

EUREKA ENEWS

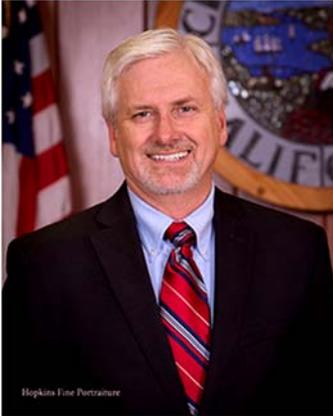
Newsletter of the City of Eureka

Edition 2015-12

December 2015



City Manager's Column



This past week, Ted Gaebler the retired City Manager of Rancho Cordova, CA attended our North Coast Manager's meeting here in Eureka to meet with our county chief administrative officer, and the city managers of Arcata, Fortuna, Rio Dell, Trinidad, and Eureka. Mr. Gaebler has what I would describe as legendary status among local government managers due to the success of a book he co-wrote in the early 1990's, "Reinventing Government". Gaebler and David Osborne influenced a generation of city managers by putting forth the premise that governments needed to rethink our current bureaucratic industrial era organizational structures and develop new techniques that were better suited to the Information Age. A major emphasis was on creating "entrepreneurial government", where employees care about the bottom line and have a focus on customer service. As employees if we start thinking and acting as owners, we will be more careful with resources and think about ways for the organization to make money and not just about raising taxes.

The Gaebler and Osborne philosophy is demonstrated in the recently completed "Business Ready Study", commissioned by the City of Eureka, and funded through a federal grant. The objective of the study was to improve the quality of life of our residents, employees, and visitors through positive actions to attract, retain, diversify, and expand businesses. It is the City's intent to create an environment in which businesses can thrive and continue to contribute positively to Eureka's job growth and local economy. The study focused on customer service, our development review processes, and a zoning code analysis. The information gathering portion of the study had meetings with key stakeholders, business interviews, and surveys. Quite frankly, many of the comments were brutal. Quite a few respondents noted confusing processes and regulations, poor communication and customer service, and an overall dissatisfaction. Everyone would like to believe that we do a great job all of the time, but as an organization we will not improve unless we listen closely to peoples comments and perceptions and then re-design our systems for change. The study identified 67 recommendations for improvement over the next two years. These include everything from customer service training, change in physical layout of staff-customer space, to code and process changes. We have already started implementing these recommendations.

Organizations cannot stand in one place. They are either moving forward or falling backward. The City of Eureka is committed to moving forward by focusing on continuous improvement through collaborative and innovative partnerships. One such example is the Mobile Intervention Services Team that has the Eureka Police Department working with Humboldt Department of Health and Human Services caseworkers to reach out to the houseless population for mental health services. The intent is to focus efforts that help place people in housing and then to build support services around them as needed.

Everyone has a role in making Eureka a great place to live. An informed and engaged community is key and as an organization we look forward to continuous improvement as well as innovative programs and services in 2016.

Sincerely,

Greg L. Sparks
City Manager

DECEMBER

Calendar of Events

Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1 Council Meeting	2	3	4	5 Snowball drop Tuba Christmas Holiday Craft Bazaar <u>Arts Alive</u>
6 United Bikers Toy Run	7	8	9	10	11	12 Truckers Parade Hikshari' Volunteer Trail Stewards
13	14	15 Council Meeting	16	17	18	19
20 First Covenant Church Live Nativity →	21	22	23	24	25  City Hall Closed Christmas Day	26
27	28	29	30	31  New Year's Eve		



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 and the National Fire Protection Association have some tips to make your Holidays safe while cooking. Cooking fires are the number one cause of home fires and home injuries. The leading cause of fires in the kitchen is unattended cooking. It's important to be alert to prevent cooking fires.

What you should know

- Be on alert! If you are sleepy or have consumed alcohol don't use the stove or stovetop.
- Stay in the kitchen while you are frying, grilling, boiling or broiling food.
- If you are simmering, baking or roasting food, check it regularly, remain in the kitchen while food is cooking, and use a timer to remind you that you are cooking.
- Keep anything that can catch fire — oven mitts, wooden utensils, food packaging, towels or curtains — away from your stovetop.

Remember to use appropriate sized roasting pans as greases and oils can overflow the sides.

If you have a cooking fire

- Just get out! When you leave, close the door behind you to help contain the fire.
- Call **9-1-1** or the local emergency number after you leave.
- If you try to fight the fire, be sure others are getting out and you have a clear way out.
- Keep a lid nearby when you're cooking to smother small grease fires. Smother the fire by sliding the lid over the pan and turn off the stovetop. Leave the pan covered until it is completely cooled.
- For an oven fire turn off the heat and keep the door closed.

Have a fire extinguisher available in the kitchen and know how to use it.

Safety considerations for cooking with oil

Oil is a key ingredient found in the majority of today's kitchens. Whether a recipe calls for frying or sautéing, we include oil in almost all of our daily cooking. When using any of the many oils to prepare your meals like olive, canola, corn or soybean, consider the following safety tips when cooking:

- Always stay in the kitchen when frying on the stovetop.
- Keep an eye on what you fry. If you see wisps of smoke or the oil smells, immediately turn off the burner and/or carefully remove the pan from the burner. Smoke is a danger sign that the oil is too hot.
- Heat the oil slowly to the temperature you need for frying or sautéing.
- Add food gently to the pot or pan so the oil does not splatter.
- Always cook with a lid beside your pan. If you have a fire, slide the lid over the pan and turn off the burner. Do not remove the cover because the fire could start again. Let the pan cool for a long time. Never throw water or use a fire extinguisher on the fire.

If the fire does not go out or you don't feel comfortable sliding a lid over the pan, get everyone out of your home. Call the fire department from outside.

Food Safety Tips

Cook:

Food is safely cooked when it reaches a high enough internal temperature to kill harmful bacteria.

- Use a food thermometer to make sure meat, poultry, and fish are cooked to a safe internal temperature. To check a turkey for safety, insert a food thermometer into the innermost part of the thigh and wing and the thickest part of the breast. The turkey is safe when the temperature reaches 165°F. If the turkey is stuffed, the temperature of the stuffing should be 165°F.
- Bring sauces, soups, and gravies to a rolling boil when reheating.
- Cook eggs until the yolk and white are firm. When making your own eggnog or other recipe calling for raw eggs, use pasteurized shell eggs, liquid or frozen pasteurized egg products, or powdered egg whites.

Don't eat uncooked cookie dough, which may contain raw eggs.

“SHARE THE MAGIC OF CHRISTMAS” TOY DRIVE

All donated toys are given to local Humboldt County Kids!

Our Toy Drive is the oldest and longest running toy drive in Humboldt County. Firefighters began in the 1920’s by collecting and fixing old toys for local, underprivileged children. Using their own money on their days off firefighters would collect broken bicycles, dolls, etc. and refurbish them to like new. This tradition has continued to grow ever since and we now have partnered with The Salvation Army to distribute toys to children in our community that may not otherwise receive a new toy for Christmas. This event continues to be funded by firefighters from their own pockets as well as through generous support and donations from local area businesses and citizens. All the toys collected are distributed to local children ages 0-12 in Humboldt County. We hope to help over 600 Families this year! This event provides an opportunity for citizens and firefighters to “**SHARE THE MAGIC OF CHRISTMAS**”, and do something positive for local children.

New and **unwrapped** toys can be dropped off at any Humboldt Bay Fire Station or these Eureka businesses: B Styled Studio, Carpet Express, Coast Central, Discovery Museum, Eureka City Hall, George Peterson Insurance, Healthsport Eureka, Humboldt Smoke House, Old Town Coffee & Chocolates, Provident Credit Union, Redwood Acres Office, Spotlight Video, Both Starbucks locations, State Farm, The Central Office Copy Center

We will also be collecting toys at the Humboldt County Artisans Craft Fair at Redwood Acres on December 4th, 5th & 6th. Bring a toy and get in free!!

We are collecting toys until December 20th!!!





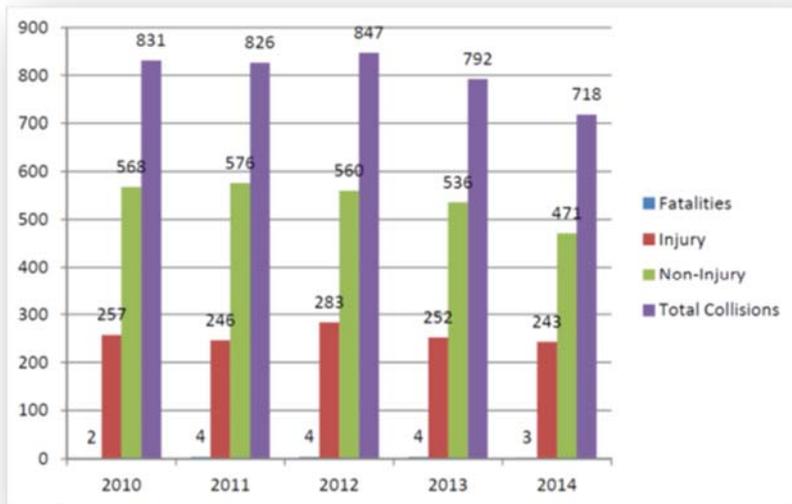
Share the Magic
of Christmas



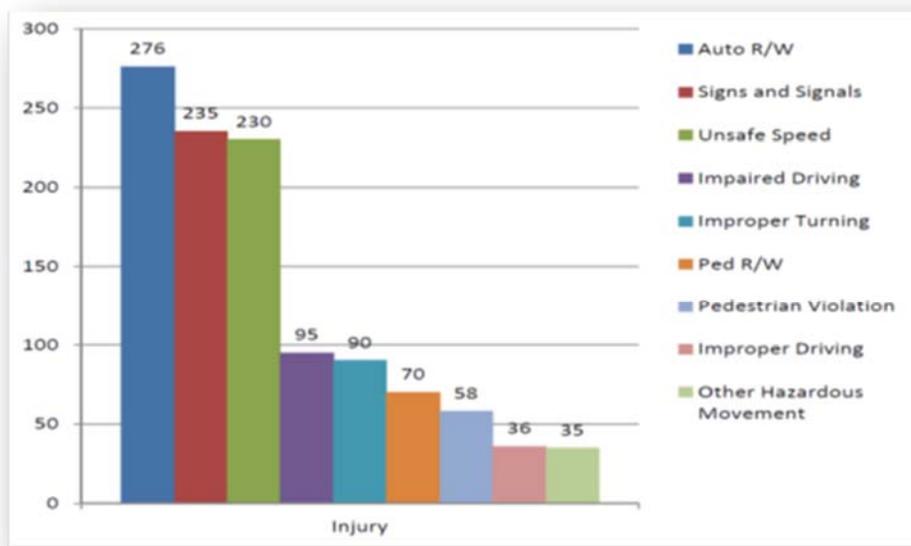
TOY DRIVE



Traffic Update



Over the past year EPD has worked with *Traffic Engineering* to reduce injury collisions in Eureka. **While its a small snapshot in time, the news looks promising.** A comparison during the summer months over the past five years shows a **35% overall reduction in injury collisions.**

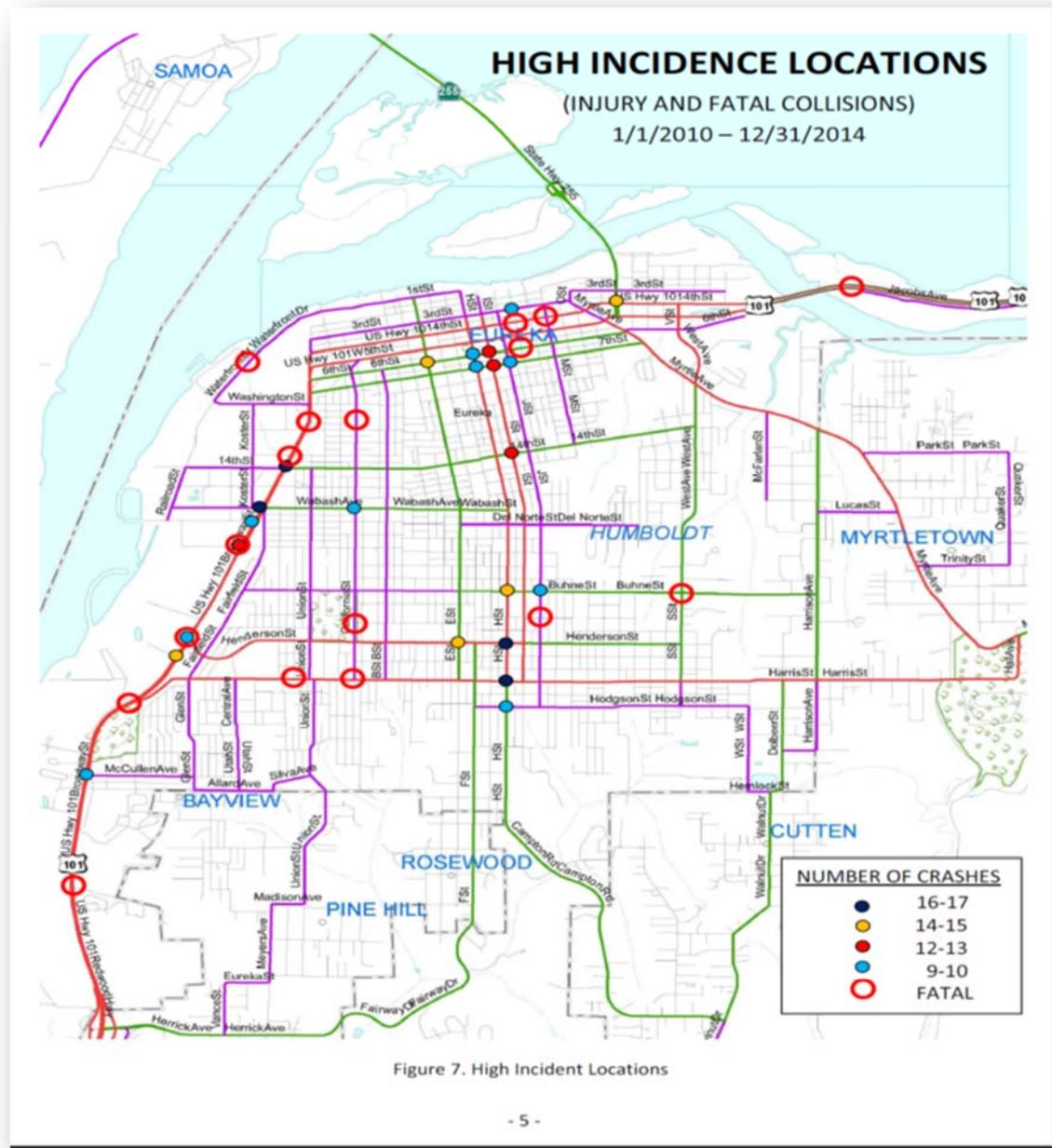


Based on the data provided here, how would you spend most of your time educating, enforcing and altering the environment? To reduce the number of collisions the efforts should center on violation of right of way, and adherence to signals and signs.

Eureka Police Department

Traffic Update Continued

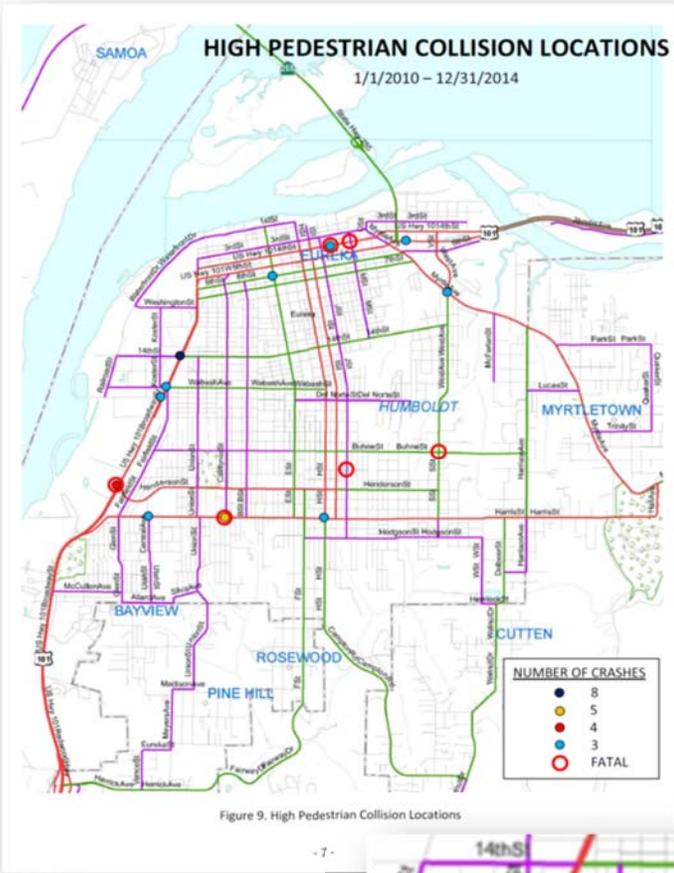
Notice how collision cluster by location. **Alter the location, reduce the collisions.** Most active clusters are the 6th & 7th street corridors along H, I and J Streets, 14th and Wabash, H at Henderson and Harris. By reducing collisions at these locations, safety can improve.



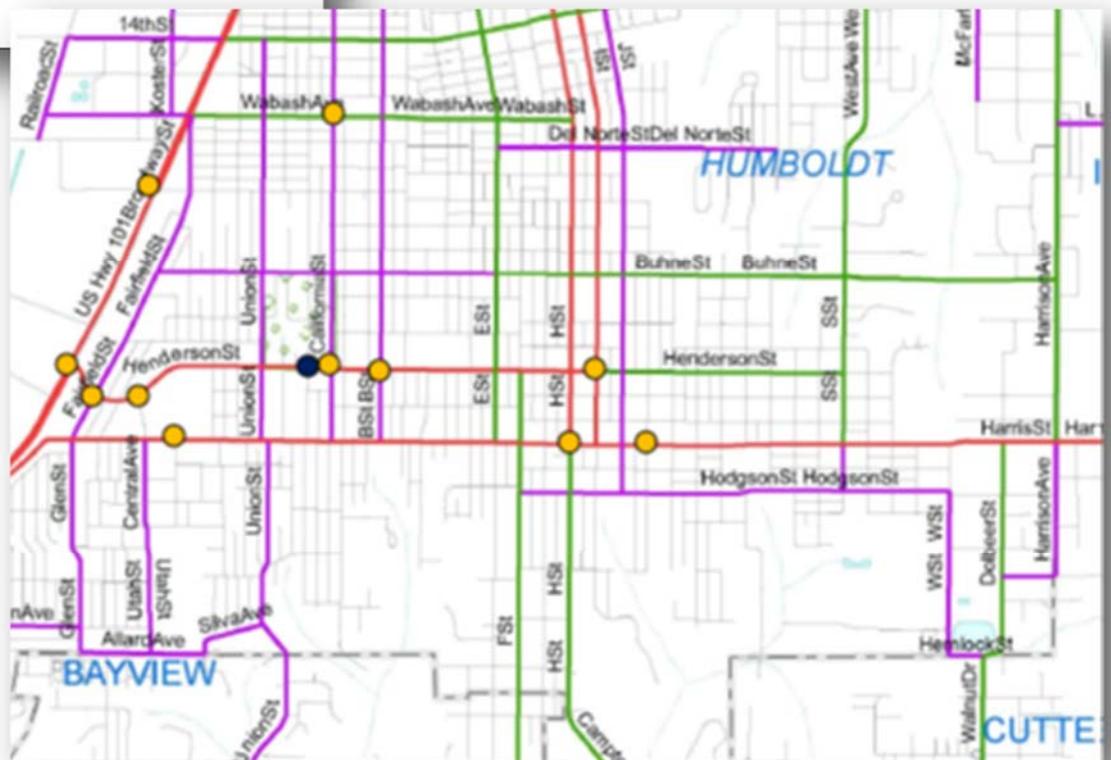
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Eureka Police Department

Traffic Update Continued



Note the similarities between the collision locations. 14th and the Broadway along with Wabash are troublesome spots for pedestrians. Expect continued enforcement at these locations. Below are the majority of bicycle accident locations in the city. Henderson is the hot spot for collisions with bicycles. Cyclists beware! Work with the folks at Traffic Engineering and EPD to improve traffic safety in Eureka. Know the difficult locations, pay attention when crossing the street and by all means...yield to the right of way, especially at intersections.



Cold Storage Feasibility Study

What is a Cold Storage Facility?

A cold storage facility primarily provides warehouse space for fresh local products that need to be kept cold or frozen. A cold storage facility often includes processing areas for various products, quick freezing services and cube, block, or flake ice. In 2008, the closing of Eureka Ice and Cold Storage resulted in the loss of the largest cold storage facility in Coastal Northern California. Although the now-closed facility was primarily used by local commercial fisherman, Cold Storage facilities can provide a much-needed space for the region's many specialty food, flower, and beverage industries.

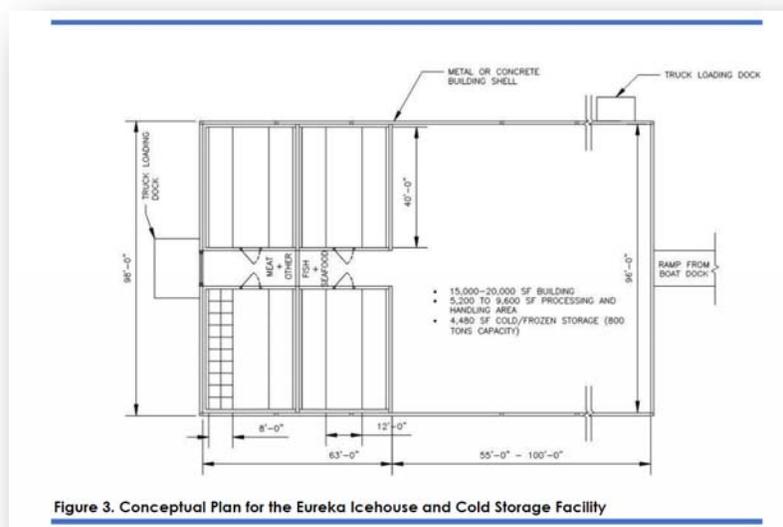
Feasibility Study Background

Humboldt County's 2012 Comprehensive Economic Development Strategy (CEDS) indicated that the current amount of cold storage serving Humboldt Bay is inadequate and was identified by Prosperity 2012 as a "Prioritized Infrastructure Public Works Project" that was crucial to the growth and competitiveness of the region's Industry.

In 2015, the City of Eureka hired Greenway Partners and Lisa Wise Consulting to prepare a feasibility study for a new Cold Storage facility in Eureka. The City paid for this study in part with a grant from the US Economic Development Administration (EDA). The resulting report was released in September 2015 and assesses the economic viability of a Cold Storage Facility that would serve the needs of the local fishing and specialty food industries. The financial performance of the project is based on a demand assessment study, a design report, a siting study, and discussion of various ownership models.

Findings/Next steps

The Demand Assessment documented a strong demand from the fishing and seafood industries for cold and frozen storage space, processing and freezing facilities and flake ice. Respondents included a wide range of potential users: fish/seafood, aquaculture, meat, hospitality/tourism, fresh produce, food processing and packaging, dairy, and decorative plants and flowers. Support was also voiced by brewers, bee keeper, marijuana processors and representatives from the real estate industries.



Cold Storage Feasibility Study

A well-developed market for block, cube and dry ice was also discovered. A private company is currently developing a business plan around this demand. This business could be incorporated into this facility. The siting study identified, evaluated and rated 27 publicly and privately-owned parcels on the Eureka Waterfront, on the Samoa Peninsula and in the Fields Landing/King Salmon area. The top three rated sites were Commercial Street and Dock B (both City-owned waterfront properties) and the old Eureka Ice and Cold Storage site.

Due to the strong and immediate demand expressed by the fishing/seafood industries, the Technical Study focused on the fishing/seafood industry. A review of existing, local, processing, freezing, cold storage and flake ice facilities found their capacity to be very limited and far below that required to support the existing and potential users.

The financial performance of the facility was evaluated and based on the assumptions presented in the financial analysis, the project was determined to be economically viable and would create much-needed jobs in Eureka. The project could be scaled up or down and/or developed in phases. Various ownership and management options including public/private partnerships, a co-op, and private ownership have been considered.

Next steps will be to identify potential collaborative partners and funding sources and to prepare more detailed design and economic analysis. Once these steps have been completed, the City hopes to apply for grant funding to select and secure a development site and build the facility the community needs. For more information regarding the report and potential development opportunities, please contact the Development Services Department at the City of Eureka (707) 441.4160 or email us at planning@ci.eureka.ca.gov



Senior LWC researcher interviews a commercial albacore fisherman for a previous project as part of a Strategic Business Plan for a Working Waterfront



Preparation of Humboldt Bay Oysters

Development Services

Business Ready Study

The City of Eureka is committed to improving the quality of life of residents, employees, and visitors through positive actions to attract, retain, diversify and expand businesses. To further these objectives, the City acquired a Community Development Block Grant (CDBG) to fund the *Eureka Business Ready Study* to identify ways in which the City can better interact with and assist Eureka's business community and to explore opportunities to foster the creation of new jobs and the expansion of existing businesses. The Business Ready Study was conducted by Environmental Science Associates (ESA) and BAE Urban Economics, and its key findings and recommendations were formed from a combination of outreach and analysis.

The Study was significantly shaped by in-person interviews and online surveys from users of City services familiar with the North Coast Market, including: local developers, relators, businesses, contractors, consultants, and economic development professionals. The study also reviewed existing City zoning regulations and processes, relevant planning and economic development strategies and programs, and best practices from other comparable communities.

Findings

Following the outreach and analysis process, the study outlined dozens of targeted areas for improvement, and focused key findings into three main areas: the Customer Experience, the Development Review Process, and the City's Zoning Code.

The Customer Experience: The Study identified existing and on-going issues that individuals experience when interacting with City staff. The study then provided recommendations for ways to improve the City's internal processes to enhance the delivery of customer service by staff and City officials. Recommendations included continuing to improve staff's customer service skills by instilling a positive staff attitude, enhancing consistency and technical expertise, and creating a more user-friendly and accessible 3rd floor, which houses the Engineering, Public Works, Planning, Development, and Building counters.

The Development Review Process: The Study identified issues that could create a "roadblock" for businesses and ways the process and its implementation can be made more supportive of commerce. Recommendations included clarifying the application submittal and approval process, improving internal communication and external communication with outside agencies, and streamlining the developmental review process.

The Zoning Code: The Study identified issues in Eureka's Municipal Code that could hinder business and job development and ways the Code and implementation process can be improved to be more business friendly. Recommendations included simplifying and updating zoning regulations to better support sustainable business growth, increasing the City's regulatory flexibility, and incentivizing desirable development.

Study Recommendations-Moving Forward

Moving forward, the City is evaluating ways in which to implement the recommendations of the Business Ready Study and ongoing effort and to check in annually with business respondents to gauge progress. The City will further streamline its processes in 2016-17 by following many of the recommendations outlined in the Business Ready Study, including:

- Providing Technical and customer service Trainings or staff
- Conducting staff meetings and providing customer outlets for feedback
- Holding pre-application meetings for developmental review projects
- Enforcing timelines for project review,
- Streamlining business licensing procedures,
- Initiating discussion to update and reinterpret zoning code to encourage/streamline popular uses
- Offering incentives for encouraged development uses

Development Services

Business Ready /Business Incubator Feasibility Study -A New Approach to Growth

In 2014, the City of Eureka received a Community Development Block Grant (CDBG) to fund the *Eureka Business Ready Study* to identify ways in which the City can better interact with and assist Eureka's business community as well as to explore opportunities to foster the creation of new jobs and expansion of existing businesses. The Business Ready Study was conducted by Environmental Science Associates (ESA) and BAE Urban Economics. A section of the Study was devoted to the concept of business incubation and its potential viability as a method to sustain and expand Eureka's many existing businesses. Key findings and recommendations were formed from a combination of public outreach and intensive analysis of Eureka's economic data.

What is a Business Incubator?

Business incubation programs are popular throughout the US and typically consist of a shared space that serves as a training ground for new business startups. Programs typically provide shared materials that business need to get started, including office space, manufacturing space, photocopiers, telephones, administrative staff, computers, storage, etc. The facilities also provide on-site business coaches, financial counseling, and IT and human resource experts. Once the incubator facility is created, entrepreneurial individuals are recruited to come to the facility to start new business. Within 18 to 24 months, each of the new businesses are typically expected to "graduate," leave the facility, and find a new space of their own in which to become fully independent. New entrepreneurial individuals are then recruited to come to the facility and pursue their own business. Through this system, business incubators create an on-going cycle of new business formation and promote the growth and development of existing locally-based businesses. This method emphasizes growth from within the Eureka community, instead of trying to recruit companies from outside the region.

Study Process and Recommendations

The Business Ready study found that a business incubator would be viable in Eureka for specific industries. After preliminary feasibility research and public outreach, the City's consultant determined that focusing on the following "industry clusters" warranted the most detailed analysis: Food and Beverage Products, Cannabis Products, and Management and Innovation Services. The overall recommendation of the study is the establishment of a general or mixed-use business incubator in an office-oriented format, offering tiered services to a variety of clients at various stages of business startup and development. The only cluster that showed a sizable volume of entrepreneurial activity, sufficient to potentially support investment in a physical business incubator facility, was the Management and Innovation Services sector. This business sector includes a wide array of business specializations, ranging from architecture and engineering to computer systems, media production, and administrative services. The study recommends that any proposed business incubator in Eureka be generally oriented toward these office-based clients, but to the extent possible that it remain open to working with a robust set of clients within any industry. Based on interviews with local stakeholders and economic development professionals in the greater Eureka area, it is reasonable to assume that an office based business incubator could serve at least 100 clients per year. This would equal one-third of the average number of new startups within the City of Eureka each year.

Next Steps

The decision to implement the recommendations outlined in the business incubator section of the Business Ready Study will depend on a variety of complex factors other than market feasibility and financial sustainability. The program would require an initiate startup investment as well as on-going subsidies for a number of years, but could result in the creation of several hundred well-paid local jobs each year. Accordingly, the City is currently working with a range of potential partners to further explore the possibility of establishing an incubator in Eureka, including: HSU, CR, the Humboldt County Economic Development Department, the Small Business Development Center, and many others.

Development Services

Parklets

The City of Eureka is assisting the four local businesses (below) that have been approved to participate in the Parklet Pilot Program through the Encroachment Permit process.

A Taste of Bim, a new restaurant that will open in September (613 3rd Street)

Ramone's Bakery (209 E Street)

Humboldt Bay Tourism Center (2nd and G Streets)

The Siren's Song Tavern (352 2nd Street)

Although the process has been a bit delayed due to the permitting process, the businesses remain enthusiastic, and the City anticipates that construction of the parklets will begin in December and January.



City of Eureka to Hold Food Truck Workshop

Whether it's a food festival, lunch on the street, a late night taco at bar-closing time, or a shaved ice from a sidewalk cart on a hot day, Mobile Food Facilities are growing in popularity throughout the nation. Commonly known as "Food Trucks," Mobile Food Facilities are mini-restaurants, mini-coffee shops, and other mini-food serving businesses that operate within trucks, carts, trailers, and other mobile facilities. Currently, Mobile Food Facilities are very restricted in Eureka due to existing City regulations. Eureka's Development Services Department has begun to explore ways to change how the City regulates these small mobile businesses. Preliminary research shows that there are a number of ways to regulate food trucks, with each municipality in the state approaching the topic in different ways. Since food trucks are a new concept for some in Eureka, the City of Eureka is inviting the public to participate in a workshop on January 7, 2016, at the Wharfinger Building, 1 Marina Way, at 6:00 PM. The City is seeking feedback from prospective food truck operators, owners of existing restaurants, and anyone interested in providing feedback regarding how the City should formulate the new regulations.

Mobile Food Facilities can be classified into several categories. The first category is "food truck pods," which are approved congregations of Mobile Food Facilities at specific locations at set times. In some cases, "pods" are permitted at scheduled events such as Arts Alive. The pod format allows the public to browse various dining options in a fair-like atmosphere, which often leads to more business for nearby brick-and-mortar businesses on the surrounding streets. Both stand-alone food truck pods and those associated with special events have been very successful, and are a regular feature of community calendars in various locations across the state.

The second category of Mobile Food Facilities are "Curb-side Mobile Food Facilities" (a.k.a. "On-street Vendors") which are single mobile food businesses that temporarily park in curb-side parking areas for a few hours at a time. The third category is "Off Street Vendors," which drive onto private property each day and then leave the site each day.

City Staff will be facilitating the workshop on January 7th to hear thoughts, ideas, and concerns about food truck pods, on-street and off-street vending, traffic safety, parking, locations of operation, hours of operation, and existing uses that may require buffers (e.g. schools).

In addition to the general public, restaurant and bar owners, small business development, and food related organizations are encouraged to attend. The workshop will be informal and the goal is to gather ideas for regulating food trucks in the City of Eureka. Comments can be submitted in writing before the workshop to Assistant Planner Brian Heaton at bheaton@ci.eureka.ca.gov, or contact the Development Services Department at 441-4160 if you have questions.



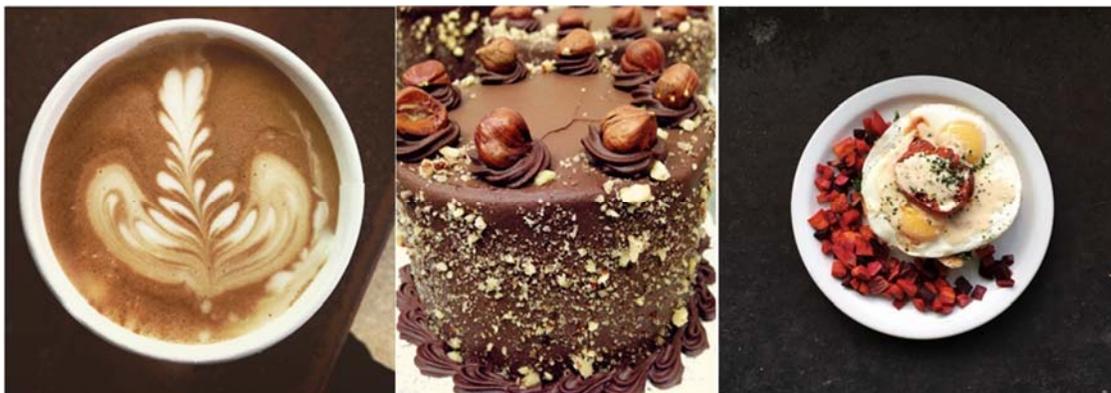
Business of the Month: Ramone's Bakery and Café

Ramone's Bakery and Café is an example of a local business success story. With a dynamic menu, five distinct locations, and 120 local employees, Ramone's has worked to enrich our community, create jobs, and provide delicious food and drink for close to 40 years. The concept for Ramone's was born in 1981 when Tom Pagano, now of Tomaso's Specialty Foods, asked Berit Meyer and Barb Jewel to join him in a new restaurant venture in Old Town. The three of them had worked together before at Tomaso's restaurant and wanted their new venture to serve International food with a California twist. In 1981, Ramone's began as "Ramone's Opera Alley Café" serving lunch and dinner paired with a nice wine list. Tom and Barb focused on the savory meals, and Berit mainly on the desserts.

Barb and Berit bought Tom out after two years, and in 1990, Berit and her husband Brian Ferguson bought Barb out, and have continued to operate Ramone's together since. Berit says, "traveling is a wonderful way to get inspired, and when we do, we always seek out other bakeries and cafes. So many angles and details to explore when you walk into a business! Nothing is written in stone, and we continually want to grow and bring to Ramone's the best of what we see to make it an even more enjoyable experience for our customers...It feels wonderful to watch a good idea become a reality in the business."

In 1986 Ramone's expanded to the present location in Old Town on E St to be able to serve espresso, bakery fare, and make their own bread and desserts in a larger space. In 1988 they opened a bakery in the Uniontown shopping center, and 1990, the former location on Harrison Ave. At this point the original Opera Alley Café was closed. In the 1990's small branches were opened in Wildberries Marketplace in Arcata, the McKinleyville Shopping Center, and Pierson's Building Center. In April of 2011, Ramone's underwent a successful expansion moved to its current larger space on Harrison Ave with a breakfast, lunch and dinner menu, complete with wine and beer on tap. The Harrison location features a patio with outdoor seating and heaters are coming soon! Brian has put together a great wine list, and keeps the beer choices fresh and interesting by rotating the selection on tap.

The Old Town Ramone's location will also be featuring a parklet soon as part of the City of Eureka's parklet pilot program, and Berit and Brian are very excited to take part and to have the opportunity to offer outside seating to customers at the Old Town location. The parklet is in its final stages of design. The parklet will be surrounded by a mix of planters, railings, and built-in seats. Berit and Brian's hope for the parklet, and the pilot program in general, is to help create a livelier downtown with a neighborly feel. Berit says, "This community has supported us for so many years, and we are grateful to be able to give back when we can. We currently donate to many local fundraisers in a variety of ways, and the coming parklet in front of our location in Old Town is one more way we hope to make a difference and give back to the community." Ramones expects to construct the parklet in December of 2015.



JANUARY FITNESS MEMBERSHIP SPECIAL

Start your new year on the right foot by joining the Adorni Fitness Center during our January Membership Special. Take advantage of all the Adorni Center has to offer, including a beautiful view of the bay, low introductory & monthly rates, and programming that will meet the needs of the entire family.

First Month Rates (with NO initiation fee):

Adult: \$28 Youth: \$12
Senior: \$18 Family: \$40

Take advantage of this membership special by signing up **January 2-31, 2016**. Inquire at the front counter or visit our website at EurekaParksAndRecreation.com.

Holiday Craft Bazaar

Join us from 10am-4pm on December 5th for the 39th annual Holiday Craft Bazaar at the Adorni Center! Browse hand-made gifts made by local artisans, visit with Santa, and receive a raffle ticket FREE upon entry! From woodwork to jewelry, and scarves to handbags, this show has all of your holiday shopping needs met! Interested in being a vendor? Inquire at the Adorni Center front counter or call 441-4374 for more information. Spaces are limited!



ADULT SPORTS - SPRING 2016

MEN'S SPRING BASKETBALL

Are you looking to stay in shape during the winter months while still being in a competitive environment? Then grab some friends and co-workers and join our men's winter/spring basketball league. The league consists of a 12 game season and an optional post season tournament. The league organizational meeting will take place on November 16th. The league will begin the week of January 18th and runs through mid-May. The league fees are \$625/Team plus \$10 non-resident fee for each player that lives outside the Eureka City limits. The league is open to men 18 years and over. Optional post-season tournament is additional cost.

For more information call 441-4245.

WOMEN'S SPRING VOLLEYBALL

Start the New Year out right by joining our very popular women's winter/spring volleyball league. The league consists of different divisions for different skill levels. The women's A division will play on Tuesday nights and the women's B division will play on Wednesday nights. *If there are not enough teams for both nights all games will be played on Tuesday nights. The league organizational meeting will be on November 4th. The league begins the week of January 19th and runs through the end of March. The teams will play a twelve game season. The league fees are \$325/Team plus \$10 non-resident fee for each player that lives outside Eureka City limits.

For more information call 441-4245.

The City of Eureka is proud to present a NEW kind of Basketball Program...

HOOPSTERS

YOUTH BASKETBALL DEVELOPMENTAL LEAGUE

Youth sports has the unique ability to make everyone involved feel like a winner; the City of Eureka's Hoopsters Youth Basketball league provides a platform for youth to engage in a physically healthy activity, develop character, create strong peer relationships, learn teamwork, engage in their community and much more!

This valuable opportunity in a child's life is why the City of Eureka is proud to announce that we will be shifting the focus of the Hoopsters Youth Basketball Program to a **developmental league**.

A developmental league allows **coaches to collaborate with officials**, to put the focus on player development & basketball instruction; all of which alleviates performance pressure; empowering youth to get the most out of their Hoopsters Experience

What changes can I expect to see in this new developmental league?

- Elimination of **Post-Season Tournament**
- **Elimination of Team Assignments**—City of Eureka will assign teams with designated players for season. **Coaches & Sponsors will still be allowed one automatic assignment.**
- **No standings** for 3rd/4th grade teams.
- **Zero Tolerance** for breaking of **Coaches Agreement**.
- In event of coaches' removal, the assistant coach will be put in charge of team.
- If no coach is available, City of Eureka staff will be assigned to a team.

Positive Role Models Needed!

If you are interested in 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!

NO BASKETBALL EXPERIENCE REQUIRED!

All volunteer coaches receive training from professionals in youth development, as well as fundamental basketball coaching skills from **Humboldt State University's** Head Coach **Steve Kinder!**

NOT SURE IF COACHING IS RIGHT FOR YOU?

Call 441-4240 to set up a meeting to learn more about this great opportunity to play a role in the life of a child!



Parks & Recreation

Music & Movement

Ages: 1—4yrs.

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



Course #	Dates	Day	Time	Res. Fee	Non-Res. Fee	Location
134	1/9-1/30	Sat.	9:30-10:15am	\$25	\$26	Ryan Center

Creative Escapes

Ages: 7—12 yrs.

These creative adventures will be filled with new and fun ways to experiment with painting, drawing, and sculpture, while learning about patterns, color, texture, and more.

Instructor: Soheila

Course #	Dates	Day	Time	Res. Fee	Non-Res. Fee	Location
319	1/20-2/10	Fri.	5-7pm	\$45	\$46	Ryan Center

Creative Escapes

Ages: 13—17 yrs.

Participants will explore their own style through different techniques of painting, drawing, and sculpture, while experimenting with the possibilities of the mixed-media process.

Instructor: Soheila

Course #	Dates	Day	Time	Resident Fee	Non-Res. Fee	Location
320	1/20-2/10	Fri.	5-7pm	\$45	\$46	Ryan Center

Toddler Soccer

Ages: 2—5 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



Course #	Dates	Day	Time	Res. Fee	Non-Res. Fee	Location
131	1/22-2/12	Fri.	10:30-11:15am	\$30	\$31	Muni

SNOWBALL DROP 2015



Eureka Main Street is excited for the return of this fun holiday event designed to direct shoppers into your business.

When & Where: This free family friendly event takes place at 11:30 AM on Saturday, December 5th at the Gazebo in Old Town Eureka.

What: It's a man-made blizzard with hundreds of snowballs gently floating down to waiting shoppers. These snowballs, which are actually ping pong balls, each display a business name and address and ball number. The discount, gift, and or give-away is determined by the participating business. Ping pong balls must be returned to the business to redeem prizes.

Details: Each business can have up to 20 snowballs. There is no cost to your business for the snowballs. Please let us know if any of the prizes are suitable for kids.

Snowball Redemption: Individuals that catch the snowballs will bring their snowball into your business to redeem their prize. Fill out the prize list on the back of the participation form and keep a copy for your staff to refer to when people come in to get their prize. Each snowball will have a number printed to match with an item on the list. Snowballs must be redeemed by Dec. 24th.

Join the fun! Return the enclosed form and a copy of the prize list to Amanda Kruschke by Monday, November 30 or call 442-9054 if you have any questions.

LET IT SNOW! LET IT SNOW! LET IT SNOW!

Eureka Main Street • 525 Second Street, Suite 105 • Eureka, CA 95501
(707) 442-9054 • (FAX) 442-9154
charlotte@eurekamainstreet.org or amanda@eurekamainstreet.org



United Bikers of Northern California

Humboldt County



Sunday, December 6th, 2015

All motorcycles welcome

Leave Arcata Plaza at the noon whistle

RIDE TO EUREKA, COLLECT TOYS, 50/50 RAFFLE & LUNCH

Info: Vince (707) 834-4826

or

Jeff (707) 498-0698

or check out the website

www.ubnchumboldt.com

Please bring an unwrapped toy

or \$5 donation

for the children of

the Eureka Rescue Mission

Q2 2015



City of Eureka Sales Tax Update

Third Quarter Receipts for Second Quarter Sales (April - June 2015)

Eureka In Brief

Eureka's receipts from April through June were 2.4% above 2014's second sales quarter.

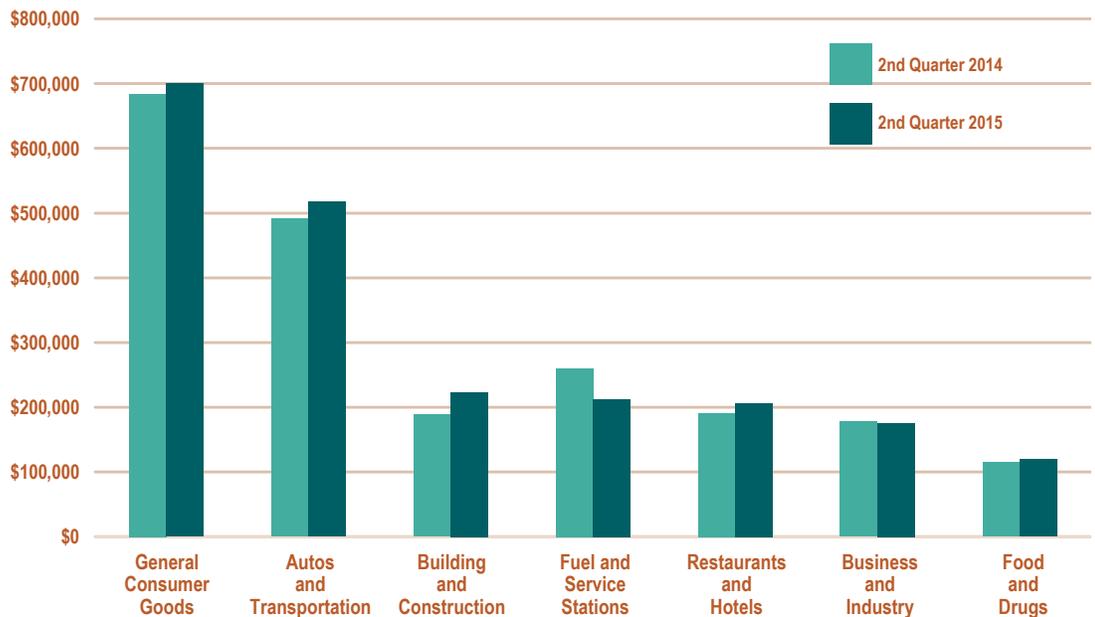
Most major industry groups showed gains for the quarter with building and construction, helped by a new business addition, excelling in dollar terms. Most business segments in the autos and transportation category reported gains over the comparison period. Restaurants and hotels tracked regional and statewide uptrends with quick-service restaurants providing most of the group increase. Electronics/appliance stores and family apparel stores easily bested regional results and generated much of the rise in general consumer goods proceeds. Late-arriving receipts for sales in prior periods temporarily inflated food and drug results.

Fuel and service station totals continued to reflect lower prices at the pump. Onetime use tax payments prevented a bigger decline in the business and industry segment.

Net of payment aberrations, revenues from voter-approved Measures D and O were up 0.4% and 0.5% respectively.

Net of aberrations, taxable sales for all of Humboldt County grew 4.5% over the comparable time period; the Far North region was up 3.8%.

SALES TAX BY MAJOR BUSINESS GROUP



TOP 25 PRODUCERS

IN ALPHABETICAL ORDER

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

REVENUE COMPARISON

Four Quarters – Fiscal Year To Date

	2013-14	2014-15
Point-of-Sale	\$8,565,820	\$8,838,918
County Pool	1,125,980	1,029,269
State Pool	5,929	5,933
Gross Receipts	\$9,697,729	\$9,874,119
Less Triple Flip*	\$(2,424,432)	\$(2,468,530)
Measure D	\$2,070,462	\$2,055,966
Measure O	\$4,133,402	\$4,105,279

Statewide Sales Tax Trends

Excluding accounting aberrations, the local one cent share of statewide sales occurring April through June was 3.4% higher than the comparable quarter of 2014.

Receipts from the countywide use tax allocation pools accounted for the largest portion of the increase reflecting a continuing shift in consumer preferences from brick and mortar stores to online shopping for merchandise shipped from out of state.

Sales and leases of new cars continued to post impressive gains as did contractor supplies and restaurants. Overall gains were offset by a 17.1% decline in receipts from service stations and petroleum related industries.

The Remaining Fiscal Year

The state's unemployment rate continues to decline and real disposable income is expected to grow 2.5% to 3.0% in the second half of 2015. This improvement in incomes coupled with easy credit conditions should stimulate an increase in housing starts as well as capital investment in equipment, alternate energy and technology.

The auto industry is anticipating continuing strong sales until tapering to more sustainable levels in 2016-2017. Building and construction, the only retail segment yet to return to pre-recession levels, is gaining momentum in several regions and is expected to account for 10% of sales tax growth in the second half of the fiscal year.

Restaurant sales continue to rise although there are some concerns that the strong dollar may impact sales in areas that cater to tourists from abroad. Gains from consumer goods are expected to be modest with the strong dollar cutting prices of imported goods and an ongoing shift in consumer spending from tangible goods to services, entertainment and other non-taxable purchases.

Gasoline prices remain well below the previous year due to a worldwide glut

of oil. Barring unexpected supply or refinery disruptions, prices are expected to trend lower through the first half of 2015-16 but begin rebounding in the second half.

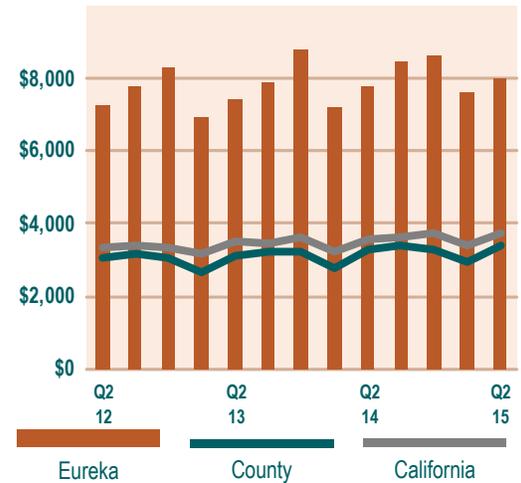
Internet Sales Tax Proposal

HR 2775 (The Remote Transaction Parity Act) is a new proposal by Representative Jason Chaffetz (R-Utah) authorizing states to require remote sellers without physical presence in their state to collect state and local sales tax from in-state buyers.

The bill currently has 52 sponsors and attempts to address objections to elements of the Marketplace Fairness Act that preceded it. The proposal provides for a three year phase in for small businesses, prohibits auditing remote sellers with annual sales under \$5 million, and requires states to provide software to enable remote sellers to collect and remit their tax.

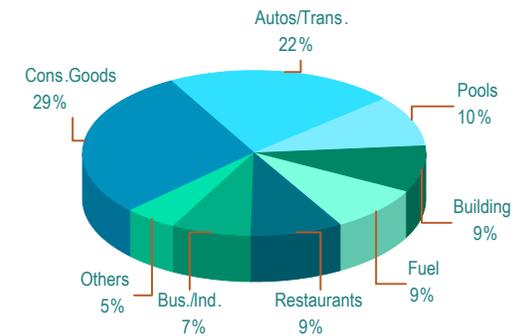
The Board of Equalization estimates that local governments in California currently lose approximately \$44 per capita in uncollected sales and use tax on e-commerce purchases.

SALES PER CAPITA



REVENUE BY BUSINESS GROUP

Eureka This Quarter



EUREKA TOP 15 BUSINESS TYPES

Business Type	*In thousands of dollars			
	Eureka Q2 '15*	Change	County Change	HdL State Change
Automotive Supply Stores	52.0	5.5%	9.1%	5.5%
Boats/Motorcycles	43.9	-8.7%	-8.8%	6.7%
Casual Dining	120.9	6.8%	4.8%	6.4%
Contractors	48.9	25.7%	18.5%	8.5%
Department Stores	— CONFIDENTIAL —	—	-0.4%	-2.1%
Discount Dept Stores	330.8	0.4%	0.2%	0.0%
Family Apparel	50.8	7.2%	2.6%	3.0%
Grocery Stores Liquor	49.3	0.7%	12.8%	3.5%
Home Furnishings	52.3	1.9%	2.5%	7.4%
Lumber/Building Materials	104.6	11.1%	17.7%	4.4%
New Motor Vehicle Dealers	311.9	7.0%	8.6%	9.3%
Petroleum Prod/Equipment	— CONFIDENTIAL —	—	-22.0%	-22.7%
Quick-Service Restaurants	75.2	14.8%	12.5%	9.2%
Service Stations	115.1	-14.1%	-14.6%	-11.7%
Used Automotive Dealers	46.4	2.1%	10.6%	14.7%
Total All Accounts	2,156.9	2.4%	4.0%	2.8%
County & State Pool Allocation	238.0	2.7%	4.2%	11.8%
Gross Receipts	2,395.0	2.4%	4.0%	3.8%

Notices:

CITY OF EUREKA CAREER OPPORTUNITIES

Position	Emp. Type	Salary	Closing Date
Communications Dispatcher	Full-Time	\$34,092.00 - \$43,656.00 annually	Continuous
Police Officer	Full-Time	\$48,324.00 - \$61,848.00 annually	Continuous
Parking Enforcement Officer	Temporary/ Part-time	\$9.92 - \$12.06 hourly	Continuous

Interested parties are encouraged to contact the Personnel Department.

Email: 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	2 Vacancy
Eureka Energy Committee	1 Vacancies
Housing Advisory Board	1 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 (707) 441-4175, or go to: <http://www.ci.eureka.ca.gov/>.



www.ci.eureka.ca.gov

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:

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ctyson@ci.eureka.ca.gov

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