoke regarding the work stoppage and TransDev.

Dillon Savory, Fresno
Victoria Leary, Visalia
Kaitlin Round, Visalia
Cory Janca, Visalia
Ariana Becerra, Visalia
Erin Elliott, Visalia
Omega Powers, Visalia
Keith Woodard, Three Rivers
Daniel O'Connell
Frances Rubio, Bakersfield
Maria Gillen, Visalia
Tamica Jeffers, Bakersfield
Anna Madrigal Garcia, Visalia
Joan Cuadra, Visalia
Rasio Valencia, Visalia
Mike Flores,
Greg Landers
Mickey Freitas
Steve Mesteaz
Evelyn, No last name

CONSENT CALENDAR

Consent Calendar items are considered routine and will be enacted in one motion. There will be no separate discussion of these matters unless a request is made and then the item will be removed from the Consent Calendar to be discussed and voted upon by a separate motion.

A motion was made by Vice Mayor Brett Taylor, seconded by Council Member Steve Nelsen, to approve the Consent Calendar except items 3 and 5. The motion carried by the following vote:

- Aye:** Brian Poochigian, Brett Taylor, Emmanuel Hernandez Soto, Steve Nelsen, Liz Wynn
1. Authorization to read ordinances by title only. [23-0275](#)
 2. Authorize City Manager to execute Facility Use Agreements with Visalia Youth Softball Association and Kaweah Little League Softball D.B.A. Sequoia Softball for the Riverway Softball Complex for the purpose of youth softball games. [23-0054](#)
 3. Authorize re-certification of Self-Help Enterprises, Inc. (SHE) as a Community Housing Development Organization (CHDO); authorize an award for approximate \$630,000 in FY 23/24 HOME funds, as a 55-year residual receipt loan, toward construction of an 80-unit multi-family housing development known as Rancho Colegio; and authorize the City Manager to execute a letter of commitment for Self-Help Enterprises for Rancho Colegio for an amount up to \$1,290,000 (combined FY 23/24 and FY 24/25 HOME funding). [23-0157](#)

Council Member Hernandez Soto pulled item 3 to recuse/abstain from the vote.

A motion was made by Council Member Steve Nelsen, seconded by Council Member Liz Wynn, to approve the item as recommended. The motion carried by the following vote:

- Aye:** Brian Poochigian, Brett Taylor, Steve Nelsen, Liz Wynn
- Abstain:** Emmanuel Hernandez Soto
4. Consider for appointment two candidates, Janelle Hickey and Zachary Boudreaux, as recommended by Council sub-committee, for Parks and Recreation Commission vacancies. [23-0283](#)

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5. Approve continued membership in Tulare County Economic Development Corporation (TCEDC) for FY 2023/24 for \$60,000 and appropriate \$10,000 from General Fund to Economic Development Division budget. [23-0284](#)
- Council Member Nelsen pulled the item to request it to be tabled to a future work session for a report.
- Mayor Poochigian explained the reason for the increase and added there has not been an inflationary adjustment to the membership amount for the past three fiscal years.
- Airica de Oliveira, President and CEO of TCEDC was available to answer Council questions and indicated she would can return to provide a report specific to the City of Visalia.
- There were no public comments.
- A motion was made by Council Member Steve Nelsen, seconded by Vice Mayor Brett Taylor, to table the item. The motion carried by the following vote:
- Aye:** Brett Taylor, Emmanuel Hernandez Soto, Steve Nelsen
- No:** Brian Poochigian, Liz Wynn
6. Authorization to amend the amend FY 2023-24 Community Development Block Grant (CDBG) Annual Action Plan in the amount of \$1,129,275, amend the FY 2023-24 Permanent Local Housing Allocation (PLHA) budget by \$750,000, and appropriating additional funds from the Successor Agency Housing of \$300,000 (\$50,000 in FY 2023-24 and \$250,000 in FY 2024-25) in order to provide additional support to the Navigation Center development funding of \$2,179,275. [23-0286](#)
7. Request authorization to record the final parcel map for Site Plan Review (SPR) No. 2022-110, located on the southwest corner of East Sweet Avenue and North Ben Maddox Way (APN: 091-072-018). [23-0288](#)
8. Request authorization to record the final parcel map for Tentative Parcel Map No. 2023-06, located at the northwest corner of North Cain Street and East Houston Avenue APN: 098-200-070. [23-0289](#)

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9. Second reading and adoption of Ordinance No. 2023-06 approving the revision to Visalia Municipal Code Chapter 10.16.210, which regulates commercial vehicles in residential zones within the City of Visalia. A Notice of Exemption was prepared for the ordinance amendment in accordance with State California Environmental Quality Act (CEQA) Guidelines Section 15061(b)(3) (Public Resources Code 21083). Notice of Exemption No. 2023-34 disclosed that the revisions to Section 10.16.210 will have no significant effect on the environment because the proposed ordinance will establish objective performance standards that regulate the parking of commercial vehicles in residential zones. [23-0290](#)
10. Consideration of mural application requests from Arts Consortium for two murals - one on the east face of the south-facing façade, and one on the west-facing façade - on the Lofts at Fort Visalia mixed use residential development located at 340 East Oak Avenue (northwest corner of Oak Avenue and Bridge Street). [23-0295](#)
11. Authorize the City Manager to enter into a purchase addendum to the Department's existing five (5) year sole source contract with Motorola Solutions, to upgrade the Insight module, including associated maintenance costs, and Data Replication module for a total cost of \$34,049 and appropriate \$30,604 from the General Fund for FY 23/24. [23-0298](#)
12. Authorization to establish a contract with Jaxon Enterprises (dba Deer Creek Asphalt) by piggybacking on the County of Tulare Contract No 1905 for Hot Mix Asphalt, Contract No 1902 for 3/8" Cold Mix Asphalt, and Contract No 1904 for 1/2" Cold Mix Asphalt at a total amount not to exceed \$400,000 annually. [23-0300](#)

REGULAR ITEMS AND PUBLIC HEARINGS

Comments related to regular Items and Public Hearing Items are limited to three minutes per speaker, for a maximum of 30 minutes per item. The Mayor may reasonably limit or extend the public comment period to preserve the Council's interest in conducting efficient, orderly meetings.

1. First Reading of Ordinance 2023-07 amending the Visalia Municipal Code Chapter 13.20, Water Conservation, to partially exempt groundwater users subject to the jurisdiction of and regulation by the Mid Kaweah Groundwater Sustainability Agency. [23-0269](#)

Rhett Anderson, Water Conservation Manager, provided the information to Council regarding first reading of Ordinance 2023-07, amending the Visalia Municipal Code Chapter 13.20, Water Conservation, to partially exempt groundwater users subject to the jurisdiction of and regulation by the Mid Kaweah Groundwater Sustainability Agency. There were no public comments.

A motion was made by Council Member Liz Wynn, seconded by Council Member Emmanuel Hernandez Soto, to approve as recommended. The motion carried by the following vote:

Aye: Brian Poochigian, Brett Taylor, Emmanuel Hernandez Soto, Steve Nelsen, Liz Wynn

2. Public hearing and consideration of the following actions: [23-0263](#)
1. Adopt Initial Study / Mitigated Negative Declaration No. 2023-32 for Annexation No. 2022-04, Shepherds Ranch II Tentative Subdivision Map No. 5589, and Tentative Parcel Map No. 2022-03 (Resolution No. 2023-36 required); and
 2. Initiation of Proceedings for Annexation No. 2022-04, a request by D.R. Horton, to annex a 40.44-acre parcel into the City Limits of Visalia located on the east side of Road 88, approximately ¼ mile south of West Goshen Avenue. (APN: 081-030-080) (Resolution No. 2023-37 required); and
 3. Authorize the detachment from County Service Area No. 1 in accordance with State and County requirements; and
 4. Authorize the City Manager to sign and enter into a Pre-Annexation Agreement.

Brandon Smith, Principle Planner, provided the information regarding the pre-annexation agreement. Annexation No. 2022-04 is recommended by Planning Commission and staff to be submitted to LAFCO based on the finding wherein the project is consistent with General Plan Policy LU-P-21 that allows and directs development to occur in the City's Tier II Urban Development Boundary.

The public hearing was opened at 8:27 p.m.

Ernie Escobedo, QK Engineering Project Manager, spoke in support of the project and was available to answer any questions.

The public hearing was closed.

A motion was made by Council Member Steve Nelsen, seconded by Vice Mayor Brett Taylor, to approve as recommended. The motion carried by the following vote:

Aye: Brian Poochigian, Brett Taylor, Emmanuel Hernandez Soto, Steve Nelsen, Liz Wynn

3. Public hearing to consider and adopt a Resolution of Necessity to acquire property and temporary construction easements from portions of eight separate properties of APN 126-130-007, 126-130-009, 126-130-013, 126-670-023, 126-670-024, 126-700-043, 126-700-049, and 123-300-040 all of which are located along Caldwell Avenue between Santa Fe Street and Lovers Lane for the purpose of widening Caldwell Avenue (CP8268).

[23-0281](#)

Eric Bons, CIP Engineering, provided a brief overview of the project and requested Council to conduct a Public Hearing. The project received a Senate Bill 1, Local Partnership Program (SB-1 LPP) funding grant for Right of Way Acquisition through Tulare County Association of Governments (TCAG).

The grant funding has short timelines and requires the City to obtain the property rights that are necessary to construct the project, either through mutual agreement or the right to possess the property through an eminent domain action.

The public hearing was opened at 8:30 p.m. and closed. There were no public comments

A motion was made by Council Member Liz Wynn, seconded by Council Member Emmanuel Hernandez Soto, to approve as recommended. The motion carried by the following vote:

Aye: Brian Pochigian, Brett Taylor, Emmanuel Hernandez Soto, Steve Nelsen, Liz Wynn

4. Public hearing and consideration of the following actions: [23-0296](#)
1. Adopt Initial Study / Mitigated Negative Declaration No. 2022-18 for Annexation No. 2022-03, Barr & Wood Tentative Subdivision Map No. 5588, Conditional Use Permit No. 2022-06, and Tentative Parcel Map No. 2022-02 (Resolution No. 2023-34 required); and
 2. Initiation of Proceedings for Annexation No. 2022-03, a request by Woodside Homes to annex one parcel totaling approximately 69.35-acres into the City Limits of Visalia, located at the northwest corner of South Roeben Street and West Whitendale Avenue (APN: 119-022-041) (Resolution No. 2023-35 required); and
 3. Authorize the detachment from County Service Area No. 1 in accordance with State and County requirements; and
 4. Authorize the City Manager to sign and enter into a Pre-Annexation Agreement.

Cristobal Carrillo, Associate Planner, provided an overview of the Initial Study / Mitigated Negative Declaration No. 2022-18 for Annexation No. 2022-03, Barr & Wood Tentative Subdivision Map No. 5588, Conditional Use Permit No. 2022-06, and Tentative Parcel Map No. 2022-02 and requested the Initiation of proceedings for annexation No. 2022-03, a request by Woodside Homes to annex one parcel totaling approximately 69.35-acres into the City Limits of Visalia, located at the northwest corner of South Roeben Street and West Whitendale Avenue and requested for Council to conduct a public hearing.

The public hearing was opened at 8:40 p.m. and closed. There were no public comments.

A motion was made by Council Member Steve Nelsen, seconded by Council Member Emmanuel Hernandez Soto, to approve as recommended. The motion carried by the following vote:

Aye: Brian Poochigian, Brett Taylor, Emmanuel Hernandez Soto, Steve Nelsen, Liz Wynn

CLOSED SESSION REPORT

ADJOURNMENT

The meeting was adjourned at 8:41 p.m.

UPCOMING CITY COUNCIL MEETINGS

1. UPCOMING CITY COUNCIL MEETINGS:[23-0282](#)

Monday, August 21, 2023, @ 7:00 p.m., 707 W. Acequia
Tuesday, September 5, 2023 @ 7:00 p.m., 707 W. Acequia

If you have a disability and require a reasonable accommodation to fully participate in the meeting, please contact Michelle Nicholson, on or before Monday, August 7, 2023 to discuss your accessibility needs: 559-713-4512 or Michelle.Nicholson@Visalia.City <mailto:Michelle.Nicholson@Visalia.City>.