



**CITY OF CORNING  
CITY COUNCIL MINUTES  
TUESDAY, JULY 12, 2011  
CITY COUNCIL CHAMBERS  
794 THIRD STREET**

**A. CALL TO ORDER: 7:30 p.m.**

**B. ROLL CALL:**

**Council:**

**Toni Parkins  
John Leach  
Darlene Dickison  
Dave Linnet  
Gary Strack**

**Mayor:**

All members of the Council were present.

**C. PLEDGE OF ALLEGIANCE: Led by the City Manager.**

**D. INVOCATION: Led by John Leach.**

Persons of no religious persuasion will not be expected in any manner to stand or to participate other than to remain quiet out of respect for those who do choose to participate.

**E. PROCLAMATIONS, RECOGNITION'S, APPOINTMENTS, PRESENTATIONS: None.**

**F. BUSINESS FROM THE FLOOR: None.**

**G. CONSENT AGENDA: It is recommended that items listed on the Consent Agenda be acted on simultaneously unless a Councilmember or members of the audience requests separate discussion and/or action.**

1. Waive reading, except by title, of any Ordinance under consideration at this meeting for either introduction or passage, per Government Code Section 36934.
2. July 6, 2011 Claim Warrant - \$431,952.87.
3. July 6, 2011 Business License Report.
4. June 2011 Building Permit Valuation - \$60,545.08.
5. June 2011 Wages and Salaries - \$463,782.03 (3 Payrolls in June).
6. June 2011 – Treasurer’s Report.
7. City of Corning Wastewater Operation Summary Report – June 2011.
8. Waive Lifeguard Fee for the use of the City Pool for the High School Cross Country Running Team.
9. Adopt Resolution 07-12-2011-04 designating two disabled parking spaces at 902 Marin Street and authorize installation of associated disabled parking sign and markings.

Councilor Parkins moved to approve Consent Agenda Items 1-9. Councilor Leach seconded the motion. **Ayes: Strack, Parkins, Leach, Dickison and Linnet. Opposed: None. Absent/Abstain: None.** Motion was approved by a 5-0 vote.

**H. ITEMS REMOVED FROM THE CONSENT AGENDA: None.**

**I. PUBLIC HEARINGS AND MEETINGS:**

10. Adopt Resolution 07-12-2011-01 declaring the City’s intent to levy and collect Annual Assessment for the City of Corning Lighting and Landscape District 1, Zone 1.

Mayor Strack introduced this item by title and Public Works Director John Brewer explained that this Lighting and Landscape District was located on Blackburn Avenue, specifically North Alex Lane and

that there are approximately 14 parcels included within this District. Mr. Brewer stated that the City had received one notice of opposition from Ms. Frye. Mayor Strack then opened the public hearing. With no public comments received, Mayor Strack closed the public hearing.

Councilor Dickison moved to approve the Engineers Report and adopt Resolution No. 07-12-2011-01 setting the Fiscal Year 2011-2012 Assessment at \$63.09 per parcel for Landscaping and Lighting District 1, Zone 1. Councilor Parkins seconded the motion. **Ayes: Strack, Parkins, Leach, Dickison and Linnet. Opposed: None. Absent/Abstain: None. Motion was approved by a 5-0 vote.**

**11. Adopt Resolution 07-12-2011-02 declaring the City's intent to levy and collect Annual Assessment for the City of Corning Lighting and Landscape District 1, Zone 3.**

Mayor Strack introduced this item by title and Public Works Director John Brewer explained that this Lighting and Landscape District was located on Blossom Avenue and that there are approximately 30 parcels within this District. Mayor Strack then declared the public hearing open. With no public comments received, Mayor Strack then closed the public hearing. Councilor Leach confirmed that this is the new housing on Blossom Avenue.

Councilor Parkins moved to approve the Engineers Report and adopt Resolution No. 07-12-2011-02 setting the Fiscal Year 2011-2012 Assessment at \$142.10 per parcel for Landscaping and Lighting District 1, Zone 3. Councilor Leach seconded the motion. **Ayes: Strack, Parkins, Leach, Dickison and Linnet. Opposed: None. Absent/Abstain: None. Motion was approved by a 5-0 vote.**

**12. Adopt Resolution 07-12-2011-03 declaring the City's intent to levy and collect Annual Assessment for the City of Corning Lighting and Landscape District 1, Zone 4.**

Mayor Strack introduced this item by title and Mr. Brewer explained that this assessment, in the amount of \$4,772.90, affects only one parcel. This parcel is the Salado Orchard Apartments and encompasses the area south of Blackburn Avenue and west of Toomes Avenue. Mayor Strack then declared the public hearing open. With no public comments received, Mayor Strack then closed the public hearing.

Councilor Linnet moved to approve the Engineers Report and adopt Resolution No. 07-12-2011-03 setting the Fiscal Year 2011-2012 Assessment at \$4,772.90 per parcel for Landscaping and Lighting District 1, Zone 4. Councilor Leach seconded the motion. **Ayes: Strack, Parkins, Leach, Dickison and Linnet. Opposed: None. Absent/Abstain: None. Motion was approved by a 5-0 vote.**

**J. REGULAR AGENDA:**

**13. Consider Adopting a "Marketing Logo" to assist in the promotion of the City and Businesses established in and around the City of Corning.**

Dewey Lucero of Lucero Olive Oil presented a PowerPoint program on a Marketing Logo that emphasizes Corning as the Olive Capital and as a "Destination Location for Everything Olive".

Mayor Strack emphasized that the decision tonight is for the logo only; it does not include the billboards, wayfinding signs, etc. He then informed the Council that Kathy Schmidt who is working on the Countywide "Branding Project" contacted him and asked that the City not take action on this at this time.

Danny Dunnegan suggested that the logo should have both a black and green olive, he also suggested the City incorporate something similar to the large olive located on South Avenue, but include a black olive and locate it nearer the City.

Mr. Lucero explained that his company has spent thousands of dollars on the logo and he does not wish to expend more to change it. He also explained the reasoning behind the use of the green olive, rather than the black.

Mayor Strack then presented an example of how the logo could be used on the City's letterhead.

Councilor Dickison stated that the City currently doesn't have the money to replace the logos on the vehicles. It was explained that changing the logo on the City vehicles wouldn't occur at this time, but

rather as finances allowed. Mayor Strack also stated that the letterhead could also change as time passes and new letterhead is needed.

Mayor Strack confirmed with Mr. Lucero that the City and local City businesses could use the logo he was presenting for free and that he would provide it to the Chamber of Commerce and the City to distribute.

Jerry Crow asked what stipulations would be associated with the use of the logo, for instance could it be used with different colors? Do the individual businesses need to seek approval from the City to alter the colors? Mayor Strack asked the City Attorney to proceed with obtaining a trademark that would legally allow the City to use the logo and some type of form the City could utilize in distributing and monitoring the use of the logo. He then stated we might want to have the City Attorney look into the copywriting regulations regarding use of this logo.

Councilor Parkins then moved to direct staff to:

- Prepare a Resolution for consideration by the Council to adopt the "Swoosh" Logo presented to the City by Dewey Lucero as the "Marketing Logo" for the City,
- Include in the Resolution the use of an alternative logo for use on City letterhead and vehicles, and
- Have the City Attorney research and prepare trademark documents and forms that would allow the City to legally use and distribute for use to other City businesses the logo.

Councilor Leach seconded the motion. **Ayes: Strack, Parkins, Leach, Dickison and Linnet. Opposed: None. Absent/Abstain: None. Motion was approved by a 5-0 vote.**

**K. ITEMS PLACED ON THE AGENDA FROM THE FLOOR: None**

**L. COMMUNICATIONS, CORRESPONDENCE AND INFORMATION: None**

**M. REPORTS FROM MAYOR AND COUNCIL MEMBERS:** City Councilmembers will report on attendance at conferences/meetings reimbursed at City expense (Requirement of Assembly Bill 1234).

**Parkins:** Announced the date of next month's Tehama County Sanitary Landfill Agency meeting and informed the Council that she was elected chairman while she was gone.

**Leach:** Announced that the next Community Action Meeting (formerly Tripartite Board Meeting) will be on July 21<sup>st</sup>.

**Dickison:** Announced that the LAFCO Meeting was again cancelled.

**Linnet:** Reported that while on vacation about 14 different buildings were hit with graffiti. He informed the Council that he and the cadets have just about covered all of it.

**Strack:** Announced that he attended the memorial service for Bud Gott this past Saturday.

**N. ADJOURNMENT!: 8:24 p.m.**

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**Lisa M. Linnet, City Clerk**