

November ENewsletter

NOVEMBER 3RD, 2014

City Manager's Column



Welcome to the City of Eureka ENews, a monthly email newsletter that highlights news and information within the City of Eureka.

I would like to remind everyone that Tuesday, November 4, is Election Day and a number of important issues will be decided by Eureka voters. The Eureka City Council placed Measure Q on the ballot. Q is the five year extension of the half cent sales tax-previously known as Measure O. Since the inception of Measure Q, 75% of the funding has been used to maintain funding for police and fire services. A major issue on the ballot is the Minimum Wage for Eureka, at \$12 an hour with an annual CPI adjustment. The minimum wage applies to businesses in Eureka that employ 25 or more workers, full or part-time. Humboldt County has a half cent sales tax-Measure Z, and the Eureka City Schools has Measure S. Beside the tax measures, voters will determine the election of the Mayor and three council member positions.

From a city organization standpoint we have a number of initiatives underway with the goal of improving city services. First, the city has joined the Alliance for Innovation, a consortium of city and county governments that are committed to innovating and transforming local government through the sharing of "Best Practices". Last week, the city's Community Development staff and I participated in one of the Alliance's webinar trainings that addressed process improvement in planning and development services. Another initiative involves the reorganization and refocusing of our economic development efforts. It is a major goal of the Mayor and City Council to improve the economic base of the community through the creation of jobs and tax base. We are developing an economic strategic plan with the assistance of the Eureka business community. It is imperative that we utilize our resources as effectively as possible to assist business development.

Thanks again for checking out the second monthly installment of our ENews that launched last month. Our staff takes great pride in providing quality public services that meet the needs of the community.

Thank you, Greg L. Sparks

Homebuyer Program Kickoff



The City of Eureka is pleased to announce its partnership with Umpqua Bank to implement the Community Development Block Grant (or CDBG) funded Homebuyer Program. This program will provide affordable homeownership to 8-12 low or moderate income households within the city limits of Eureka. Maximum income for a household of two would be \$36,800 and is on a sliding scale by household size. Homebuyers must purchase "modest" homes located within the city limits of Eureka. As demand is high and funds are limited, a waiting list has been established.

Be sure and check the other City Housing Programs, including the Rental Rehabilitation loans for residential multi-family units, Owner Occupied Rehabilitation loans providing health and safety repairs, the Senior Home Repair Grant to support minor repairs to senior occupied residences, and the Dumpster program. For more information please call Melinda in the Housing Division at 707-441-4214.



Calendar of Events

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						<p>1</p> <p>Arts Alive</p> <p>Dia de los Muertos</p>
2	3	<p>4</p> <p>Election Day!</p> <p>Council Meeting</p>	5	6	7	8
9	10	 <p>Veteran's Day</p>	12	13	14	15
16	17	<p>18</p> <p>Council Meeting</p>	19	<p>20</p> <p>Transgender Remembrance Day Vigil</p>	21	22
23	24	25	26	 <p>Thanksgiving Day Turkey Trot</p>	<p>28</p> <p>Santa Arrives in Old Town</p>	29
30						



Honoring Those Who Serve With Coast Guard City Day Celebration



Navy League Council 440 would like to extend gratitude to the City of Eureka and community members who supported our very successful "Coast Guard City Day Celebration" activities held September 12 and 13, 2014. The activities included a softball game between Eureka Police and Fire Department at Kennedy Field and a Picnic/Barbeque at Sequoia Park. We would like to thank community members who gave of their time during

these activities cooking and serving food and beverages. Navy League Council 440 thanks the following businesses and individuals who gave so generously to make these events possible for our Coast Guard members and their families: AMVETS and Donna Landry, Bless My Soul Cafe, Blue Lake Casino, Cash and Carry, Char-Ae Heights Casino, Coast Seafoods, COSTCO, Crystal Creamery, Eureka Chamber of Commerce, Harper Motors, Judi Kofford, Larry Doss and Ming Tree Realty, Jean Rovai, Porter Street BBQ of Eureka, Recology Humboldt County, Leo Sears, Shamus T Bones, Mr. Dave Schneider and Schneider Dock & Intermodal Facility, Inc., Suddenlink, Pat Shaw and Shaw & Petersen Insurance, The Party Place, Rear Admiral (USCG, Ret.) John and Mary Tozzi, Varsity Ice Cream, Vellutini Baking Company, and Mr. Dale Warmuth and Leon's Car Care Center.

The City of Eureka was given the designation of being a "Coast Guard City" on June 3, 2000. As the "Guardians of the Lost Coast", the crew of the Coast Guard Sector Humboldt Bay are standing watch 24 hours a day in some of the toughest conditions in the country. The Eureka Coast Guard City Celebration reminds the members of Coast Guard Sector Humboldt Bay that they are an important part of our community and that we need and appreciate each and every one of them for all they do for our community.





Shopping Cart Ordinance



A mom walks into a grocery store carrying her child. Her arm is sore and she sits him down in the shopping cart she just pulled from the rack of carts just outside the store. Starting to shop she puts fruit, vegetables, and other various products into the cart, while moms not looking the child starts to lick the cart. As she turns around to see what the child is doing she insists he stop putting his mouth on the cart as there are germs etc. Unfortunately She has no idea where this cart has been in the last several days. Being pushed down the street piled high with trash, personal items, syringes and other unspeakable items. The cart was pushed by a person with Hepatitis C and other communicable diseases and has not washed in weeks. It was stolen from the store for personal use. The cart was ultimately returned without sterilization and put back into service.

The first thing ones notices when driving into town are shopping carts...carts are everywhere. Carts are used for barbeques, transportation of animals, property and even people. Random and abandoned carts are unsightly and add to the disorder people notice and feel uncomfortable with. People deciding whether to stay for the night or go to the next town view them as a sign of disorder and keep right on moving past Eureka. Carts can also facilitate property crime as there has to be a way to transport stolen property.

To combat the problem, Eureka City Council passed a new ordinance to reduce the incident of stolen shopping carts by holding the thieves and businesses accountable. One business with excellent practices has very few carts stolen while another cannot keep them in stock. One company prevents their costly departure, another won't accept them even if brought back.

For further information, please call police officer Eddie Wilson who is the Shopping Cart Czar with problems, complaints and suggestions. He can be reached at (707) 441-4060.



Crime Tips from Eureka Police Department



The elderly are being targeted with phone calls from scammers claiming to be a family member in need of cash after a bad car crash, bail money, etc. Often the "family member" has an additional voice get on the line claiming to be a lawyer. The scammers then instruct the victim to purchase and load a Green Dot MoneyPak card with cash, and then give them the access number.

Anyone you share your card's number with will have instant access to your cash and can siphon the card dry. Scammers prefer to use the Green Dot MoneyPak re-loadable cards because they are convenient and untraceable.

The Eureka Police Department has received several calls with different variations of this scam. We would like to remind citizens that legitimate businesses and law enforcement agencies would never request or demand payment with a Green Dot card. If you receive a suspicious call ask for a phone number and contact EPD at (707)441-4060.



Parks & Recreation

Teen Singing Competition

Be a part of the 2nd annual Fresh Voices Teen Singing Competition! Want to compete but need a little practice? No problem! The G.U.L.C.H. will host six training sessions leading up to the competition where you can work one on one with vocal coaches. \$20 entry fee. Space is limited! First 15 applicants will be accepted. Sign up online at EurekaParksAndRecreation.com or in person at the Adorni Center.



Cheer on Eureka's musical teens on **Saturday, November 15th** at 7pm at the Eureka Muni (12th & F St.) \$2/person at the door.

Link to sign up for competition:

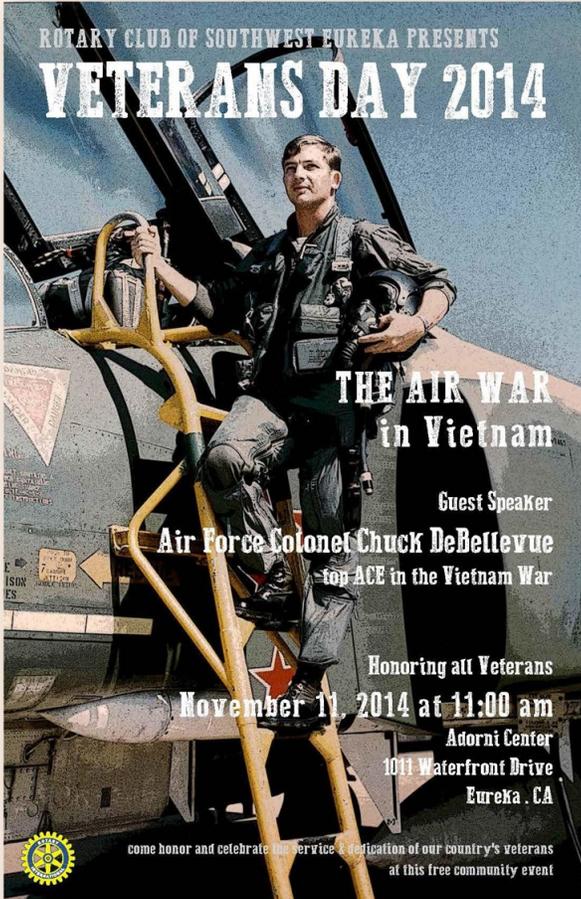
<https://eurekaparksandrecreation.com/ViewCourseActivityDetails.aspx?t=C&id=364>

The G.U.L.C.H.
Teen Recreation Program Presents

Teen Singing Competition

“THE ROAD TO STARDOM STARTS HERE!”

Parks & Recreation



Veterans Day Event

Come to the Adorni Center on **Tuesday, November 11th** for the annual Veterans Day Event. This free community event begins at 11am. For more information visit www.swrotary.org



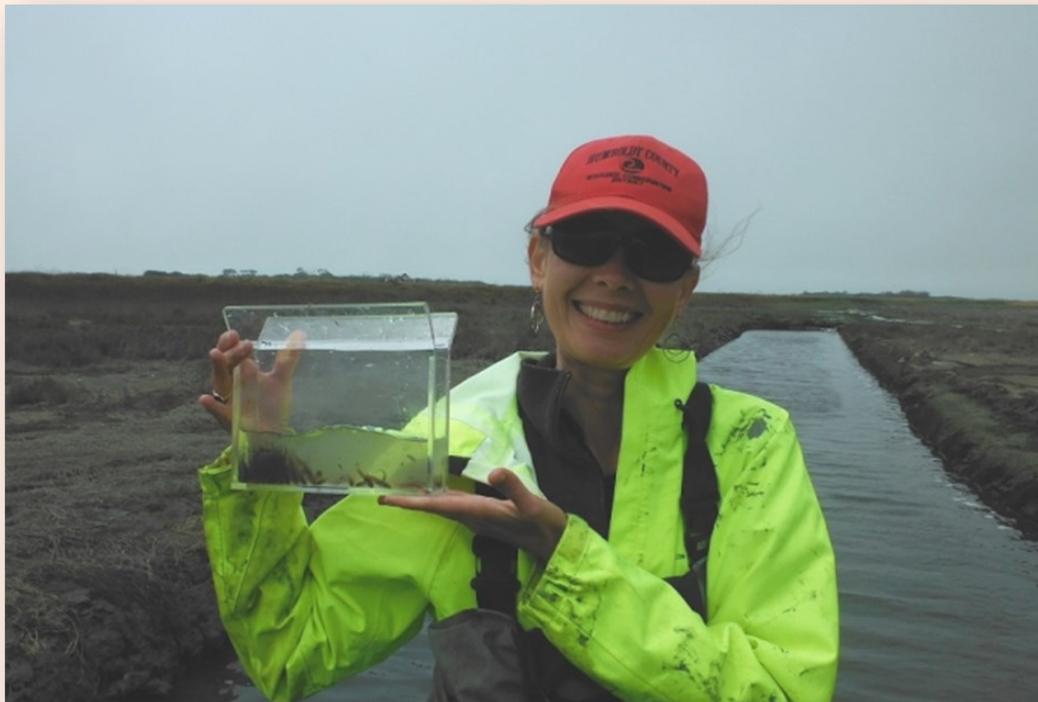
Zumba Master Class

Link to purchase tickets online:
<https://eurekaparksandrecreation.com/ViewCourseActivityDetails.aspx?t=C&id=365>

Eureka Parks & Recreation	
Zumba® Master Class	
Saturday, Nov. 15th	
@ The Adorni Fitness Center	
	Featuring Zumba Jammer™ Cecilia Mills 5:00-6:30pm
	Presented by Instructor Greg Parnell
	Tickets Available Online & the Adorni Fitness Center \$10 in Advance \$12 at the Door 1011 Waterfront Drive in Eureka
EurekaParksAndRecreation.com - 441-4248	

Free Conservation Lecture on 11/12/14 from 7-8pm

"Farmers and Fish: Restoration of the Salt River Ecosystem" by M. Doreen Hansen, Humboldt County Resource Conservation District



Near the town of Ferndale, dairy farmers have joined with a host of public and private partners to restore fish habitat and function to the Salt River. Over 100 years ago, the Salt River provided spawning and rearing conditions for thousands of salmonids and was large enough to support a small steam ship industry.

In 2013, the Salt River Ecosystem Restoration Project started work on the first phase of an historic effort to restore the watershed. Two miles of river channel near the Eel River Estuary were enhanced and 300 acres of dairy pasture converted back into a functioning tidal marsh system. Within six months of the restoration, federally endangered Coho juveniles and Tidewater Goby were found throughout the site, along with Chinook and other marine species. In 2014 another 1.5 miles of river channel and associated riparian flood plain is being restored toward the ultimate goal of restoring 5 miles of channel between Ferndale and San Francisco. The river channel slowly filled with sediment that now blocks fish passage to 15 miles of tributary habitat and causes dairy pastures to flood.

As the project progresses, project partners will be monitoring the evolution of the site and report on their findings. This talk will specifically address the results of the first year's fish monitoring effort in the restored tidal marsh. For more info visit sequoiaparkzoo.net.

Explore the Coast

In partnership with Redwood Community Action Agency, Eureka Parks & Recreation hosted two, Free, family-friendly events on the Hikshari Trail. Both days offered Roller Skating, Bird watching, Plein-air art (open air painting), Mud flat digging, Nature walks and Kayaking! Also in attendance for the events were Humboldt Bay Wildlife Refuge, NOAA, HSU Center Activities, Humboldt Trail Stewards and Sequoia Park Zoo. Children were encouraged to participate in a variety of activities, where they could get their “passport” stamped and earn a ticket for a free Pop-sicle. Many of the participants expressed how pleased they were to see the Hikshari Trail being used and look forward to future events being held there. Both days served well over 200 community members.





Parks & Recreation Clean Ups

Attached are before and after pictures of previous weeks' illegal encampment clean ups. Three weeks ago Parks and Recreation, EPD and an in-mate work crew cleaned up illegal encampment debris from the City owned property located along Humboldt Bay at the foot of V Street and within the marsh area behind Humboldt Pawndamonium and Les Schwab Tires along Broadway. This has been an ongoing effort and a priority for City staff.



Foot of V street homeless encampment prior to clean up



Foot of V street after clean up



Marsh area off Broadway south of the bowling alley prior to clean up



Marsh area after clean up



Position	Emp. Type	Salary	Closing Date
<u>Communications Dispatcher</u>	Full-Time	\$2,841.00 - \$3,638.00 Monthly	Continuous
NEW! <u>Legal Assistant</u>	Full-Time	\$3,257.00 - \$3,960.00 Monthly	11/12/14
<u>Personnel Analyst I/II</u>	Full-Time	\$3,846.00 - \$5,154.00 Monthly	11/07/14
<u>Police Officer</u>	Full-Time	\$4,027.00 - \$5,154.00 Monthly	Continuous

Interested parties may contacting the Personnel Department by email;
jschoonmaker@ci.eureka.ca.gov

Jobline: (707) 441-4134

The City of Eureka only accepts applications for full-time positions in which a recruitment is currently being conducted. If you would like to be notified when we are accepting applications for a particular full-time position, or if there are no current full-time job openings, please consider submitting an interest card.

Street Sweeping



The fall and winter months bring a natural build-up of debris in our streets. With your help, we can increase the effectiveness of the Street Sweeper in your neighborhood by following these simple steps:

Remove your vehicles from the street during scheduled street sweeping days.

Keep the street path clear of lawn and tree trimmings; trash and debris; garbage and recycling cans; and illegal driveway approaches such as concrete, metal, wood ramps; and basketball hoops. Garbage and recycling bins should be kept on the sidewalks rather than in the streets whenever possible. Leaf piles should be removed completely from the street and placed in green waste containers.

October through February is our heavy leaf season. Leaf piles in the street can cause our equipment to become plugged which delays our street sweeping schedule. During leaf season, the City may perform unscheduled leaf sweeping in heavy leafed areas.

Please take the time to follow the simple steps identified above to make YOUR city's Street Sweeping Program a success.

The Street Sweeper schedule can be obtained by visiting the City's website at:

<http://www.ci.eureka.ca.gov/civica/filebank/blobdload.asp?BlobID=8452>



Humboldt Bay Fire Open House

Humboldt Bay Fire hosted its annual Fire Prevention Open House on October 11th at Station 1. The comments from the community indicated that the event "was the best ever". There were over 1,000 community members that passed through the doors of Humboldt Bay Fire where the public learned valuable tips on safety, disaster preparedness, and the tasks of emergency personnel in the Eureka area. Several public safety agencies attended the event alongside Humboldt Bay Fire to make the event a



success. Other agencies in attendance were; Eureka Police Department, Cal Fire, City Ambulance of Eureka, and the U.S. Coast Guard. There were a number of private vendors providing training to the public as well. Matt Nova of Humboldt Lodge #79 F&AM provided Kids I.D. thumbprints and photo datasheets for their parents, and the local CERT team provided disaster preparedness information just to name a few. Humboldt Bay Firefighters said the Open House served as a great opportunity to meet the public and educate them in the event of an emergency . Humboldt Bay Fire is looking forward to next year's event.





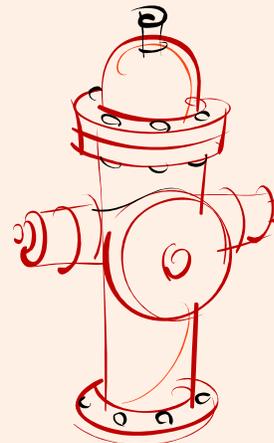
Fire Hydrant Testing



As many may be aware, Humboldt Bay Firefighters ordinarily test fire hydrants each year to verify that the anticipated fire flow (measured in gallons of water per minute) from the water system has not significantly decreased from previous years. Water systems, such as the one that supplies the City of Eureka's drinking and fire-fighting water supply, are constantly being impacted by system improvements, deterioration, and routine maintenance that may result in water system valve closures. Essentially the testing program confirms each fire hydrant's water flow capabilities in an emergency.

Starting in November, Humboldt Bay firefighters will begin annual fire hydrant testing. However, this year's testing procedures have been modified. Though we are

currently getting copious rainfall here on the North Coast, ongoing state-wide drought conditions dictate that we should not "waste" water by flowing each individual hydrant. Rather, we will visually inspect each hydrant, rotate the valves, and take a static pressure reading. This modified procedure is permitted by ISO during extraordinary drought conditions, and will not impact the City's current ISO rating.





APPLICATIONS FOR APPOINTMENT TO BOARDS AND COMMISSIONS

Notice is hereby given that applications will be accepted for appointments to the following city boards and commissions until the vacancies are filled:

BOARD:

Board of Appeals	1 Vacancy
Eureka Energy Committee	3 Vacancies
Housing Advisory Board	1 Vacancy
Transportation Safety Commission	1 Vacancy

Applications may be obtained by phone or in person from the Mayor’s Office, City of Eureka, 531 “K” Street, Eureka, CA 95501, (707) 441-4144, or may be downloaded from the City Clerk’s website, listed below.

In order to be eligible for appointment to any board or commission, a person must be a qualified registered elector of the City of Eureka, the Humboldt Community Services District or Humboldt County Service Area No. 3, or an owner of a business located within the city limits of the City of Eureka. The mayor shall make the appointments with the approval of a majority of the Council. Appointments of qualified non-city residents will require a four-fifths (4/5) vote of the Council for confirmation.

Members on Boards and Commissions shall be willing to serve as a civic responsibility and without compensation. No member of any board or commission shall hold any paid office or employment in the city government.

For more information, call the City Clerk at (707) 441-4175, or go to: <http://www.ci.eureka.ca.gov/>.

Applications will be accepted until filled.

Pamela J. Powell
City Clerk



Q2 2014



City of Eureka Sales Tax Update

Third Quarter Receipts for Second Quarter Sales (April - June 2014)

Eureka In Brief

Receipts for Eureka's April through June sales were 3.0% higher than the same quarter one year ago.

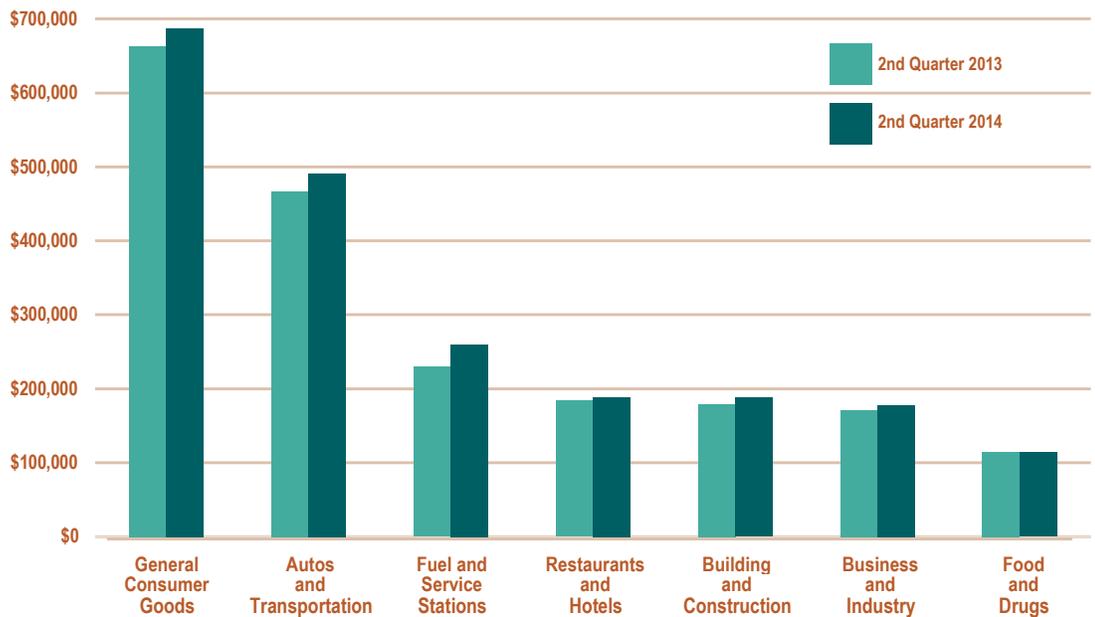
Modest sales increases from discount department stores, and recent openings in family apparel, sporting goods and specialty stores produced a gain in general consumer goods. Stronger new and used auto sales boosted autos and transportation. The increase in fuel and service stations was caused by a payment aberration and a new outlet. A couple of new outlets in the quick-service category lifted restaurants.

The gain in building and construction was the result of higher sales from contractors and plumbing/electrical supplies. A double payment from one business offset lower sales in garden/agricultural supplies and a payment aberration in equipment rentals to produce an increase in business and industry. The gains were offset partially by a lower allocation from the countywide use tax pool.

The city's voter approved transactions taxes generated a combined additional \$1,512,183, 1.5% higher than a year ago.

Adjusted for aberrations, taxable sales for all of Humboldt County increased 3.8% over the comparable time period, while the Far North region as a whole was up 3.6%.

SALES TAX BY MAJOR BUSINESS GROUP



Top 25 Producers In Alphabetical Order

Ace Hardware	Performance Fuels
Broadway Gas & Deli 76	Pierson Building Supply
Costco	Redwood Oil
Harper Ford Lincoln Jeep Kia	Chevron
K Mart	Ross
Kohls	Roys Auto Center
L & M Renner	Schmidbauer
Lythia Chrysler Jeep Dodge	Building Supply
McCrea Nissan	Sears
Mid City Motorworld	St Joseph Hospital
Nick Barbieri Trucking	Target
Northwood Auto Plaza	Tetrault Tire Pros
	Verizon Wireless
	Walmart
	Winco

REVENUE COMPARISON

Four Quarters – Fiscal Year To Date

	2012-13	2013-14
Point-of-Sale	\$8,206,597	\$8,565,820
County Pool	1,034,917	1,125,980
State Pool	3,620	5,929
Gross Receipts	\$9,245,134	\$9,697,729
Less Triple Flip*	\$(2,311,284)	\$(2,424,432)
Measure D, O	\$5,982,407	\$6,203,864

*Reimbursed from county compensation fund

California as a Whole

Excluding onetime payment aberrations the local one cent share of state-wide sales and use tax was 5.2% higher than the second quarter of 2013.

Gains in the countywide use tax allocation pools were the largest contributor to the overall increase reflecting the growing influence of online purchases from out of state companies without nexus or a specific “point of sale” in California. The trend was also reflected by a growing shift of tax revenues from brick and mortar stores to in-state fulfillment centers that process on-line orders.

Auto sales and leases, contractor supplies and restaurants also posted major gains. These were partially offset by a decline in alternative energy projects that had previously added significant use tax revenues to the business and industry group.

The consensus among analysts is that the current pattern of increases will continue through the remainder of the fiscal year.

Triple Flip - The End is in Sight

California’s 2014/15 budget provides for retiring the \$15 billion fiscal recovery bonds authorized in 2004 to finance that year’s state budget deficit.

To guarantee the bonds, the state re-directed 1/4 of local government’s one cent sales tax and backfilled it with property tax revenues taken from the Educational Revenue Augmentation funds (ERAF) established for schools. The school ERAF funds were in turn replaced with state general revenues. This reshuffling became known as the “triple flip” and has caused cash flow and budget projection problems for local governments since.

The current plan is to discontinue the deductions at the end of calendar year 2015 and reimburse local governments with their final clean-up payments in January 2016.

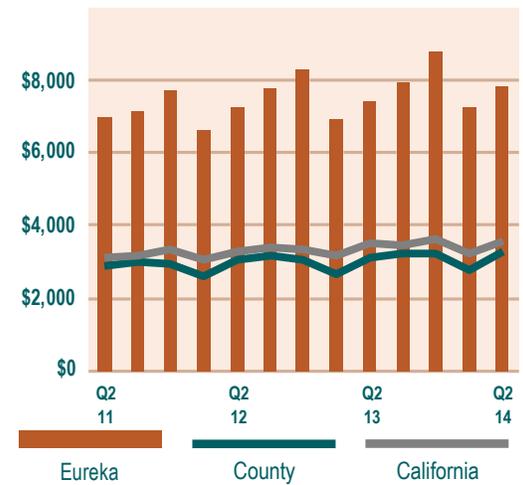
Proposition 1A, approved by the voters in 2004, prohibits the state from further extending the debt or from making additional reductions or changes to local government revenues without voter approval.

Allocation Formulas Corrected

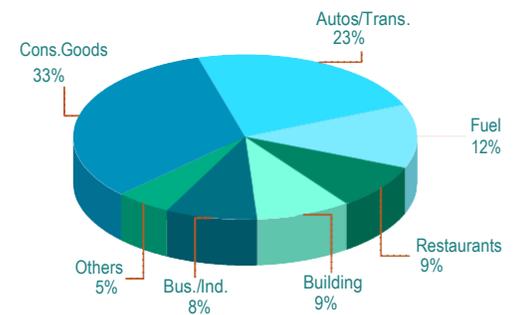
In addition to local sales tax and transactions tax overrides, counties and cities share in the half-cent public safety tax approved by the voters in 1993 to cushion the state’s use of property tax revenues to finance Proposition 198’s minimum educational funding requirements (ERAF). Counties also receive 1.5635 cents of state sales tax to reimburse for health, welfare and corrections functions shifted to them from the state in 1991 and 2011.

Inconsistencies in the public safety remittances brought to the state’s attention by HdL revealed that allocation formulas did not reflect recent legislative changes. As a result, counties will receive onetime backfill payments totalling \$116 million in 2014/2015.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP
Eureka This Quarter



EUREKA TOP 15 BUSINESS TYPES

Business Type	*In thousands			
	Eureka Q2 '14*	Eureka Change	County Change	HdL State Change
Automotive Supply Stores	49.3	-0.3%	0.4%	2.4%
Boats/Motorcycles	48.1	-6.2%	-6.6%	10.3%
Casual Dining	77.8	-0.1%	5.9%	3.6%
Department Stores	— CONFIDENTIAL —	—	-4.6%	1.0%
Discount Dept Stores	329.6	1.4%	1.4%	2.9%
Family Apparel	48.8	11.1%	12.7%	9.6%
Grocery Stores Liquor	49.0	-9.2%	3.8%	5.7%
Home Furnishings	51.4	2.7%	4.7%	6.8%
Lumber/Building Materials	94.1	-0.5%	5.0%	8.9%
New Motor Vehicle Dealers	291.5	7.5%	8.9%	7.4%
Petroleum Prod/Equipment	— CONFIDENTIAL —	—	12.1%	-0.7%
Quick-Service Restaurants	65.5	4.5%	-0.5%	6.7%
Service Stations	134.1	6.0%	1.5%	6.7%
Specialty Stores	45.6	19.4%	11.3%	7.8%
Used Automotive Dealers	45.5	4.1%	-1.4%	9.9%
Total All Accounts	\$2,105.9	4.8%	4.6%	2.8%
County & State Pool Allocation	\$231.8	-11.0%	-11.3%	12.7%
Gross Receipts	\$2,337.8	3.0%	2.7%	3.9%