



MINUTES

Regular Meeting of the Student and Neighborhood Relations Commission

MONDAY, SEPTEMBER 14, 2015

City Council Chambers

1 Civic Center Drive, San Marcos, CA 92069

CALL TO ORDER: Chair Paris called the meeting to order at 6:35 PM.

PLEDGE OF ALLEGIANCE: Led by Chair Paris.

ROLL CALL:

PRESENT: CAVANAUGH, CLARK, HINCH, KRETCHMAN, PARIS, RUMER,
MEUM

ABSENT: NONE

ALSO PRESENT: Deputy City Manager Romero, Building Official Reynolds, Sheriff's Deputy White, and Recording Secretary Gallegos

1) APPROVAL OF MINUTES:

MOVED BY KRETCHMAN, SECONDED CLARK, TO APPROVE THE REGULAR MEETING MINUTES OF 4/13/15 WITH A CORRECTION ON PAGE 3, COMMISSIONER KRETCHMAN'S COMMENTS CHANGE ASSOCIATED STUDENT GOVERNMENT TO STRATEGIC PLANNING COUNCIL.

AYES: CAVANAUGH, CLARK, KRETCHMAN, PARIS
NOES: NONE
ABSTENTION: HINCH AND RUMER

2) ORAL COMMUNICATIONS

CATHY NGUYEN is a homeowner and resident in the Rosemont community located on the corner of Twin Oaks Valley Road and Village Drive across from the Campus Plaza. She is also an employee of Cal State San Marcos for the last 15 years. As a resident and board member of the home owner's association she is frustrated with the increase in traffic and parking in the neighborhood. There are about 80 homes in the neighborhood and in the last 3 years



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there has been an increase in parking where it is impossible for residents to park on the streets. Some of the issues the residents are experiencing besides parking is loitering, trash, illegal parking in front of fire hydrants and on the curbs making it difficult and unsafe because drivers can't see if there is a pedestrian or a parked car around the corner. There has also been an increase in car thefts and they have filed numerous reports with the Sheriff's Department. The biggest issue they have is that not only do they have possible students parking in their neighborhood but there are also residents from across the street coming into their neighborhood to park because there is not adequate parking where they live. The owners of the restaurant establishments are also telling their employees to park in their neighborhood so they can leave the parking spaces open for customers. They have also witnessed people parking their cars and then a friend will come pick them up. This becomes a problem because not only are they parking over 72 hours but they have also found people sleeping in cars in front of their homes. Besides the increase in traffic flow within their small neighborhood, there is also a safety concern because the people coming in to park are not concerned about the kids in the neighborhood, the increase in traffic or how fast they are driving. Several parked cars have been hit and the driver does not stop. They have spoken with the City Council and asked about possibly permitting the streets and were told the City needed to do an evaluation and assessment and it would take a while, possibly last year but it did not happen. They also presented these issues at the Traffic Safety Commission meeting last week and that Commission recommended they bring these issues to this Commission. Their major concern right now is there are plans to build new homes on Village Drive. She asked what the strategic plan for parking is and did the City take into consideration the impact parking will have on surrounding neighborhoods.

CHAIR PARIS thanked Ms. Nguyen for her comments. She stated that because this is not agendized the Commission could not address Ms. Nguyen's concerns at this meeting but they would take a poll whether to put it on the agenda for the next meeting in November.

3) NEW BUSINESS:

A) ELECT VICE CHAIR

MOVED BY COMMISSIONER KRETCHMAN, SECONDED BY COMMISSIONER CLARK TO APPOINT COMMISSIONER CAVANAUGH AS VICE CHAIR OF THE STUDENT & NEIGHBORHOOD RELATIONS COMMISSION.

AYES: CAVANAUGH, CLARK, HINCH, KRETCHMAN, PARIS, RUMER

NOES: NONE

ABSTENTION: NONE



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B) TOBACCO RETAILER LICENSING PROPOSAL

DEPUTY CITY MANAGER ROMERO introduced Gena Knutson from the Vista Community Clinic. Ms. Knutson made a presentation to the Commission about electronic cigarettes. Soon after the electronic cigarettes ordinance was adopted, the City Council asked them to take a look at a tobacco retailer license program. There are several communities in the County as well as statewide that has this type of program. City staff reached out to their partners and Ms. Knutson and Vista Community Clinic stepped up and they are helping the City put together a program.

GENA KNUTSON, Vista Community Clinic, Program Manager for the Tobacco Control Program presented a power point presentation on Tobacco Retail Licensing Health Environments Against Tobacco H.E.A.T. Project.

DEPUTY CITY MANAGER ROMERO indicated that the Commission is being asked to instruct staff to come back with a tobacco retailer licensing program draft ordinance that they can vet at a public hearing to be held at the next Commission meeting in November. Staff will work with the Chamber of Commerce to ensure the business community is covered. At the November meeting the Commission would make a formal decision to move it on to the next step which is recommendation to the City Council or they have the option to meet monthly if they wish to make on the language

GENA KNUTSON stated that the program requires that they go out and provide education to retailers that are in violation. The program has been in place for 10 years and store owners and managers are familiar that they have to train their clerks on how to read an ID correctly. She explained that Vista's ordinance is a collaboration between the previous deputy city manager and a stakeholder group that included retailers. Ms. Knutson likes Vista's ordinance because it rewards the retailers for good behavior. The retailer will receive a \$25 reduction in fee if they did not have a violation that year, a \$25 reduction in fee if they have a device that allows for automatic scanning of the drivers license, a \$25 reduction in fee if they do not have tobacco advertising on the outside of the doors. It has brought the fee down for most of the retailers to \$125 and they are still able to conduct their operations.

LILI RAMIREZ is a student at Mission Hills High School, member of the San Marcos Prevention of Drugs and Alcohol Coalition, and a youth liaison to this Commission. She stated that the tobacco retail license ordinance is important to ensure that stores do not sell tobacco products to minors and could assist with removing the drug paraphernalia that is being sold in smoke shops many of which are located next to schools, parks and homes.



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LETTY ROBLES is a resident, parent, member of the San Marcos Prevention Coalition dedicated to reducing youth alcohol and drug use and advocate for a safe and healthy environment in San Marcos. She has gone out to do several assessments to identify needs and build strategies to reduce alcohol and drugs. In December they had an alcohol sign campaign where they visited almost 50 stores in San Marcos that sell alcohol. They asked retailers if they could put up a sign warning customers and employees that selling alcohol to minors is against the law. The sign was made in 9 different languages. Some stores already have a basic sign but they wanted to enhance it because their sign is bigger and in red. Most stores agreed to put up the sign. At the same time they informally assessed stores to see how many of them sold e-cigarettes and over 50% of those stores did. The e-cigarettes are readily accessible and in view to a minor. In addition, they have also gone out and assessed the 7 smoke shops in San Marcos and 6 of them do sell drug paraphernalia. They also assessed the 5 vape shops in San Marcos. They found that in one of the vape shops although minors are not suppose to be there, middle school students were hanging out in the lounge area of the vape shop without any question. Minors are entering and are not being told to leave.

K.C. STRANG is a resident, coalition manager for the San Marcos Prevention Coalition and a board member of the County of San Diego Behavioral Health Advisory Board. Both the coalition and the advisory board are very passionate about reducing substance abuse among the young people. Preventing youth from smoking is important life saving work. The County of San Diego has a Live Well Initiative which talks about 3 behaviors (smoking, poor diet, no physical activity) that contribute to 4 diseases (cancer, heart disease and stroke, type 2 diabetes, and lung disease) that then contribute to over 50% of the deaths in San Diego County. The tobacco retail ordinance supports the Live Well Initiative and this city and many other groups and agencies and coalitions around San Diego County have become official partners with this Initiative. The tobacco retail license can expressly prohibit the selling of drug paraphernalia in San Marcos stores. Mr. Strang explained that Health and Safety Code 11364.7 was passed 30 years ago by the State of California and prohibits the selling of drug paraphernalia in retail stores. Unfortunately that is not happening because they are not enforcing the law. A local tobacco retail license as part of the license they make sure that retailers do not sell drug paraphernalia and if they do there will fines and other consequences. He stated that a study done by the University of San Francisco measured the amount of nicotine found in the liquid nicotine sold in vape shops. They found that the amounts were different than what was indicated on the vial and that is because it is not being regulated. He stated



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that e-cigarette use has tripled among middle school and high school students. Just recently they received the California Healthy Kids Survey for San Marcos youth and for the first time the survey started asking questions about electronic use. They found that e-cigarette use is twice as high amongst 7th, 9th, and 11th graders as traditional cigarettes. Traditional cigarettes continue to go down but e-cigarette use is going up. He spoke about a trend called dabbing where they take the concentrated form of marijuana wax or oil and put it in a vaporizer. That is a common way for kids to vape the high potency marijuana concentrate. He stated that the tobacco retail license is an effective tool to ensure that our shops do not sell drug paraphernalia which is against the law and that our shops do not sell to minors.

**MOVED BY COMMISSIONER KRETCHMAN, SECONDED BY COMMISSIONER CLARK TO
BRING BACK A DRAFT ORDINANCE TO IMPLEMENT THE TOBACCO RETAILER LICENSING
PROGRAM WITH A MODEL SIMILAR TO THE CITY OF VISTA AND WITH THE FOUR MAIN
COMPONENTS OUTLINED IN THE STAFF REPORT.**

AYES: CAVANAUGH, CLARK, HINCH, KRETCHMAN, PARIS, RUMER
NOES: NONE
ABSTENTION: NONE

4) REPORTS:

A) SHERIFF'S DEPARTMENT REPORT

DEPUTY WHITE reported that they started the year off with 25 party calls in January. The party calls increased from 35 in June to 37 in July and 57 in August. He stated the numbers for August could be due to students returning to San Marcos from the summer break. As for noise calls there were 14 calls for service in January and there were 38 in June, 29 in July and 30 in August. The increase could be due to new developments especially near Double Peak where citizens have been going to that park afterhours to see the sunrise, sunset.

B) CODE COMPLIANCE REPORT

BUILDING OFFICIAL REYNOLDS stated they are working several cases involving the rooming house ordinance that were discovered through complaints about property maintenance and parking. He encouraged the public to report all concerns because



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minor issues can lead to the root cause of what is going on. Currently there are no cases related to students and the rooming house ordinance.

CHAIR PARIS asked about the Rosemont community parking issue and if that is something they need to look into.

DEPUTY CITY MANAGER ROMERO stated it is certainly within the purview of the Commission. If the Commission would like a presentation, please let the staff know. In the last week, 22 parking tickets have been written in the Rosemont neighborhood. Tickets are written to vehicles in violation and so we do not know if those are the cars that the residents are complaining about or if the cars belong to residents or students. The Commissioners indicated they would like to have this issue agendized.

STAFF COMMENTS:

DEPUTY CITY MANAGER stated that the Biennial Education Forum will be held on September 16th from 6:00 p.m. to 7:30 p.m. at St. Augustine University. Mayor Jim Desmond, Interim President of Palomar College Alex Gonzalez, President Karen Haynes of Cal State San Marcos and Superintendent Kevin Holt of San Marcos Unified School District will be speaking. The theme of this year's forum is the past 10 years and how all those institutions have worked together to create the education hub of North County. The forum will be available on the city's website and public news channel.

COMMISSION COMMENTARY

COMMISSIONER CLARK stated that the fall semester started August 31st at Cal State San Marcos with yet another record attendance of over 14,000 students. The sports center on campus is coming along nicely and will hopefully be completed in the spring. The Quad student housing is down in occupancy; they are at about 92% this year. It is the first year they have opened with less than 100% occupancy since they started that program.

COMMISSIONER KRETCHMAN stated that enrollment is down 4% at Palomar College. There is a lot of work going in to improving retention and enrollment at the college. She attended the foundation's annual gala recently as did Commissioner Hinch. It was an amazing event and over \$270,000 was raised at that event. The college is currently looking for the new president to be hired and is hoping to have that done by January. The CERT early retirement program had over 90 retirees which included President Deegan, two vice presidents and a few deans. There were some major administrative changes over the summer and they are looking forward to some of



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the new hires coming in. The accreditation was reaffirmed this summer and that is excellent news for the college.

COMMISSIONER HINCH stated that on behalf of the Palomar College Associated Student Government he would be sure to report to the president and senators the topics covered tonight.

COMMISSIONER PARIS stated that she is involved with the Foundation for Senior Well Being and they hold an annual festival of trees. For the past 3 years the event was held at City Hall. The event is very successful and has grown. This year they are moving the festival to the museum at the California Performing Arts in Escondido. She thanked the City for their hospitality the past 3 years and stated that it helped kick start it into a great festival that raises money for seniors in need. They have started decorating the trees and that is being done at one of the retail spots at The Quad. She invited the Commissioners to stop by and visit and help with decorating.

ADJOURNMENT: Chair Paris adjourned the meeting at 7:43 PM.

Catherine Paris, chair
CATHERINE PARIS, CHAIR
STUDENT AND NEIGHBORHOOD RELATIONS COMMISSION
CITY OF SAN MARCOS

ATTEST:

Sandra Gallegos
SANDRA GALLEGOS, RECORDING SECRETARY
CITY OF SAN MARCOS