

**UPPER PIER AVENUE COMMITTEE
WEDNESDAY, APRIL 4, 2007
CITY HALL, COUNCIL CHAMBERS
1315 VALLEY DRIVE
7:00 P.M.**

ACTION MINUTES

The meeting was called to order by Councilmember Bobko at 7:08 p.m.

1. Roll Call

Present: Committee Members: Bobko, Brittain, Gross, Hoffman, Klade, Marinelli, Nota, Peha, Pizer, Tucker

Absent: MacMullan

Also Present: City Manager Steve Burrell, Public Works Director Richard Morgan, Community Development Director Sol Blumenfeld, Rhea Punneo, Administrative Assistant, Public Works Department

2. Flag Salute

Mr. Bobko led the flag salute.

3. Meeting Minutes

Minutes of March 7, 2007 were approved as written.

4. Public Comments

Coming forward to address the Council at this time was:

Jim Lissner, Hermosa Beach – Spoke to letter from Chamber of Commerce

5. Written Communications

a. Ms. Carla Merriman, Chamber of Commerce – Received and filed.

b. Mr. Howard Longacre – Received and filed.

6. Committee Determinations

a. Committee needs to keep focused on developing goals; determine the over-arching goal

b. Need a systematic method of gathering opinions – more data collection

c. Two ad hoc committees for next 30 days to gather information - surveys

1) From property owners

2) From business owners

d. Mr. Hoffman will draft the survey

e. Ms. MacMullan was elected to head the Public Relations Sub-Committee; Mr. Bobko also on this sub-committee

7. Public Comments

Coming forward to address the Council at this time was:

Jim Lissner, Hermosa Beach – Referred members to his web site with regard to balance sheet information.

8. Adjournment

Meeting adjourned at 8:24 PM.