

# EUREKA ENEWS

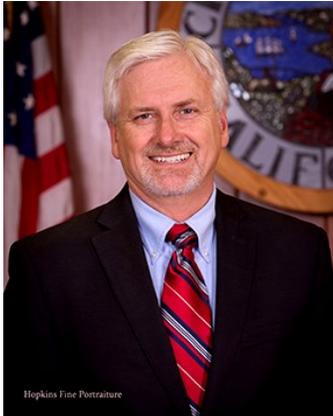
Newsletter of the City of Eureka

Edition 2015-09

September 2015



## City Manager's Column



On July 15, the City of Eureka issued a press release indicating that we would be enforcing the “No Camping” ordinance and that the Eureka Police Department would be issuing a warning “notice to vacate” to those camping behind the Bayshore Mall, and along the waterfront public open space. Since the first of July, the city has embarked upon a comprehensive weekly cleanup of trash, human and dog waste, and hazardous waste as a result of illicit drug use. The results have been staggering in terms of shopping carts collected and dumpsters filled on a weekly basis. One recent cleanup resulted in over 100 needles being recovered and disposed of. Clearly this activity cannot be allowed to continue, and all residents and visitors need to be able to enjoy this open space in a safe manner.

Not everyone has agreed with what the city is attempting to accomplish. Some have contended that the cleanup is worse than the mess itself and have suggested that the use of heavy equipment through sensitive wetlands requires environmental review and that this was a poor decision. People have been encouraged to contact myself and the City Council on this issue. I do not agree with this opinion and believe that the cleanup is absolutely necessary. The sheer volume of trash, debris, and bio hazards indicate the need for the use of heavy equipment. The front end loader has been used solely for the purpose of transporting large volumes of illegally dumped waste, and not to remove vegetation. Our police and cleanup crews have encountered people, not just camping with a tent or tarp, but rather full on construction of structures with bricks, cement blocks, roofing materials, trenching, wood pallets and other materials. Secondly, city staff has met with Coastal Commission staff to discuss the environmental degradation and sanitation issues occurring as a result of this camping activity. The Coastal Commission and other regulatory agencies are concerned that the city takes appropriate steps to protect this area from environmental degradation.

The City of Eureka has a strategy to address homelessness. The primary goal of the City Council is a “Housing First” model, and we are working closely with the Department of Health and Human Services to accomplish the goal of getting people into transitional and permanent housing. The Multiple Assistance Center (MAC) is part of that strategy. Enforcement of illegal camping and cleanup of the Marsh is a property management policy that the city needs to pursue from a community livability standard. To address these issues comprehensively, the City Council on September 1, will be considering a policy on open space property management and the first reading on an ordinance that addresses the storage of personal property.

Thank you

Greg L. Sparks



# September



## Calendar of Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Farmer's Market Oldtown <u>Council Meeting</u>	2	3 Farmer's Market Henderson Center	4 <u>ZooSnooze</u>	5 <u>Arts Alive</u>
6 <u>Zoo Crew Orientation</u>	7	8 Farmer's Market Oldtown	9	10 <u>Cruz'n Eureka</u>  Farmer's Market Henderson Center	11	12 Humboldt Pride Parade <u>Chicken Wing Fest</u>  Hikshari' Volunteer Trail Stewards
13	14	15 Coffee with the Captains Farmer's Market Oldtown <u>Council Meeting</u>	16	17 Farmer's Market Henderson Center	18 Child Carseat Checkup Event	19
20	21	22 Farmer's Market Oldtown	23	24 Farmer's Market Henderson Center	25 City of Eureka Rummage Sale	26
27 Waterfront Walk and Run  2nd Annual Explore the Coast	28 <u>Napa Auto Parts Customer Appreciation</u> (Permitted Street Closure)	29 Farmer's Market Oldtown	30			

September 27th: International Red Panda Day

Humboldt Local Food Month  
LGBT Awareness Month

**Volunteer Opportunity:** The Hikshari' Volunteer Trail Stewards work on the trail the second Saturday of every month from 9:00-11:00 a.m. We meet at the Elk River Wildlife Sanctuary parking lot at the end of Hilfiker Lane!

# Humboldt Bay Fire Department

## Humboldt Bay Fire Lends Helping Hands to Other Fire Agencies

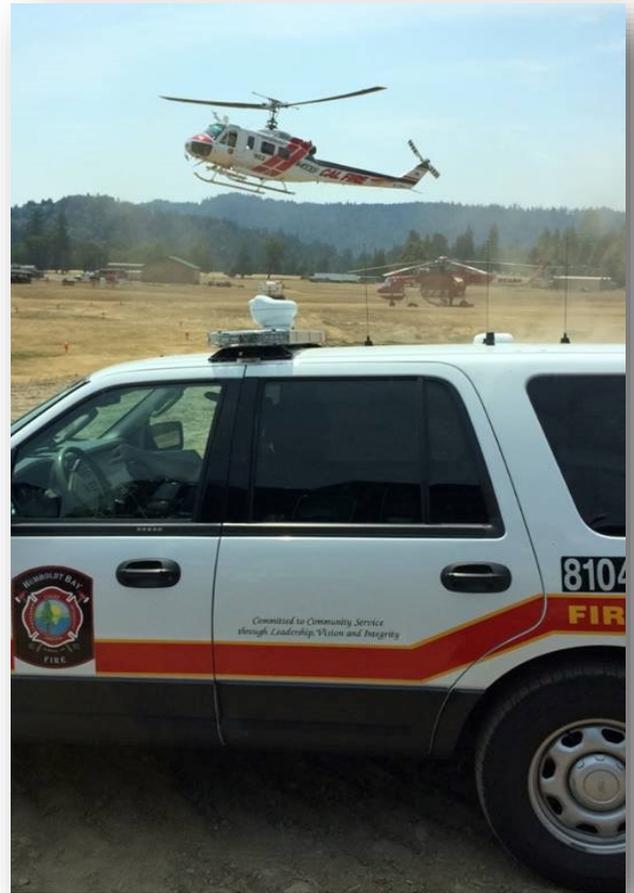
As we know all too well, California is prone to wildland fires. With the last several years of drought, we have already seen extreme fire behavior in Northern California, including Humboldt County. Humboldt Bay Fire is assisting with fires and coverage of jurisdictions throughout the county.

Currently we have three engines and personnel assigned to work for Cal Fire. Engine 8136, a Type III engine, is staffed with Humboldt Bay Fire personnel and has been moving throughout the county covering Cal Fire stations. It is a 4-wheel drive engine and can access remote areas. This type of engine is intended for wildland firefighting. The engine is assigned as a cover engine for the various Cal Fire stations and is dispatched to "IA" or Initial Attack incidents. With the depletion of resources due to so many fires in our area, it is important that the Humboldt County fire agencies support each other in this time of extreme potential.

Engine 8137 is also a Type III, 4-wheel drive engine. It is being rented by Cal Fire and staffed by Cal Fire personnel. This engine has been working on many of the fires that ignited during a lightning series that moved through the area late in July. The report is that Engine 8137 has been a great resource for Cal Fire as all of their resources were committed on other incidents.

Engine 8119, which is designed primarily for municipal or structural type duties, has been covering the Eel River Helibase near Garberville. There are nearly a dozen firefighting helicopters at the helibase. Whenever a helibase is established, crash, fire, and rescue resources are required. Humboldt Bay Fire's Engine 8119 is a Type I engine which is more suitable for handling aircraft emergencies, should one occur. It is staffed with three Humboldt Bay Fire personnel.

Two of Humboldt Bay Fire's Battalion Chiefs have also been sent on multiple incidents as strike team leaders. Those positions supervise five engines and personnel on various incidents throughout the area. Humboldt Bay Fire is an integral part of the fire safety of the area and regularly assists through the mutual aid system. Although we have sent a number of our personnel and resources out to assist, we have ensured that we maintain enough people on duty to provide the best possible service to our area that our agency can. Also, the cost of our resources that are being committed is covered by the requesting agencies, such as Cal Fire. This goes to demonstrate how well the local and state agencies work together during these drastic times.



Garberville, CA – left to right Firefighter Craig Whitbeck, Engineer Rick Lahargoue, and Captain Bret Banducci



## “Ice Cream with a Cop”

On Wednesday, August 12<sup>th</sup>, Officer Dave Chapman sent out a surprise invitation via social media announcing he would be at Fresh Freeze between 1 and 2 p.m. on Thursday and would buy any kids who met him there a free ice cream. Nearly 100 children showed up the next day and were treated to ice cream cones, which Dave paid for out of his own pocket. EPD would like to thank Fresh Freeze for their participation in this event which was a great hit with the kids!



### Child Carseat Checkup Event Free Event

**Who:** Parents, grandparents,  
caregivers

**Where:**  
Target in Eureka  
2525 4<sup>th</sup> Street

**When:** Friday, September 18,  
2015, 11:00 – 1:00 pm



Be sure your child is riding safely and securely. Learn about child passenger safety and have your child's carseat or booster seat checked by a Certified Child Passenger Safety Technician. Please bring your vehicle & owner's manual, carseat & instructions booklet, and your child and someone to help take care of her/him.

## WELCOME OFFICER Kuang “KC” Hsiao

It is a pleasure to introduce the newest member of EPD, Kuang “KC” Hsiao. KC was born in 1984 in southern California. During his professional career, he has worked in the banking industry and was a fraud investigator. KC has also worked as a firearms instructor for an outdoor sports store in Sacramento. He attended the San Joaquin Delta College Police Academy.

KC was sworn in by Chief Mills. He is very excited to join the law enforcement family here at EPD and he looks forward to being a part of Eureka's finest.



## Back to School Traffic Safety

The City of Eureka Traffic Division of the Engineering Department and the Eureka Police Department would like to remind you that school is back in session. Follow these tips below and have a great school year!



### **Drivers:**

Know your schools specific drop off procedures.

It is illegal to pass a school bus that is stopped to load or unload children.

If the yellow or red lights are flashing and the stop arm is extended on the bus, traffic must stop.

Expect pedestrians to be in crosswalks.

Mind the posted speed limits.

### **Pedestrians:**

Utilize and abide by any pedestrian activated signals.

Cross at sidewalk corners when safe to do so.

Be visible and predictable.

Make eye contact with drivers before walking in front of stopped vehicles.

### **Bicyclists:**

Always wear a helmet.

Ride in the same direction as vehicle traffic.

Obey all traffic rules, signals, and signs.

Yield to pedestrians.

**Traffic safety is every road user's responsibility.**

**Be Aware— Take Care.**



## Coffee With The Captains



**When:** September 15th, 2015  
8:00-10:00 a.m.

**Where:** McDonald's/ Bayshore Mall  
3450 Broadway, Eureka

**What:** Come join us for an informal  
sit down with your EPD Captains



*Don Smullin, Eureka Chamber of Commerce Executive Director enjoys a cup of coffee with EPD Captain Steve Watson, at the August Coffee with the Captains held at Adel's.*

**All Are Welcome!  
Free Coffee**



### Sponsors

Thank you  
McDonald's for  
graciously hosting  
this event.

### **Featuring:**

Captain Brian Stephens  
Captain Steve Watson

**Questions:** Contact Suzie Owsley  
at 441-4371 or [sowsley@ci.eureka.ca.gov](mailto:sowsley@ci.eureka.ca.gov)

# Developmental Services

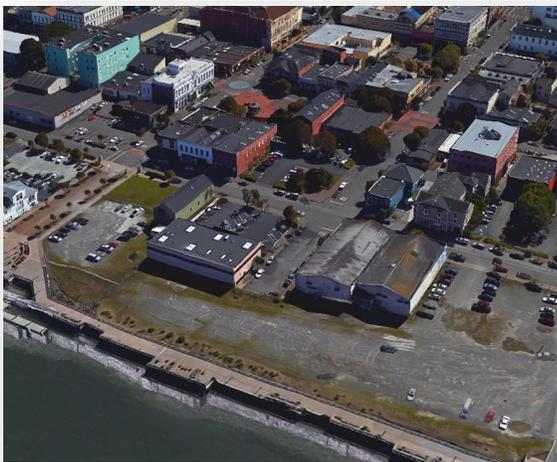
## C to F Design Charrette Update

During the last week of July, the City hosted a week-long series of public design meetings (also known as a “charrette”) with the intent of creating a development vision for C Street to F Street along the Eureka boardwalk. This intensive collaborative effort included representatives from several City departments, four private property owners, non-City regulatory agencies, utility providers, public safety service providers, Eureka Main Street, site property owners, neighboring property owners, neighboring business owners, prospective investors, the general public, and other stakeholders. The City contracted the “Waterfront Collaborative,” a team of professional architects led by Kash Boodjeh, to guide the public through the conceptual design process.

Nearly 200 people from the general public participated and over 20 conceptual renderings were produced during the charrette. The concepts produced included ideas ranging from a large hotel and office buildings to a Wiyot Cultural Museum and a Ferris wheel. These conceptual

renderings will aid the City in the production of a development vision and conceptual master plan intended to guide and stimulate high-quality development project(s) at the site. It is Development Services Department’s intent to see development on the site within the next two years.

The City is hosting a follow up meeting on September 21, 2015 from 5:00 PM to 7:00 PM in the Wharfinger Great Room. The meeting will include a panel discussion and public meeting regarding the financial and development realities of developing the site. Following that meeting, staff will process all of the results from the various meetings and present a draft “development packet” to City Council. The packet will include three to five final conceptual drawings that represent the public’s various visions for the site. If Council approves the packet, the City will then distribute the packet and seek investors that are interested in developing projects at the site that meet the community’s vision.



# Developmental Services

## Jack's Seafood

The City of Eureka is excited to announce the opening of Jack's Seafood, located in the Fisherman's Terminal Building at the foot of C Street. Real estate agents are fond of saying that the top three most important factors for any business are "location, location, location." Jack's has satisfied this criteria by locating directly on the waterfront at the north end of the Eureka C Street Plaza. With great views of the bay, outdoor seating, and direct access to the Eureka boardwalk, this restaurant has a truly great location.



Jack's Seafood is a casual-fine dining restaurant and bar that provides locally sourced seafood. The restaurant hosted its grand opening this past August 14<sup>th</sup>. In addition to a broad seafood menu, Jack's also serves beer and wine. The restaurant has approximately 65 seats inside and several tables outside. The outdoor seating is an especially great addition to Old Town and Eureka's overall restaurant scene. A recent customer said, "It is great to finally be able to eat lunch on the waterfront in Eureka. I've been waiting for this for years." Another diner said, "I love watching the fishing boats bring in the day's catch while I am eating a seafood dinner."

The restaurant has created 25 new jobs with room for around ten more. Since the first day of business, Jack's has been busy. According to the General Manager, "we have been full every day with a wait list almost daily." In the coming weeks, the restaurant will also offer space for larger parties and planned groups. The restaurant includes a back room with capacity for 30 people that includes a large flat screen television for business meetings and presentations. The room will also be available for weddings and other related parties.

Jack's Seafood is open for lunch and dinner, with hours from 11am to 9pm, Tuesday through Sunday. Starting in September or October, they will also be open on Mondays. They will be open during Arts Alive and during nearly all of Old Town's annual events. For more information about Eureka's newest restaurant, see this website: <http://jacksseafood.com/>. You can also call at 707-273-5273.

Jack's General Manager indicated that they have received overwhelming support from the surrounding businesses. The new restaurant is a long-awaited addition to the building in which it is located, which is known as the "Fisherman's Terminal." The western half of the building hosts Wild Planet, a local fishing company that conducts a range of commercial fishing operations at the site. Just next door is the Madaket, a restored ferry that offers daily recreational and informational cruises. The next closest neighbor is Redwood Curtain Theatre (on First Street), which offers contemporary theatrical shows. The restaurant, tour boat, theater, and commercial fishing operations are a unique marriage of diverse uses along Eureka's waterfront. Together, they utilize the great resources afforded to Eureka through our direct access to Humboldt Bay, provide living wage jobs, offer attractions for our growing tourism industry, and provide dining and entertainment to local residents. These four neighboring businesses serve as a great reminder of Eureka's past while simultaneously providing a model for Eureka's future.

## Establishment of Economic Development Commission

The City of Eureka is now accepting applications for interested individuals that would like to serve as members of the new City of Eureka Economic Development Commission.

The City Council adopted an Economic Development Strategic Plan on March 17, 2015. The plan includes 32 strategic actions that are intended to strengthen the economy of the City of Eureka. Among the 32 actions is the recommendation to establish a City of Eureka Economic Development Commission (EDC). On August 18, 2015 Council approved the hearing of an ordinance to establish the EDC. On September 1<sup>st</sup>, Council will have the opportunity to adopt the Ordinance and make the EDC official. If that happens, then the Ordinance would be effective 30 days after the Council action. The City will then accept applications through October 9<sup>th</sup>. The Mayor will then bring to Council a recommended list of members at the October 20<sup>th</sup> meeting. If Council approves the list at that meeting, the EDC could have its first meeting on November 18<sup>th</sup>. Any delays in the above schedule would mean a later start date for the new Commission.

Commission composition will be chosen in compliance with Section 33.002 of the Eureka Municipal Code, which requires that members of the commission either live in Eureka or own a business in the City. Staff has recommended to Council that the members of the commission represent a broad diversity of Eureka's citizenry. In addition, staff recommends that the members have specialized knowledge in at least one of the following fields of specialty:

- Economic development
- Real estate
- Banking/lending/financing
- Construction
- Marketing
- Tourism-promotion
- Business establishment/administration/ management
- Importing/exporting
- Other related fields

The Economic Development Commission will have five or seven members and will meet in City Council Chambers on the third Wednesday of each month at 5pm. The EDC will have the following objectives, powers, and duties:

- Advise the City Council, the City Manager, and City staff in all matters pertaining to Economic Development, including:
- Guide the City's short- and medium-term efforts to promote local economic development.
- Promote actions that maintain and create high quality jobs, build Eureka's community assets, create a diverse and resilient economy, and strengthen the City's revenue base.
- Make recommendation to City staff with regard to implementation of the most up-to-date City of Eureka Economic Development Strategic Plan and to make recommendations regarding the creation of future economic development strategic plans that will be sent to City Council for adoption.
- Recommend and establish standing committees, upon the approval of the City Council, as necessary to facilitate expedited and/or more comprehensive review of certain matters.
- Serve as the City's Business Loan Committee, review funding proposals, and make recommendations to the City Council.
- To perform such other duties relating to economic development matters as may be prescribed by the Council.

To apply to be a member of the EDC, please complete an application at the office of the City Clerk or on-line: City website – City Council – Boards and Commissions – “Apply for appointment” (<http://www.ci.eureka.ca.gov/civica/filebank/blobdload.asp?BlobID=2442>).

# Development Services

## General Plan Update Special Study Session

The City of Eureka has reached a pivotal moment in the Eureka General Plan Update. The City requests the participation of all interested parties in an upcoming public meeting.

A special study session with the City Council and Planning Commission will be held on September 8, 2015 at 5:00 p.m. in Council Chambers. The study session will focus on staff recommendations for a Preferred Land Use Plan for the General Plan Update. The meeting will focus on two primary topics. First, staff will share with the Council/Commission a range of legacy administrative inconsistencies in which adopted zoning designations conflict with adopted land use designations. In each of these cases, staff has developed a



recommended administrative correction for each of the affected parcels. Second, staff will share with the Council/Commission a series of proposed land use designation changes, which primarily constitute minor extensions of commercial/office districts and conversions of Coastal Dependent Industrial designations to other appropriate uses (such as General Industrial).

It is important to note that the Council/Commission will not be making any official decisions at the meeting. However, Council/Commission will be providing feedback and direction to staff regarding how to structure the preferred land use plan. In the weeks following the meeting, staff will follow Council/Commission direction and finalize the preferred land use plan later that week. Staff will then begin the state-mandated CEQA process based on the preferred land use plan. The CEQA process will include the complex task of conducting a series of required traffic and financial modeling. An accurate land use plan is a critical pre-requisite to accurately and efficiently conduct the required modeling. Accordingly, it is important at the September 8<sup>th</sup> meeting to get feedback from the owners of the potentially affected parcels and to get feedback from the general public. The City wants to feel confident that we are analyzing a preferred land use plan that is supported by the City Council and the general community.

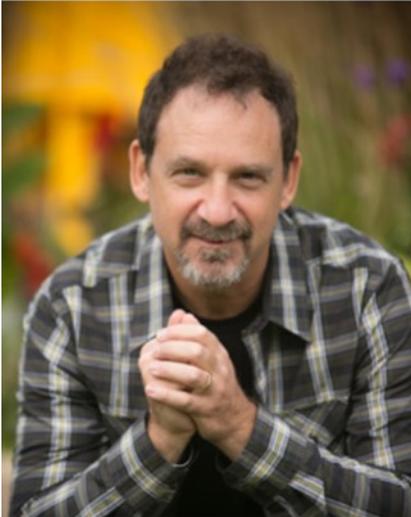
Though City Council will officially adopt the General Plan and the associated CEQA document around October of 2016, the upcoming meeting on September 8<sup>th</sup> (2015) is an important milestone that will shape the direction of the remainder of the General Plan Update. In order to ensure that the City does not waste time or money, it is important to have public feedback at this critical mid-point of the process.

On August 28<sup>th</sup>, the City will distribute a notice to owners of all parcels directly affected by the proposed changes in the preferred land use plan. On August 31<sup>st</sup>, the City will post the proposed changes on the City website (<http://www.ci.eureka.ca.gov/>) and the City's General Plan Update website (<http://www.eureka2040gpu.com/>). The City strongly encourages the owners of the affected parcels to attend the September 8<sup>th</sup> meeting if they have any questions or concerns. Members of the general public are also welcome to attend. The City Council, Planning Commission, and staff all genuinely want feedback.

It is important to note that staff anticipates that the proposed changes will not be controversial or problematic with the broader community. The vast majority of the changes are administrative corrections that will rectify minor inconsistencies. The rest of the proposed changes are minor extensions of commercial/office districts and conversions of Coastal Dependent Industrial designations to other appropriate uses (such as General Industrial).

Anyone that has questions prior to the September 8th meeting may email or call Senior Administrative Assistant Swan Asbury. Mrs. Asbury will collect your information. A professional planner will then return your call at a later date (within two weeks of your call). Mrs. Asbury can be reached at 707-441-4160 or [sasbury@ci.eureka.ca.gov](mailto:sasbury@ci.eureka.ca.gov).

## Healthcare, Economic Development, and a Local Innovator



The City Council adopted an Economic Development Strategic Plan on March 17, 2015. According to the economic analysis chapter of the plan, Eureka is a “a central point of access for health care services due, in large part, to the presence of St. Joseph Hospital, the largest acute medical care facility on the California coast, north of San Francisco Bay.” The industry is also known for providing some of the best paying jobs in our region as well as providing many mid-level jobs. Not surprisingly, the plan recommends that the City government strategically works towards maintaining and expanding upon Eureka’s role as a regional medical center. For these reasons, the plan includes the following strategic actions:

- Identify and plan for medical center expansion
- Develop a strategy to establish Eureka as a center for destination healthcare

Destination healthcare is growing trend throughout the nation. An innovative local doctor is shattering the old paradigms of healthcare and putting Eureka on the map as a center of destination healthcare.

Dr. Michael D. Fratkin, MD founded ResolutionCare in early 2015. ResolutionCare is a medical office and team that exclusively visits its patients via house calls and virtual house calls. Specializing in palliative care, pain management, and end-of-life care, ResolutionCare has established an entirely new way of conducting healthcare and is working to develop regional medical services with national reach (<http://www.resolutioncare.com/>).

ResolutionCare’s greatest innovation is the extensive use of cloud-based videoconferencing technology to care for people with serious illnesses entirely in their home. Many people with terminal illnesses find trips to the doctor’s office increasingly difficult as they approach the end of their lives. After visiting with the patient in their home, he then helps them set up their home television or computer to allow them to conduct virtual home visits. In the following months, the patient does not need to leave their home in order to “go to the doctor.” Instead, they turn on their television or computer at the time of their appointment and Dr. Fratkin will be there to meet with them, discuss medication, and to help them through the last months of their life. Alternating between home visits and virtual visits allows patients to have more quality-time with their doctor while relieving them of the need to travel so frequently. While this new model could never completely replace the standard model of patients going to doctor’s offices, the remarkable flexibility and adaptability of this system could revolutionize some sectors of the healthcare industry.

Dr. Fratkin also founded a tandem organization, the ResolutionCare Fund. ResolutionCare Fund is an educational, non-for-profit, fiscally sponsored project of community initiatives. The non-profit arm of the organization is dedicated to providing and teaching the highest quality of palliative care and harnessing the opportunities provided by cloud-based videoconferencing technology to care for people with serious illnesses entirely in their home.

The model established by ResolutionCare is an excellent step toward making Eureka a destination healthcare center. The model of serving patients regionally via web-technology could greatly expand Eureka’s healthcare industry. The model is also receiving national media attention. An NPR news story featuring Dr. Fratkin aired several months ago. ResolutionCare was also just featured in a national broadcast on PBS Newshour on August 18, 2015. You can watch the news story by clicking on this link: <http://www.pbs.org/newshour/bb/patients-live-far-care-video-conferencing-can-palliative-support-lifeline/>. In 2015, ResolutionCare created 12 new jobs in Eureka. The organization plans to create 20 more jobs in the coming five years. The new model of healthcare pioneered by Dr. Fratkin and ResolutionCare could help Eureka’s doctors serve patients far beyond Humboldt County, which is one small step in the process of making Eureka a destination healthcare center. The City is actively working on other strategies to bring more patients (and doctors) to Eureka. In the meantime, we can all look to ResolutionCare for inspiration as a model of creativity and innovation.

# Development Services

## Parklets

The City of Eureka is implementing an 18-month “parklet pilot program.” As shown in the photo below, a “Parklet” is a mini-park (approximately 8 feet wide by 20 feet long) that occupies one on-street parking space in order to provide space and amenities for public recreation or seating for private businesses. Parklets are effectively sidewalk extensions that extend out from the sidewalk at the level of the sidewalk to the width of the adjacent parking space. The idea of turning parking spaces into parklets was first introduced in San Francisco in 2010 and many cities have since implemented their own programs.

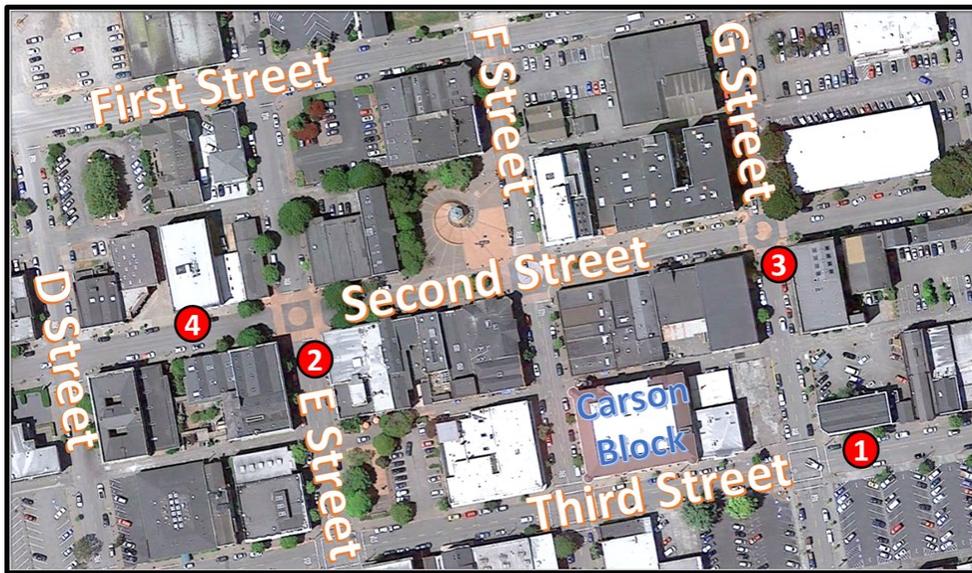


The plan for the Parklet Program was to select three parklets that will serve as test cases in order to determine if parklets are appropriate for Eureka. If the pilot study indicates that parklets are not appropriate for Eureka, then the pilot program would expire and the pilot parklets would be removed. If the pilot study indicates that the benefits of parklets outweigh their impacts, then staff would present final parklet guidelines to City Council in late 2016 and parklets would be officially allowed in the City as long as they applied with the adopted guidelines.

In order to find candidates to participate in the pilot program, the City released a “Request for Proposals.” Four local businesses submitted proposals, each of which are located in the Old Town area (see map below). The proposals are from:

- ⇒ A Taste of Bim, a new restaurant that will open in September (613 3<sup>rd</sup> Street)
- ⇒ Ramone’s Bakery (209 E Street)
- ⇒ Humboldt Bay Tourism Center (2<sup>nd</sup> and G Streets)
- ⇒ The Siren’s Song Tavern (352 2<sup>nd</sup> Street)

# Development Services



Each parklet proposal was evaluated by a Parklet Selection Committee made up of staff from the Development Services, Public Works, and Engineering Departments. The committee unanimously agreed that all four proposals were very strong and would all serve well as pilot parklets. On August 18<sup>th</sup>, Council approved staff to alter the pilot program to allow all four parklets to participate in the pilot program.

The owners of the four businesses are now beginning the permitting process. The City anticipates that construction of the parklets will begin in mid-September and should be hosting outdoor diners by early October.



# Development Services

## A Taste of Bim

The City of Eureka is happy to announce an upcoming new restaurant. From an economic development perspective, the opening of new restaurants is an excellent sign. New restaurants create jobs, foster our local tourism industry, make our commercial districts more vibrant, and form a cornerstone of our small business sector. Small businesses constitute a significant portion of our local economy and generate a substantial portion of the City's sales tax revenue, which in turn supports a range of city services. For all of these reasons, the City of Eureka is excited to announce the grand opening of "A Taste of Bim" restaurant in Old Town.

A Taste of Bim is a new upscale Caribbean style bistro opening on September 26th, 2015. The bistro is located at 613 3rd Street in Old Town, between G Street and H Street. According to owner/operator Gabby Long, "A Taste of Bim is a taste of the Caribbean culture, my culture." Mrs. Long was born on the Caribbean island of Barbados. "I am passionate about sharing this style of cuisine with others and am so honored to be able to do so with the visitors and residents of Eureka and Humboldt County."

The bistro will utilize local ingredients as available as well as import authentic Caribbean ingredients to create a unique and delicious menu. The bistro will serve beer and wine as well as special brew flavors of locally made Kombucha such as hibiscus and other Caribbean flavors. In addition there will be authentic ice cream flavors such as sour sop and grape nut as well as fruit juices and milkshakes. Regarding the décor of the bistro, Mrs. Long indicated that she and her team "have been hard at work preparing an interior space that will incorporate classic Caribbean decor in a stylish, upscale, and modern way, utilizing cool colors and natural woods."

The bistro is also coincidentally one of four locations recently approved by City Council to host a pilot "parklet" (for more information about parklets, see the article in this newsletter). The parklet design at A Taste of Bim will match the décor of the bistro's interior, with natural wood accents and cool decor and will also enhance the Old Town street scape. A Taste of Bim brings a contemporary Caribbean twist to Eureka and a parklet is a wonderful extension of this vision. "We are glad that we are awarded opportunity to provide our patrons with outdoor seating options in a parklet allowing them to take in all the beauty of Old Town."

A Taste of Bim will be a beautiful, new and inviting place for visitors and residents to enjoy. The grand opening will be on the evening of September 26th, 2015.



# Parks & Recreation

## Music & Movement

Course #	Dates	Day	Time	Fee	Location
306	9/12-10/3	Sat.	9:30-10:15am	\$25	Ryan Center

Ages: 1—5 yrs.

Come swirl and twirl in this class, where fun and movement abound for the tiniest of dancers. Watch your child use their imaginations as they develop motor skills, body awareness, concentration and creativity. Beginning dance techniques and natural movement will add to the fun of this class, where self-expression is encouraged. Parents, be sure to stay and watch your little ones bloom.

Instructor: Jenny

Register online at [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) or in person at the Adorni Center.

## Beginning Youth Ceramics

Course #	Dates	Day	Time	Fee	Location
311	9/3-10/8	Thurs	6-7pm	\$45	Ryan Center

Ages: 7—12 yrs.

Budding artists will learn all the basics about ceramics in this warm and accepting atmosphere where everyone can feel successful with their efforts while having fun and appreciating both the product and the process of creating art. Join us as we create beautiful pieces of work that you can keep for yourself or give as gifts! Instructor: Kyoko

Register online at [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) or in person at the Adorni Center.

## Tiny Tutus

Course #	Dates	Day	Time	Fee	Location
308	9/2-10/7	Wed.	6-6:45pm	\$30	Ryan Center
309	10/14-11/8	Wed.	6-6:45pm	\$30	Ryan Center

Ages: 5—8 yrs.

Your little ballerina will learn basic steps and beginning dance positions in this class, which is also designed to improve coordination and poise and provide an introduction to music appreciation and interpretation. This class offers the earliest preparation for classical ballet training. Instructor: Haily

Register online at [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) or in person at the Adorni Center.

## Toddler Soccer

Course #	Dates	Day	Time	Fee	Location
313	9/11-10/2	Fri.	10:30-11:15am	\$30	Muni

Ages: 2—3 yrs.

Dribble, pass, shoot & score! Youngsters will learn basic techniques of the world's most popular, fast-moving game. It's a real kick! Classes are non-competitive and run in a friendly and nurturing environment where parents, family and friends are encouraged to cheer and support participants. Instructor: Saul

Register online at [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) or in person at the Adorni Center.



# Parks & Recreation Programs

## Little Kickers

Course #	Dates	Day	Time	Fee	Location
315	9/11-10/2	Fri.	11:15am-12pm	\$30	Muni

Ages: 3—5 yrs.

Little Kickers takes all the fun and engaging parts of Toddler Soccer and adds the next level. These high-energy soccer classes are designed to enhance your child's overall growth and well-being and to help kids learn to be part of a structured group activity without a parent by their side. The age-appropriate curriculum builds confidence and promotes physical development in a safe, supportive and fun environment. Little Kickers focuses on helping kids develop their large motor skills through skill demonstrations and entertaining games like Red Light, Green Light! Instructor: Saul

Register online at [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) or in person at the Adorni Center.

## Will Power 101

Course #	Dates	Day	Time	Fee	Location
107	10/3	Sat.	10am-12pm	\$17.50	Conf. Room, Adorni Center

Ages: 18 yrs. & up

If you have ever promised to get fit, lose weight, stress less, or just lead a healthier lifestyle - and you didn't stick with it - this monthly, uplifting, powerful, interactive session is exactly what you need! Powerful coaching and direction from professional motivator, Scott "Q" Marcus. Register for 3 or more classes at once and it's only \$15 per class! Must register in person for multi-class price. Instructor: Scott Q.

Register online at [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) or in person at the Adorni Center.

## Adult Ceramics

Course #	Dates	Day	Time	Fee	Location
111	9/14-10/7	Mon & Weds	6:30-8pm	\$65	Ryan Center, Art Studio

Ages: 18 yrs. & up

Adult pottery classes are open to beginners and intermediates. The curriculum includes hand building, wheel throwing, glaze application and decorative techniques. Class fee includes materials. Instructor: Kyoko

Register online at [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) or in person at the Adorni Center.

Stay up to date on Parks & Recreation activities and events.

Like us on Facebook [EurekaParksAndRec](https://www.facebook.com/EurekaParksAndRec) and

follow us on Twitter [@EkaParksAndRec](https://twitter.com/EkaParksAndRec).



# Parks & Recreation Programs

## Fall Recreational Activities

### Outside the Box After-School Program at the Sequoia Park Zoo

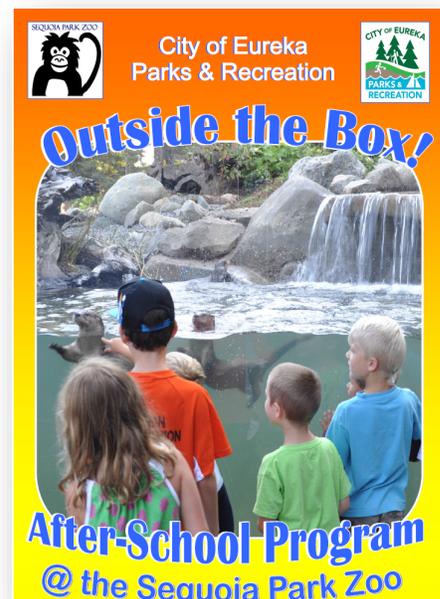
Where youth are encouraged to

**THINK, LEARN & PLAY** outside the box!

Registration for the 2015-2016 school year is on-going and takes place year-round at the Adorni Center (1011 Waterfront Drive).

**ACTIVITIES & ENRICHMENT:** Each day features a variety of fun, educational & enriching activities including tutoring & academic support, enrichment clubs, junior leader program, watershed heroes projects, special guest speakers, educational trips to various exhibits & attractions at the zoo, cultural events & celebrations, creative art projects, non-competitive group games and free time to read or play with friends. Each day participants will enjoy a healthy afternoon snack prepared by Food for People.

**PROGRAM HOURS:** Monday 1:30pm—5:30pm and Tuesday-Friday 2:30pm—5:30pm. Outside the Box After-School Program is open according to the official school calendar of Eureka City Schools and is closed during vacations and school holidays.



## Roller Skating at the Eureka Muni

**FAMILY SKATE AT THE EUREKA MUNI!** Does your family want to get out of the house, get active and have some fun? We have **old-fashioned Roller Skates** and **Roller Blades** for all ages. The perfect place to have some fun with your kids or just relax while your children work out their energy! The **Eureka Muni** (12<sup>th</sup> & F St.) is open to the public for Roller Skating on **Fridays** from 6pm—8:30pm during the summer. Skate rental is included in the admission price and is on a first-come, first-served basis. Monthly schedules are subject to change.

Visit [EurekaParksAndRecreation.com](http://EurekaParksAndRecreation.com) for the latest schedule and skate information.

Thanks for playing with Eureka Parks & Recreation for  
2015 Get Out & Play Day! We hope to see you next  
year!



## Fall Recreational Activities

### Join Team Hoopsters

#### PLAY

**Registration** for the 2016 Hoopsters Youth Basketball Season begins on

Monday, **October 5<sup>th</sup>**.

#### COACH

If you are a positive role model and dedicated to helping youth develop positive character traits such as *leadership, responsibility, respect, self-discipline, integrity,*

*teamwork* and *sportsmanship*...then the

City of Eureka is interested in hearing from you! Call early and let us set you up for

success in your new role as a youth coach!

**NO BASKETBALL EXPERIENCE REQUIRED!**

#### SPONSOR

Sponsoring a team through Eureka Recreation provides a terrific public relations opportunity and sends a message of strong community support.

**For more information call 441-4245.**

EUREKA PARKS & RECREATION'S ANNUAL

## HOLIDAY CRAFT BAZAAR

**Vendor Registration happening now!**

Register at the Adorni Center. **Call 441-4374** for more info.



City of Eureka  
Parks & Recreation Presents

2015  
Community Parks  
Clean-Up Series



9/19/15

Hikshari' Trail



"BUILDING COMMUNITY PRIDE CITY WIDE!"

Please call 441-4244 for more information.  
eurekaparksandrecreation.com

## MEN'S FALL BASKETBALL

Assemble your own "Dream Team" or just grab some friends and co-workers and play in our Men's Fall Basketball League! This league is open to men **18 years and up** with **three divisions**: 18 & over, 30 & over and 40 & over. The nine game season runs October through December. Space is limited! Register your team today! For more info call 707-441-4245 or by email at [senes@ci.eureka.ca.gov](mailto:senes@ci.eureka.ca.gov).



## Artists Needed!

Want to be part of Arts Alive? Need gallery space to display (or sell) your art?

The **Adorni Center Art Gallery** is currently seeking exhibition proposals from ambitious & thought provoking contemporary artists in mediums including **painting, drawing, print-making & photography**. Proposals are reviewed by Recreation Division staff and are scheduled for month long shows. Take advantage of our great **waterfront location!**

For more information email [cjungers@ci.eureka.ca.gov](mailto:cjungers@ci.eureka.ca.gov).



## Sequoia Park Zoo

### Special Event Volunteers

The Zoo Foundation hosts several special fundraising events each year and we always need help with running activity stations for the kids, serving up concessions and more. From Party for the Planet, Zootini and Brew at the Zoo, volunteering on our special events team for Sequoia Park Zoo Foundation is an extremely valuable way to make a huge contribution to the community, and all the funds raised at these events benefit the animals. Your time commitment can be as little as 4 hours, but it makes a huge impact! No experience is necessary—we'll provide the training and instruction you need. We also have seasonal mailers and hold various volunteer administration days that are a great way to meet and work with our extraordinary group of volunteers and have a great time!

Contact the Volunteer Coordinator at 441-4205 or by email at [volunteer@sequoiaparkzoo.net](mailto:volunteer@sequoiaparkzoo.net) to learn more.

### Sequoia Park Zoo Joins Cultural Passport Program

Pick up your passport to adventure and culture when you're traveling to Eureka! Visit four of the five participating organizations to get your stamp and receive a prize!

Eureka has launched its Cultural Passport program, which allows participants to receive a prize after visiting four out of five cultural hubs in the city, and the Zoo is part of it! The five locations are:

- Sequoia Park Zoo
- Clarke Historical Museum
- Morris Graves Museum of Art
- Humboldt Botanical Garden
- Redwood Discovery Museum

Physical passports are available at each location. Guests must pay admission before passport will be stamped. Participants must get 4 stamps in order to qualify for a prize. Passports may be redeemed for a prize donated by a local business. Completed passports may be redeemed at:

Old Town Coffee & Chocolates  
211 F Street, Eureka



# CITY RUMMAGE SALE

REDUCE REUSE RECYCLE

**SAVE THE DATE:**  
**September 25th, 2015**  
**Doors open 9:00-3:00 pm**

**WHERE:**  
**Municipal**  
**Auditorium**

**1120 F St, Eureka, CA 95501**



**The Citywide Garage Sale is a great way to reduce, reuse, and recycle materials. Items bought and sold at garage sales helps reduce the amount of items that may otherwise be sent to our landfill.**



**If you have any further questions contact:**  
**Christine Tyson (707) 441-4144**  
**[ctyson@ci.eureka.ca.gov](mailto:ctyson@ci.eureka.ca.gov)**

## Photography needed!

Would you like to be a part of the City of Eureka's new website? We will be casting our new website in February 2016. We are looking for high quality photography of Eureka's natural beauty and spectacular scenery. If you are interested in being a part of our new and improved website please submit your photography to [ctyson@ci.eureka.ca.gov](mailto:ctyson@ci.eureka.ca.gov) or if you have any further questions please call Christine Tyson at 441-4144



## City of Eureka Business License

**Take these easy steps to receive your business license**

- ⇒ Complete Business License application
- ⇒ Obtain clearance from the City of Eureka Police Department
- ⇒ Approval for your business location must be obtained from the Community Development and Building Departments
- ⇒ All businesses require a physical base of business
- ⇒ Turn in your completed Business License application with all necessary approvals



**If you have additional questions, please contact the Finance Department at (707) 441-4120.**

# Q1 2015



# City of Eureka Sales Tax *Update*

Second Quarter Receipts for First Quarter Sales (January - March 2015)

## Eureka In Brief

Receipts for Eureka's January through March sales were 4.1% higher than the same quarter one year ago.

Higher new car sales in line with statewide trends and a strong quarter from used autos sales boosted autos and transportation. Similarly robust returns from lumber/building materials, hardware stores and contractors lifted building and construction.

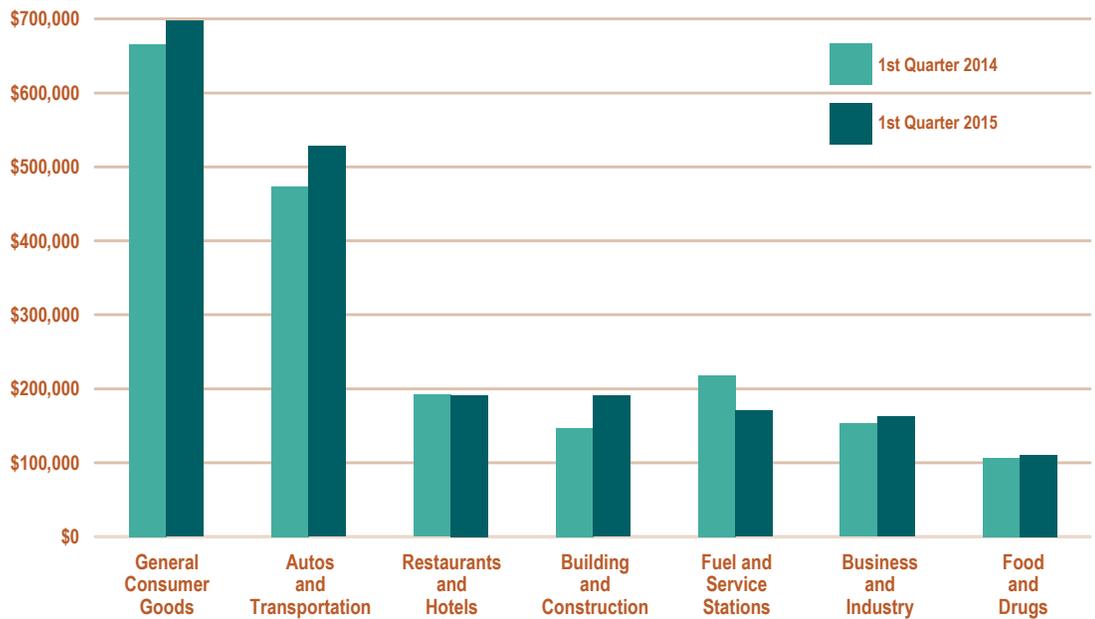
Sales in the general retail group showed a modest overall gain as home furnishings, family apparel, and sporting goods performed well. Discount department generated a slight increase. Payment anomalies were largely responsible for gains in business and industry and food and drugs.

Higher receipts from casual dining and quick-service eateries were entirely offset by payment aberrations in the group. Lower gas prices depressed fuel and service stations results fairly consistent with regional and statewide trends.

The voter approved transaction taxes, Measures "D" and "O" generated \$475,135 and \$948,618, respectively during the quarter.

Adjusted for aberrations, taxable sales for all of Humboldt County increased 6.7% over the comparable time period, while the Far North region as a whole was up 4.9%.

## SALES TAX BY MAJOR BUSINESS GROUP



### TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

Ace Hardware	Northwood Auto Plaza
Coast Counties Peterbilt	Performance Fuels
Costco	Pierson Building Supply
Eureka Home Furnishings	Redwood Oil Chevron
Harper Ford Lincoln Jeep Kia	Ross
Keenan Supply	Roys Auto Center
Kohls	Schmidbauer Building Supply
L & M Renner	Schmidbauer Lumber
Lythia Chrysler Jeep Dodge	Sears
McCrea Nissan	Target
Mid City Motorworld	Verizon Wireless
Nick Barbieri Trucking	Walmart
	Winco

### REVENUE COMPARISON

Three Quarters – Fiscal Year To Date

	2013-14	2014-15
Point-of-Sale	\$6,459,888	\$6,681,991
County Pool	895,721	793,005
State Pool	4,341	4,150
<b>Gross Receipts</b>	<b>\$7,359,949</b>	<b>\$7,479,146</b>
Less Triple Flip*	\$(1,839,987)	\$(1,869,786)
<b>Measure D</b>	<b>\$1,565,858</b>	<b>\$1,552,130</b>
<b>Measure O</b>	<b>\$3,125,822</b>	<b>\$3,099,128</b>

**California as a Whole**

Local one cent tax receipts from sales occurring January through March rose 3.65% over 2014's comparable quarter after adjusting for reporting anomalies.

An exceptionally strong quarter for auto sales/leases and restaurants was the primary contributor to the overall increase. A rise in building-construction materials was also a factor although much of this growth came from specific office and sports facility projects in Northern California.

Gains from sales of general consumer goods were primarily in value priced clothing, home furnishings and specialty retail which includes pet supplies and cosmetics. Online shopping involving goods shipped from out of state continues to shift a major portion of the growth in general consumer goods to the countywide pools.

The statewide gains were largely offset by a 21% decline in receipts from fuel and service stations.

**Tax on Services**

The Board of Equalization has released an estimate that levying sales and use tax on services would raise over \$122.5 billion in state and local revenues or enough to lower the overall tax rate to under 4%.

Originally imposed in 1933 as a 2 1/2% tax with only three exemptions, the legislature has gradually exempted more and more goods from the sales tax while raising rates to compensate for the corresponding revenue loss. This and the state's shift from a manufacturing to service economy has created the nation's highest sales tax rate on the narrowest basket of goods.

Although more discussion is needed, there is interest in expanding the sales tax to services and lowering the rate to make the tax less regressive and

more competitive while providing greater flexibility in the development of local tax bases.

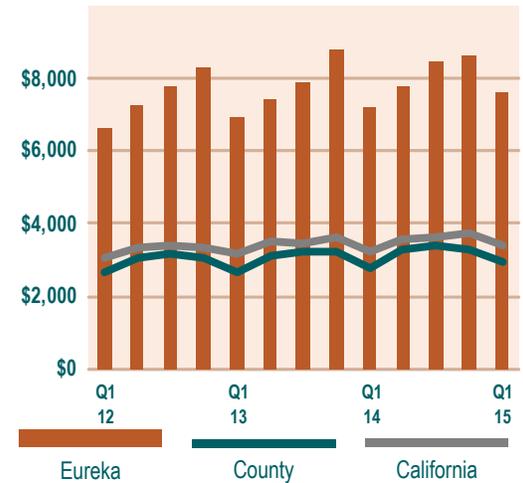
**Tax on Jet Fuel**

The Federal Aviation Administration has ruled that sales taxes on jet fuel must only be used for airport and aviation programs. The rule applies to taxes levied after 1987 but is unclear as to transactions tax districts, Proposition 172 revenues, or revenues collected by jurisdictions without airports. Clarification will not be available until FAA review and approval of a plan that has to be submitted by the state Department of Finance by December 8, 2015.

**Tax on Marijuana**

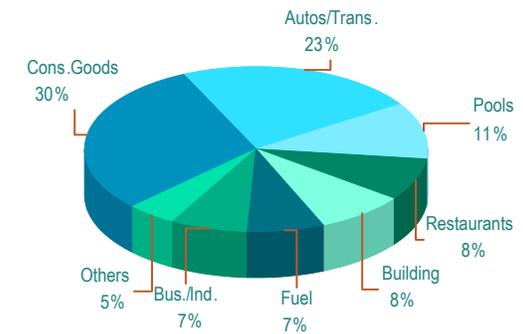
A pilot study for more effective tracking and collection of sales taxes on medical cannabis is underway in the central and northern California districts. Because current registration policy allows a "decline to state" to avoid self-incrimination, the precise number of cannabis retailers is unknown. BOE findings are expected by November 2015.

**SALES PER CAPITA**



**REVENUE BY BUSINESS GROUP**

Eureka This Quarter



**EUREKA TOP 15 BUSINESS TYPES**

Business Type	*In thousands			
	Eureka Q1 '15*	Change	County Change	HdL State Change
Automotive Supply Stores	48.2	1.0%	2.5%	5.3%
Casual Dining	113.0	1.2%	5.5%	6.1%
Department Stores	— CONFIDENTIAL —	—	-3.5%	2.0%
Discount Dept Stores	320.0	1.6%	1.9%	4.2%
Electronics/Appliance Stores	36.3	2.4%	1.1%	-0.8%
Family Apparel	49.9	6.8%	6.4%	9.6%
Grocery Stores Liquor	47.5	0.6%	6.3%	5.0%
Home Furnishings	63.0	14.0%	10.1%	8.4%
Lumber/Building Materials	104.0	49.5%	32.4%	-3.1%
New Motor Vehicle Dealers	325.3	9.9%	9.4%	11.1%
Petroleum Prod/Equipment	— CONFIDENTIAL —	—	-8.5%	-18.0%
Quick-Service Restaurants	70.9	-0.4%	4.1%	10.5%
Service Stations	97.9	-14.8%	-18.9%	-21.9%
Specialty Stores	37.2	-2.6%	2.6%	9.2%
Used Automotive Dealers	55.3	24.0%	23.9%	15.7%
<b>Total All Accounts</b>	<b>\$2,050.1</b>	<b>4.9%</b>	<b>6.7%</b>	<b>3.6%</b>
<b>County &amp; State Pool Allocation</b>	<b>\$253.2</b>	<b>-1.4%</b>	<b>0.4%</b>	<b>1.1%</b>
<b>Gross Receipts</b>	<b>\$2,303.3</b>	<b>4.1%</b>	<b>6.0%</b>	<b>3.3%</b>

# Notices:



[www.ci.eureka.ca.gov](http://www.ci.eureka.ca.gov)

## CITY OF EUREKA CAREER OPPORTUNITIES

Position	Emp. Type	Salary	Closing Date
Communications Dispatcher	Full-Time	\$2,841.00 - \$3,638.00 Monthly	Continuous
Police Officer	Full-Time	\$4,027.00 - \$5,154.00 Monthly	Continuous
Deputy City Engineer	Full-Time	\$5,967.00 - \$7,252.00 Monthly	09/04/15
Project Manager - Economic Development	Full-Time	\$5,154.00 - \$6,265.00 Monthly	09/11/15
Administrative Technician I/II	Full-Time	\$2,812.00 - \$3,771.00 Monthly	09/04/15
Recreation Activities Coordinator RPT	Regular Part-Time	\$2,505.00 - \$3,200.00 Monthly	09/04/15

Interested parties are encouraged to contact the Personnel Department.

Email: [jschoonmaker@ci.eureka.ca.gov](mailto:jschoonmaker@ci.eureka.ca.gov)  
 Jobline: (707) 441-4134  
 Website: <http://www.ci.eureka.ca.gov>  
 Personnel: (707) 441-4124

## BOARD AND COMMISSION VACANCIES

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

### BOARD/ COMMISSION:

Art and Culture Commission	1 Vacancy
Board of Appeals	1 Vacancy
Eureka Energy Committee	2 Vacancies
Housing Advisory Board	2 Vacancies
Economic Development	7 Vacancies

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.

Applications will be accepted until filled. For more information, call the City Clerk at

### MAYOR

Frank Jäger

### CITY COUNCIL

Ward 1, Marian Brady

Ward 2, Linda Atkins

Ward 3, Kim Bergel

Ward 4, Melinda Ciarabellini

Ward 5, Natalie Arroyo

### ADMINISTRATIVE STAFF

Greg L. Sparks, City Manager

Pam Powell, City Clerk/ IT

Cyndy Day-Wilson, City Attorney

### DEPARTMENTS

#### Building/Public Works/Engineering

Brian Gerving

#### Development Services

Rob Holmlund

#### Finance

Wendy Howard

#### Humboldt Bay Fire

Chief Ken Woods

#### Parks and Recreation

Miles Slattery

#### Human Resources

Gary Bird

#### Police

Chief Andrew Mills

## About this Newsletter:

The City of Eureka eNews is published monthly. For questions and comments please contact

Christine Tyson

[ctyson@ci.eureka.ca.gov](mailto:ctyson@ci.eureka.ca.gov)

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