



**CITY OF PACIFIC GROVE**  
300 Forest Avenue, Pacific Grove, California 93950

**AGENDA REPORT**

**TO:** Honorable Mayor and Members of City Council  
**FROM:** Thomas Frutchey, City Manager and David Laredo, City Attorney  
**MEETING DATE:** May 19, 2010  
**SUBJECT:** Ballot Measures for the November Election  
**CEQA:** Does not Constitute a “Project” per California Environmental Quality Act (CEQA) Guidelines

**RECOMMENDATIONS**

Direct the City Manager and City Attorney to prepare ballot measures regarding a Library parcel tax, City retirement compensation, and the charter commissions, for placement on the November ballot.

**DISCUSSION**

The Council, at its May 5 meeting, directed the City Manager and City Attorney to prepare a ballot measure to update Measure C regarding hotels and inns in the R-3-M district. In addition, a ballot initiative petition regarding employee retirement compensation is currently being circulated and may qualify for placement on the November ballot.

Over the past several months, a number of other possible ballot measures have been discussed and examined. Based on these analyses, the following three measures have emerged for Council consideration:

- Adopting a Library parcel tax and amending the Charter to provide greater authority for and independence to the Library Board;
- A City-sponsored measure on retirement compensation; and
- Moving the guiding language for the other three charter commissions into the Code.

Other measures discussed but not also assigned the same level of priority include:

- Adopting an admissions tax;
- Having Council actions require a majority of the quorum, not a majority of the full Council;
- Adopting a special zoning area to include the American Tin Cannery parcel;
- Reducing membership on the City Council from 7 members to 5 members;
- Updating Measure E regarding building limits affecting the Holman Building; and
- Clarifying the process to fill a vacancy in the Office of Mayor should a tie vote occur.

Scheduling too many measures on one ballot can overwhelm the ability of many voters to become well informed on all issues, thereby reducing the quality of the results.

Each ballot measure also costs the City approximately \$4.50 per voter. It is important to know the number of measures the Council is considering as we finalize the draft budget.

The draft text of each measure will be brought back to the Council in June for consideration. Staff is available to answer any questions that Council may have.

**FISCAL IMPACT**

For this action, itself, there is no fiscal impact. However, each ballot measure that the Council decides to place on the ballot, or that qualify by initiative petition, will cost the City approximately \$45,000.

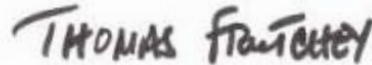
**ATTACHMENTS**

None.

RESPECTFULLY SUBMITTED,

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David Laredo  
City Attorney



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Thomas Frutchey  
City Manager