



the Monarch Press

City of Goleta Newsletter

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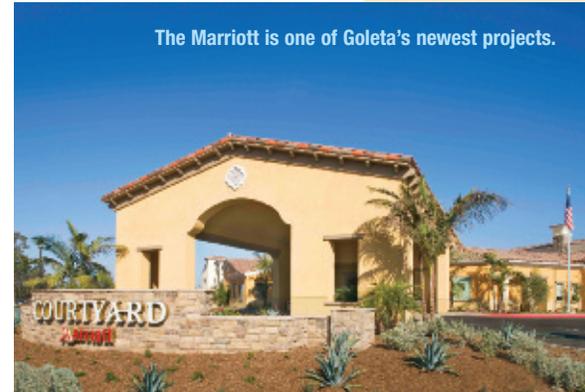
...and much more!

Caution: Construction Activities Ahead

Changes are being made all over Goleta as private development projects approved by the City's General Plan begin construction. A number of projects are underway or expected to break ground before the end of the year. Here's an overview of what you'll see. The numbers listed below correspond to the map on page 5.

Building activity will begin near Sandpiper Golf Course as the **Haskell's Landing** ① gets underway. This project includes 102 units of single-family, duplex and triplex residential units. Site grading is to begin in September 2012 followed by construction through Fall 2014.

The Bluffs ② along the Ellwood coast consists of 62 single-family residences. The completion of the final 24 homes is underway. Construction is anticipated to be completed in Winter 2013.



The Marriott is one of Goleta's newest projects.

The **Hotel Marriott Courtyard** ③ is complete and open for business. A ribbon-cutting was held on August 23 and guests can now make reservations for one of 106 rooms and suites. It has a meeting space and beautiful outdoor patio for guests to enjoy.

DEVELOPMENT CONT. ON P. 4

First City-Sponsored Initiative on Ballot

The Goleta City Council voted earlier this year to ask voters to decide if they want to raise the city's transient occupancy tax (TOT) or bed tax.

A bed tax is something visitors pay when they stay at one of the City's many hotels and motels. This tax is intended to help the City pay the visitors' share of using the City's services and infrastructure while staying in Goleta. Whether it is an overnight stay or longer, visitors use our roads, sewer and water systems. They sometimes require assistance from our public safety officials just as other residents.

The cost to visitors is a percentage of the cost of their room. Currently the city's TOT is 10%. The ballot measure asks city voters to raise it 2%.

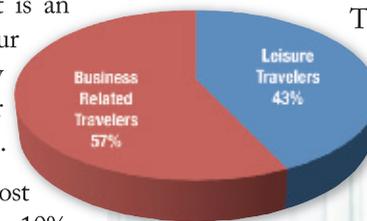
Increasing the City of Goleta's TOT will bring it into alignment with neighboring Santa Barbara and 65 other cities throughout California who have this rate or higher.

Called Measure H, this tax is expected to bring in at least \$900,000 per year in additional revenues the City may spend on a variety of services and

programs. The City is not limited in how it uses the revenue to support any general purpose activity or service.

All revenues generated by the Goleta TOT will stay under the control of the City of Goleta. Neither the County of Santa Barbara nor the State will share in any of this revenue.

TOT is local revenue the City currently uses to fund a variety of pro-



Who Pays TOT?



BALLOT INITIATIVE CONT. ON P. 3

Important Voter Information

Election Day
Tuesday, November 6

Last day to register to vote

Monday, October 22

Absentee Voting period

Monday, October 8 –
Tuesday, November 6

For more information on voting and to locate your polling place, visit the Santa Barbara County Elections Office website at www.sbcvote.com.





All About City Hall



(805) 961.7500



www.CityofGoleta.org



Channel 19/104.19

Goleta City Council

Mayor	Edward Easton
Mayor Pro Tempore	Roger S. Aceves
Councilmember	Michael T. Bennett
Councilmember	Margaret Connell
Councilmember	Paula Perotte
City Manager	Daniel Singer

City Council Meetings

Held on the 1st and 3rd Tuesdays of the month at 1:30 pm and 6 pm.

Televised live on Channel 19/104.19 and live-streamed at www.CityofGoleta.org.

Replayed Wednesdays and Saturdays 10 am and 5 pm.

Mayor's Office Hours

By appointment, contact Mayor Easton at 961.7537 or via email at eeaston@CityofGoleta.org.

Goleta City Hall

130 Cremona Drive, Suite B
Goleta, CA 93117
961.7500 tel 685.2635 fax
Monday – Thursday, 8 am – 5 pm

Permit & Design Center

Planning Division 961.7543
Monday – Thursday, 8 am – 4 pm
Friday, 8 am – 12 noon

Building Division 961.7552
Monday, Tuesday & Thursday only
8 am – 3 pm
Closed Wednesday and Friday

Useful Phone Numbers

Public Information	961.7507
Parks Reservation	961.7531
Public Works Request	961.7570
Building Inspection Request	961.7550
Code Enforcement	961.7556
Anonymous Tip Line	961.7574

Election Information for Goleta

On Election Day, Tuesday, November 6th, voters in Goleta have the opportunity to weigh in on a number of important races and ballot measures. Two City Council seats are up for election this year and two candidates filed the paperwork to run. Incumbent Ed Easton and newcomer Jim Farr will appear on the November ballot. Barring a successful write-in campaign by another candidate, they will assume office in December and serve four-year terms.

Two local measures will also appear on the Goleta ballot—Measure G2012 and Measure H2012. The complete measures, as well as the arguments for and against, are available on the City's website and will appear in your sample ballot.

For voter registration, polling place information and sample ballots, go www.sbcvote.com.



New Names, Same Faces at City Hall

Growing a city is somewhat like raising a child. A young City learns through experience much like a toddler learns to walk. While the City may stumble at times, it will get back up and make changes to be able to move forward. The City recently made some organizational changes to better serve the public.

In this transition, some of the department names have changed. What used to be known as Community Services is now called Public Works. This department oversees the City's parks and streets as well as the Capital Improvement Program.

Redevelopment, Neighborhood Services & Public Safety is now called Neighborhood Services & Public Safety because of the State's decision to end redevelopment. This department manages public safety, code enforcement, housing policy and administers the Community Development Block Grants. Finally, Planning & Environmental Services is now called Planning & Environmental Review. This department reviews development plans and environmental documents, issues permits and oversees energy projects.

The City also created an **Economic Development Coordinator** position.

This move reiterates the importance of economic development in our community. The success of the City relies heavily on the success of our businesses. Jaime Valdez, has been hired to fill this role. Valdez will continue work on the Economic Development Strategic Plan and devise a formal economic development program that focuses on business attraction, expansion and retention.

Are you reading me?

...answer and you might win a **FREE limited edition lemonade pitcher!**

The City is interested in finding out if you're reading the Monarch Press.

Do you read the hard copy or online version? Would you like to get it via email instead of in your mailbox?

- **Post a comment** to our Facebook page: (www.facebook.com/CityofGoleta)
- Mention us in your **Tweet**: @GoletaPIO
- **Send an email**: themonarchpress@cityofgoleta.org

Those who respond will be entered into a drawing for a LIMITED EDITION lemonade pitcher engraved with the City's logo.

Winner selected at random from all entries received.

The Monarch Press is produced by the City Manager's office. Contact Valerie Kushnerov, Editor, at 805.961.7507, or themonarchpress@CityofGoleta.org with questions or comments. The newsletter is printed on (50%) recycled paper stock (15% post-consumer waste), using soy-based ink and distributed to all City of Goleta residents and businesses as bulk rate U.S. Mail. Additional copies are available at City Hall, the Goleta Library, and the Goleta Valley Community Center. *The Monarch Press* can also be downloaded from the City's website.

Inquiring Minds Want to Know Why...

Have you ever wondered how a road project is funded and why one project is being done when another is seemingly needed more? Government financing (or lack of!) is complex. The City receives its money through a variety of sources and some of these sources (such as Measure A funds) have restrictions on their use.

A large pot of money, called the general fund, is comprised of funds that can be used to pay for basic services, special projects and a host of other things. The City Council sets priorities and makes choices on how to spend this money during each budget cycle. The designated or "restricted" funds can only legally be spent on a designated type of project or for a specific use.



For example, in 2011-12, the City of Goleta received \$24,000 in developer impact fees for library facilities also known as DIF fees. These fees can only be used for things like library facility improvements or book collection acquisitions. So even though the City Council has expressed a desire to fund a recreation department, it cannot do so with these fees.

To learn more about the City's budget, visit www.CityofGoleta.org.

Another example of restricted monies are Measure A funds. These monies are collected through our local sales tax and can only be used for transportation projects, such as the City's annual street maintenance

program and the Los Carneros Roundabout.

Grant funding is a third example of money that has a restricted use. The City actively seeks grant funding for its projects and has received grants for the San Jose Creek Capacity Improvement Project, the traffic signal at the intersection of Fairview Avenue and Berkeley Road, the construction of the new park in Old Town, and for many other projects. In this fiscal year, the City expects to see over \$2 million in grants.

Finally, general fund monies can be used for any public purpose. This year, approximately 40% of the City's budget is expected to come in the form of restricted funds. If Measure H passes, the City is expected to receive an additional \$900,000 annually in general fund revenue from transient occupancy taxes.

One of the most important jobs the City Council has is setting a budget. The choices are often very tough to make because of the many important and worthy goals and priorities the Council has set. However it's important to understand that each pot of money is different and that funding is limited.

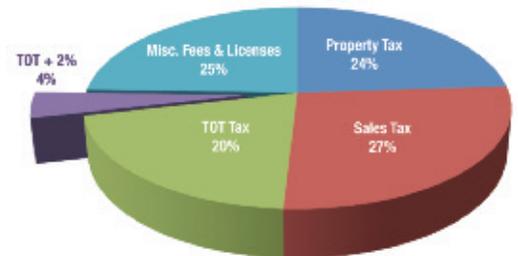
Ballot Initiative

CONT. FROM P. 1

grams and projects, such as public safety, road and park maintenance. Should Measure H pass, the additional revenue could be used to fund other identified priorities such as:

- Enhancing public safety services in the area of gang enforcement, parking enforcement, and greater public open spaces
- Investing in upkeep of the City's growing list of public facilities, including the soon-to-be-acquired Community Center
- Reinvesting in local visitor-serving services for promoting Goleta to visitors
- Providing for the maintenance and upkeep of a new park in Old Town
- Sustaining and enhancing the City's reinvestment in our public street infrastructure

Estimated Revenues for Fiscal Year 2012-13



To learn more about Measure H, visit the City's website at: <http://bit.ly/MeasureH2012>.



From the video: "San Jose Creek Project Piles to Panels"

Behind the Scenes at San Jose Creek

The City's San Jose Creek Capacity Improvement Project is moving along on schedule. The City has created a series of videos to give the public an opportunity to see the various components of its construction and the equipment being used to improve the channel's capacity. Visit www.SanJoseCreekProject.com to watch these short videos and to sign up for project updates. **Check out the City's YouTube channel ([cityofgoleta1](http://www.youtube.com/cityofgoleta1)) for other City videos.**

Ice in Paradise 4 is hoping to break ground by the end of this year so that ice skaters throughout the region will have some place to show their figure-skating style, slap a puck and enjoy another opportunity for recreation. Ice in Paradise will be



Evergreen Park

Evergreen Park was recently upgraded to improve several play structures that are designed for kids of varying ages. Pictured are two of the new park's first (happy!) customers.

home to two ice rinks, a main regulation hockey rink and a The rink will be located at 6985 Santa Felicia Drive, just to the west of Storke Road and adjacent to Girsh Park. Construction is expected to last seven to nine months.

Construction on Deckers Outdoor

Corporation's 5 worldwide headquarters is moving along with grading at the corner of Hollister Avenue and Los Carneros Road. These are the first buildings at Cabrillo Business Park with several to follow in the coming years. Road work on Hollister Avenue will continue into the new year and

these improvements are part of the development agreement with Cabrillo Business Park. Construction of the Deckers buildings will last through Summer 2013.

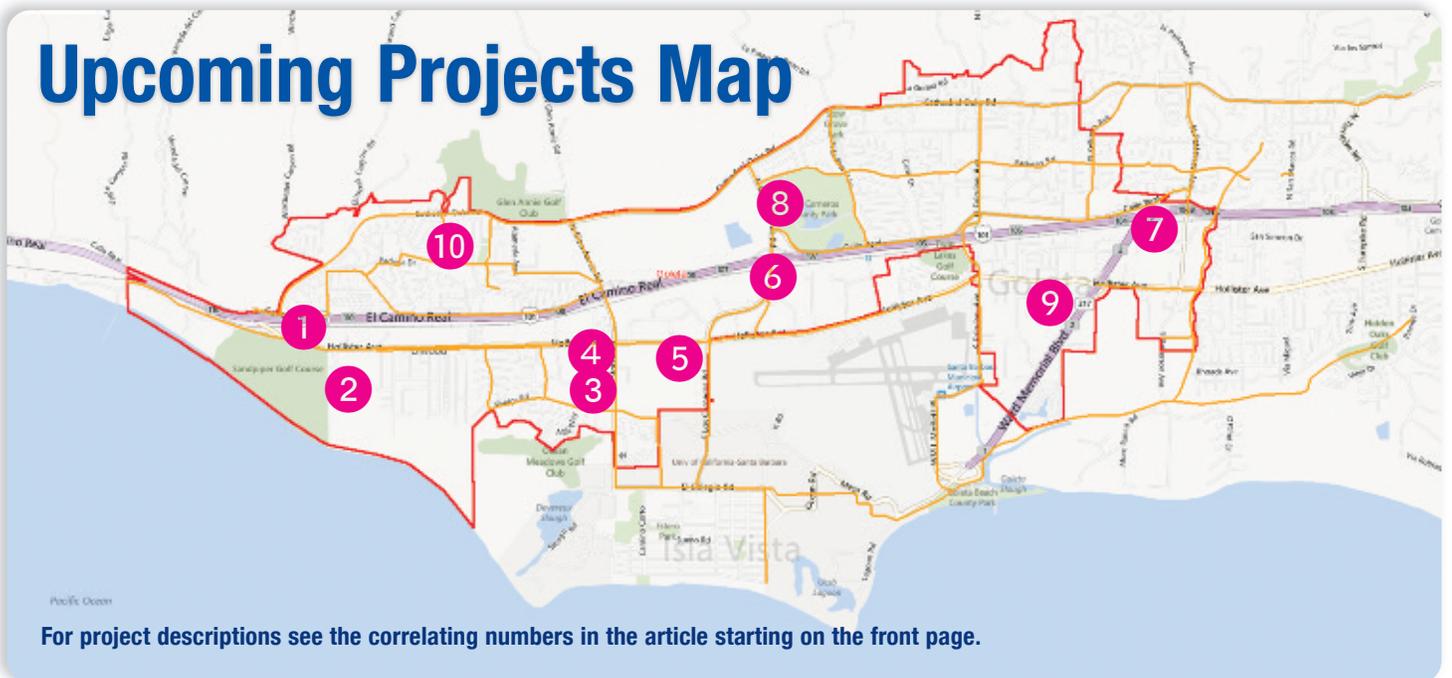
One hundred condominium units have just been approved at **Willow Springs II** 6. This project is located north of Willow Springs I on the parcel south of Highway 101 and east of Los Carneros Road. Construction is expected to take a year.

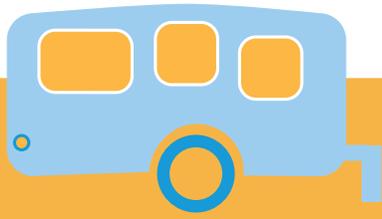
Construction of the **Goleta Valley Cottage Hospital** 7 is significantly underway. Construction of the adjacent Medical Office Building at the corner of Hollister/ Patterson Avenues is anticipated to begin by the start of 2013. While the new facilities are being constructed, the existing facilities must be kept open, which results in a longer construction timeline. After the new facilities are constructed, the existing facilities are to be demolished and landscaping will be installed. Construction activities associated with the hospital are anticipated to last through the end of 2014. Construction activities associated with the Medical Office Building are expected to last 12 to 18 months.

The Planning Department is processing a number of other projects as well. The most commonly asked question is about whether a **Target** will be coming to Goleta. The Target Corporation is working on an application for the City to process. Once it has been resubmitted, it could take several years to work itself through the City's review process.

If you would like to be notified of future public meetings regarding this project, please email Scott Kolwitz, Senior Planner (skolwitz@cityofgoleta.org), Senior Planner, to be added to the interested parties list.

CONT. ON P. 5





Oversized Vehicles

On September 20, the City of Goleta's Oversized Vehicle Ordinance went into effect. A Frequently Asked Questions document outlining the changes has been posted to the City's website and can be found here: <http://bit.ly/2012OV>.

The City Council also approved a separate resolution prohibiting the parking of oversized vehicles on 13 streets within the City. This resolution went into effect in June and signs have been posted to alert drivers and owners to these changes.

A list of the 13 streets can be found here: <http://bit.ly/2012OV>.

For more information or questions, please view the FAQ document or contact Greg Nordyke, the City's Code Enforcement Officer, at 961-7556.

Am I In Or Am I Out?

The City occasionally receives work requests and suggestions on improving areas that fall outside of the City's boundaries. The dividing line between the City and the County, particularly on the east side of Goleta can be confusing. Here's a primer on what is within and outside of the City limits:

Santa Barbara Airport: OUT

The Santa Barbara Airport is in the City of Santa Barbara even though it is not contiguous with any other piece of the City of Santa Barbara.

Hollister Avenue adjacent to the Airport: OUT

This is one of the areas that we hear the most complaints about. This section of Hollister Avenue between Fairview Avenue and Los Carneros Road is in the City of Santa Barbara. Therefore, its maintenance also falls within their road maintenance program.

South of Highway 101 between Patterson Avenue and Lassen Drive: IN

This area, from Highway 101 south toward and including Ekwil Road, is part of the City of Goleta.

Twin Lakes Golf Course: OUT

This is in the unincorporated area of Santa Barbara County.

Glen Annie Golf Course: OUT

This is also in the unincorporated area of Santa Barbara County.

The next time you have a question about whether something is within the City of Goleta or outside the boundaries, check the map at www.CityofGoleta.org. You'll find the link to "Community View" on the list on the left side of the homepage.

CONT. FROM P. 4

THE CITY'S PROJECTS

The **roundabout at Los Carneros and Calle Real** 8 is anticipated to be completed shortly, and construction of the **San Jose Creek Capacity Improvement Project** 9 is on schedule for completion in late 2013. Learn more about the San Jose Creek Project at www.SanJoseCreekProject.com and see article on page 3 for information about our new project videos.

Evergreen Park 10 has recently undergone some upgrades. The City's contractor removed the existing outdated play structure and sand play area and installed new playground equipment and safety surface to make a safer place for our youth to play.

Information about all of the City's Capital Improvement Projects can be found at www.ProjectGoleta.com.

Land Use Changes Ahead?

The Santa Barbara County Association of Governments (SBCAG) is updating the countywide Airport Lane Use Compatibility Plan, and it may change what land uses are considered compatible for properties near the Santa Barbara Airport. A copy of the draft plan can be downloaded from <http://bit.ly/2012ALUC>. Check <http://www.cityofgoleta.org/-/index.aspx?page=1013> to find out if your property is included in the scope of this plan.

Once a draft plan is finalized, environmental review will be completed and additional opportunities for public input will be given.

Comments or questions on the proposed plan can be directed to Peter Imhoff, SBCAG, at pimhoff@sbcag.org.



If you have a property near the Santa Barbara Airport, you might be interested in the land use plan update.



Input Sought on Design for Ellwood Mesa Trails

The City of Goleta is looking for your input on trail improvement and habitat restoration on the Ellwood Mesa. A public workshop held last month was the first of several to discuss the history of the mesa and hear from the community about their vision for the future.

The City Council recently approved an agreement with the Santa Barbara Trails Council (SBTC) to begin design and engineering for the Trails Improvement and Habitat Restoration Project. SBTC received a grant from the California Coastal Commission to do this work with the City.

A project of this nature is identified in the City's Capital Improvement Program Plan as a future, unfunded project. In addition, the City's Ellwood Mesa Open Space Plan (adopted in 2004) identifies existing and future trails, including future trail design standards for the Coastal Trail and the Anza Trail.

Look for more information about future workshops on the City's website or on the Capital Improvement Project website at www.ProjectGoleta.com.



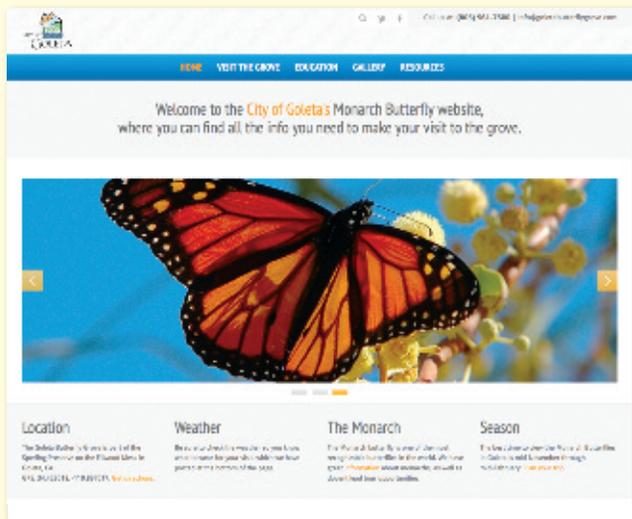
What is your favorite place in Goleta?

...post a picture or make a comment on our Facebook page at www.facebook.com/cityofgoleta.

Visit GoletaButterflyGrove.com

Goleta has a treasure in the butterflies that migrate to the Ellwood Mesa each winter. But as the visits to the Grove have increased, the impacts to the neighborhood have increased as well.

As part of a community outreach effort, the City has created a new website, www.GoletaButterflyGrove.com to educate the public about this treasure and direct people to the free parking at the Sperling Preserve parking lot off of Hollister. Trail markers will be installed to direct visitors from the parking lot to the Goleta Butterfly Grove (formerly known as the Ellwood Main Monarch Aggregation site). In addition, an interpretive map at the parking lot will provide facts about our monarchs and show a map of the trail from the parking lot to the grove. Finally, additional signage has been placed on Hollister Avenue to direct visitors to use the parking lot and not to park on Coronado Drive.



The butterflies typically appear in Goleta between November and March and are most easily observed on sunny days. Docent tours are available on weekend and tours can be arranged by calling Jessica Haro, docent coordinator, at 961-7510.

Please help everyone enjoy the annual migration of the butterflies by using the parking lot and staying on the designated trails.

Tips for your visit to the Grove can be found at www.GoletaButterflyGrove.com.

en Español

THE MONARCH PRESS IN SPANISH



La primera Iniciativa patrocinada por la ciudad vendrá en la boleta

El Concilio de la Ciudad de Goleta decidió este año que le pediría a los votantes que decidieran si desearían aumentar el impuesto que tiene la ciudad para los visitantes de paso (TOT por sus siglas en inglés) o el impuesto por cama, que es pagado por las personas que se alojan en los hoteles o moteles de la ciudad.

“Este aumento, llamado Medida H

(Measure H) se espera que produzca por lo menos \$900,000 al año en ingresos adicionales para la ciudad, mismos que pueden ser aplicados en una gran variedad de servicios y programas.”

El impuesto por cama es lo que pagan los visitantes cuando se quedan en uno de los muchos hoteles y moteles que hay en la ciudad. Este impuesto sirve para ayudar a la ciudad a pagar la parte que les corresponde a los visi-

tantes por utilizar los servicios de la ciudad y su infraestructura mientras están en Goleta. Ya sea que se queden por una noche o por más, los visitantes utilizan nuestros sistemas de caminos, de desagüe y de agua. Algunas veces, al igual que otros residentes, también requieren de la asistencia de nuestros servidores públicos.

El costo para los visitantes es un porcentaje del costo de su habitación. Actualmente, el impuesto TOT de la ciudad es 10%. La medida que aparecerá en la boleta le pide a los votantes que la eleven un 2%.

Al incrementarse el TOT de la Ciudad de Goleta, éste se pondrá al mismo nivel con ciudades vecinas como Santa Bárbara y con otras 65 ciudades a lo largo y ancho de California, las cuales tienen esta tarifa o más alta.

¡Responde y podrías ganar una jarra para limonada de edición limitada!

La ciudad está interesada en saber si estás leyendo esta publicación de la “Monarch Press”. ¿Prefieres la versión impresa o la lees online? ¿Preferirías recibirla por “email” en lugar de correo tradicional? Pon un comentario sobre la “Monarch Press” en nuestra página de Facebook www.facebook.com/cityofgoleta, manda un Tweet sobre la “Monarch Press” y menciónanos (@goletapio) o envía un email a themonarchpress@cityofgoleta.org.

Quienes respondan participarán en una rifa para ganar una jarra para limonada de EDICION LIMITADA, grabada con el emblema de la Ciudad de Goleta. El ganador será seleccionado al azar entre todos aquellos que respondan.

www.CityofGoleta.org



Este aumento, llamado Medida H (Measure H) se espera que produzca por lo menos \$900,000 al año en ingresos adicionales para la ciudad, mismos que pueden ser aplicados en una gran variedad de servicios y programas. La ciudad no está limitada en cómo utilizar este ingreso y podrá apoyar cualquier propósito general, actividad o servicio.

Todos los ingresos generados por el TOT de Goleta, quedarán bajo el control de la Ciudad de Goleta. Ni el Condado de Santa Bárbara, ni el Estado podrán tener acceso a este ingreso.

TOT es un ingreso local que la ciudad utiliza actualmente para dar fondos a una gran variedad de programas y proyectos, tales como seguridad pública, mantenimiento a calles y parques. Si pasa la Medida H, el ingreso adicional se podría utilizar para dar fondos para otras prioridades que han sido identificadas, como:

- Mejorar los servicios de seguridad pública en lo que corresponde a las pandillas, estacionamiento y aumento de los espacios públicos.
- Invertir en el mantenimiento de la creciente lista de edificios públicos de la ciudad, incluyendo el “Community Center”, que será adquirido próximamente.
- Reinvertir en servicios para los visitantes promoviendo más la Ciudad de Goleta
- Proporcionar recursos para el mantenimiento y mejoras de un nuevo parque en el Centro de Goleta.
- Mantener y mejorar la reinversión que hace la ciudad en la infraestructura de nuestras calles. reglamento durante los fines de semana y los días de fiesta oficiales.

Para saber más sobre la Medida H, visita el portal de la ciudad www.CityofGoleta.org

¿Preguntas? Llame a City Hall 961.7500. Tenemos personal bilingüe. Queremos escuchar su opinión.



ECRWSS Postal Customer

City Government Meetings

Broadcast on Channel 19/104.19 and streamed on www.CityofGoleta.org

City Council

1st and 3rd Tuesday of the month

Meets at 1:30 pm and 6 pm

October 2

October 16

November 6

November 20

December 4

December 18

Replayed on Wednesdays and Saturdays at 10 am and 5 pm.

Planning Commission

2nd and 4th Monday of the month

Meets at 6 pm in the City Council Chambers

October 8

October 22

November 12

November 26*

December 10

December 24*

Replayed on Tuesdays and Sundays at 10 am and 5 pm.

Design Review Board

2nd and 4th Tuesday of the month

Meets at 3 pm

October 9

October 23

November 13

November 27*

December 11

December 25*

Replayed on Thursdays and Fridays at 10 am and 5 pm.

* Meetings subject to cancellation. Please confirm dates on the City's website.

2012 California Lemon Festival in Goleta

Saturday, October 13 and Sunday, October 14 • Girsh Park

Organized by the Goleta Valley Chamber of Commerce, the Lemon Festival will feature lemon pie-eating contests, the Classic Car Show, "Safety Street" and a variety of local band and dance performances. Free for adults and children, everyone can enjoy themselves with lively activities, educational experiences, vibrant shows, local arts and craft exhibitors, and delicious lemon food and drinks.

For more information, visit www.LemonFestival.com.

Fiddlers' Convention

Sunday, October 14 • 10 am - 5 pm Rancho La Patera and Stow House

The 41st Annual Old Time Fiddlers' Convention features music, food, and fun times for fiddlers of all ages. Tickets are \$20 for adults, \$15 for seniors and students, and free for children 17 and under.

Visit www.FiddlersConvention.org for the event line-up and additional details.

Candy Cane Train

Friday, November 23 through Monday, December 24*

The 20th Annual "Candy Cane Train" at the South Coast Railroad Museum, will be running from Friday, November 23 through Monday, December 24. (*Call or check website to verify dates and times.)

Event tickets are \$4. Ticket-holders each receive a ride on the museum's festively-decorated miniature train, a candy cane, holiday favors, plus a coupon good for a future ride on the museum train.

Event attendees will also be able to view the museum's festive holiday display, "Toy Trains and Teddy Bears!"

For more event information, contact the museum office at 805-964-3540, or visit www.GoletaDepot.org.



MARBORG INDUSTRIES PRESENTS



SANTA BARBARA INTERNATIONAL MARATHON

November 10 • Race starts at Dos Pueblos High School at 7:30 a.m.

Athletes participating in the Santa Barbara International Marathon will be winding their way through Goleta again this year. Runners will make their way over Los Carneros Road, Hollister Avenue and back to Cathedral Oaks Road toward a finish in Santa Barbara. Some road closures and/or delays will be in effect between 6 and 10:30 a.m. Please exercise caution when navigating the course.

For more information or to register, visit www.SBIMarathon.com.

Holiday at the Ranch

Saturday, December 15 and Sunday, December 16 • 11 am - 4 pm

Stow House will be dressed up for the holidays! Join (the real!) Santa Claus and his "rein-goats" as we celebrate the season with good cheer and plenty of photo opportunities. Presented by Goleta Valley Historical Society, the annual open house includes tours of the beautifully decorated house, holiday hayrides, crafts and cookie baking for the kids. Suggested donation of \$5 for adults and \$2 for children.

For more information, please contact the Goleta Valley Historical Society at 805-681-7216.