

PORTOLA VALLEY TOWN COUNCIL REGULAR MEETING NO. 868, OCTOBER 23, 2013

Mayor Richards called the meeting to order at 7:30 p.m. and led the Pledge of Allegiance. Ms. Hanlon called the roll.

Present: Councilmembers Jeff Aalfs, Maryann Derwin and Ted Driscoll; Vice Mayor Ann Wengert; Mayor John Richards

Absent: None

Others: Nick Pegueros, Town Manager
Leigh Prince, Town Attorney
Sharon Hanlon, Town Clerk
Brandi de Garneau, Sustainability and Special Projects Manager

ORAL COMMUNICATIONS

- (1) Presentation: Nicole Pasini, Branch Manager for Portola Valley and Woodside Libraries; San Mateo County Library's 2013 Annual Report [7:33 p.m.]

Ms. Pasini presented the San Mateo County Library's 2013 Annual Report. She reported that over the last fiscal year 90,000 patrons checked more than 95,000 items and 8,000 community members attended the Library's programs. She said services the Library provides to the community also include seminars and classes, as well as outreach to preschool, schools and The Sequoias. She described the implementation of the new nonfiction classification system, which basically replaces the Dewey Decimal System. Since implementation of this new classification system, the Library has seen usage increase 38% in adult nonfiction collections and 26% in children's. In addition to the Library's growing e-book collection, this year they introduced an e-magazine collection and plan to implement local e-music streaming service. Ms. Pasini said the Portola Valley Library is lucky and grateful for the strong Friends group, which is very supportive, providing volunteers and funding most of the Library programs. She thanked the Council and Town Staff for their support of the Library.

In response to Vice Mayor Wengert's question regarding open hours at the Library, Ms. Pasini pointed out that hours have remained largely unchanged for four years, and she'd like to do more community assessment to gauge interest in lengthening hours.

Councilmember Driscoll asked about security of the Library's WiFi connection. Ms. Pasini said their WiFi is an extension of its onsite existing computer services. She said the WiFi is available even when the Library is not open and users must agree to policies before gaining access, which also helps the Library track usage

In response to Councilmember Derwin's question regarding the Library's presence at the Farmer's Market, Ms. Pasini said it's been excellent for outreach, boosting summer reading program participation and enabling the Library to reach people who otherwise wouldn't have been involved.

STUDY SESSION

The joint study session of the Town Council and Planning Commission to begin the Town's work to update the Housing Element was cancelled due to a lack of quorum of Planning Commission members.

CONSENT AGENDA [8:42 p.m.]

- (2) Approval of Minutes: Town Council Regular Meeting of October 9, 2013
(3) Ratification of Warrant List: October 23, 2013 in the amount of \$147,004.99

- (4) Recommendation by Mayor: Adoption of a Proclamation of the Town Council of the Town of Portola Valley Declaring October 20 through October 26, 2013 "Freedom from Workplace Bullies Week" [*removed from Consent Agenda*]

By motion of Councilmember Driscoll, seconded by Councilmember Aalfs, the Council approved Items 2 and 3 on the Consent Agenda with the following roll call vote:

Aye: Councilmembers Aalfs, Derwin and Driscoll, Vice Mayor Wengert, Mayor Richards

No: None

- (4) Recommendation by Mayor: Adoption of a Proclamation of the Town Council of the Town of Portola Valley Declaring October 20 through October 26, 2013 "Freedom from Workplace Bullies Week" [*removed from Consent Agenda*]

Councilmember Derwin said she was proud of the Council for agreeing to write this proclamation.

Councilmember Aalfs moved to approve the proclamation. Seconded by Councilmember Derwin, the motion carried 5-0.

REGULAR AGENDA [7:44 p.m.]

- (5) Recommendation by Cable and Utilities Undergrounding Committee: Committee Charter Revisions [*7:44 p.m.*]

Councilmember Driscoll said that since cable television is no longer a Committee concern, the group is suggesting extending itself as sort of an advisory committee for the Town website and things like that. The drafted charter reflecting those changes was presented for approval.

Vice Mayor Wengert suggested keeping the management of the Town website within the control of staff members, who already are doing a terrific job, instead of bringing in another committee. Councilmember Driscoll clarified that it was not the Committee's intention to supplant the staff's decision-making, but merely to be an advisory group regarding digital access and to help with the cell tower issues, for example.

Councilmember Derwin said she and Mr. Pegueros were at a conference regarding using media to connect more with constituencies, and asked how the Committee could help with that. Councilmember Driscoll said they could act as a resource providing advice on how to accomplish the technical and digital goals – more about the physical aspects and access rather than content. Mr. Pegueros pointed out that the Town's basic database infrastructure has had no maintenance for more than one and one-half years now. Councilmember Driscoll said he understood we have now contracted with Redwood City to obtain that level of support and although the Committee planned to steer away from content, they're also willing to expand the scope if the Town considers it appropriate. Mr. Pegueros pointed out that the Town does need tech people to help with rapidly growing social media and technology issues.

Vice Mayor Wengert asked if the Committee has anything to work on currently. Councilmember Driscoll said the group continues to deal with undergrounding and cell towers issues. Councilmembers agreed with Councilmember Driscoll's suggestion to change the title from Utilities and Digital *Media* Committee to Utilities and Digital Access Committee. They also agreed that finding a volunteer to manage the database is not within the scope of this Committee. Mr. Pegueros said he'd like to explore with the Committee in greater detail what members envision their role to be with respect to the web portal, but he's been unable to attend meetings because the Emergency Preparedness Committee has an identical meeting schedule.

The matter was continued to a future meeting.

(6) Recommendation by Town Manager: Adoption of revised *Advisory Committee Handbook* [7:59 p.m.]

Mr. Pegueros presented the annual update of the *Advisory Committee Handbook* and pointed out three significant changes:

- 1) Elimination of Community Events Committee (CEC) due to lack of volunteers. Events previously managed by the CEC (Town Picnic, Blues & BBQ, Volunteer Appreciation) have been picked up by ad hoc groups or other committees.
- 2) Clarification of Expending Funds. The Town is asking Committee members to submit paperwork in a timely manner to avoid internal control problems.
- 3) Revision of Committee Events. This section was rewritten to align with current procedures, which have been revised over the past year to ensure that Town Center facilities are not overbooked with conflicting events/activities and to keep communications channels open so committees that use the facilities understand and follow through on their responsibilities,

Vice Mayor Wengert asked Ms. de Garreaux how she thought the new process would help the problems they are having with events. Ms. de Garreaux said she and Administrative Services Manager Stacie Nerdahl are developing an event planning guide for committee chairs, which would spell out expectations and provide tools to help committees have successful events, as well as guard against saturating people with too much information and overburdening Town staff. Ms. de Garreaux and Ms. Nerdahl plan to go to committees meetings to present and discuss the revised handbook.

Councilmember Derwin called attention to a statement added to the Committee Communications section, "Letters expressing a position on a policy, issue or event must be pre-approved by the Town Council. Town letterhead may only be used if the letter is signed by the Mayor, an authorized Town staff member, or a committee chair if the letter is pre-approved by the Town Council." She asked whether a particular issue or concern led to that change. Mr. Pegueros said that the first sentence was moved down from the bulleted list that precedes it. The statement about using Town letterhead was added as a point of clarification, he said, not because there was any particular problem.

Councilmember Aalfs moved to approve the revised *Advisory Committee Handbook*. Seconded by Vice Mayor Wengert, the motion carried 5-0.

COUNCIL, STAFF, COMMITTEE REPORTS AND RECOMMENDATIONS

(7) Reports from Town Manager: Town Newsletter Update [8:12 p.m.]

Mr. Pegueros said that the Town has historically contracted an editor who produced two newsletters (Fall and Spring), with a budget of about \$12,000 per year. In preparation for the budget for FY 2013-14, staff examined the issue of the newsletter and noted it involved a tremendous amount of staff time. It was observed that the current distribution system was not quite working, particularly when examining the users and the number of times the newsletter was actually accessed.

As Mr. Pegueros explained, the Town currently communicates with residents in four primary public fashions – automatic notices through the website (agendas, new events, etc.), e-notices to individuals (currently almost 600) registered for that service; posting content on the PV Forum; occasionally sending out postcards; and the newsletter. Working on a more efficient way to communicate going forward, staff is taking a two-pronged approach. It involves:

- Expanding the use of e-notices and integrating Facebook and Twitter. One of the pieces of the budget included upgrading the website content management system (CMS) that would allow automatic postings to Facebook and Twitter, Mr. Pegueros said. Those two things are moving along

and Mr. Pegueros asked whether the Council is comfortable with that approach as a replacement for the existing newsletter/

- Explore publication of a quarterly electronic newsletter. A good example would be the like the Portola Valley School District (PVSD) *Weekly Post*, which has content that's emailed in to an editor. The Town would solicit volunteers to serve as editors of content that would be pulled together on a quarterly basis. Mr. Pegueros said one of the key issues with content is that it needs to be timely, and one of the problems with the twice-a-year newsletter is that by the time it gets out, oftentimes some of the information is already out of date.

He said the recommendation is to double down on our e-notice system while trying to develop content that's timely and relevant to residents as well as soliciting content from committee members. The second piece would be to produce a quarterly digest of notices as well as solicit specific content from committee members to be edited by a Town volunteer.

Councilmember Driscoll said he's concerned that a segment of our population may not have computers and may rely on what arrives in their mailboxes. Mr. Pegueros said the August 2013 postcard gave residents the option of adding themselves to a U.S. postal mail list; seven households signed up. Mr. Pegueros said more postcards could be sent out offering residents the option of being on an e-mail or U.S. postal list.

Councilmember Derwin asked about streaming video on the Town website, which seems to be a trend in other communities. Vice Mayor Wengert said it had been discussed three or four years ago and could be readdressed. Mr. Pegueros said You Tube offers free streaming video to government agencies, if that interests the Council. Some years ago, Councilmember Driscoll recalled Comcast offering the Town a channel for broadcasting meetings and events. Years ago, Mr. Pegueros said, he also discussed the cost and logistics issues of streaming audio and video when he worked for Los Altos Hills. One major issue, he said, was who would operate the video camera. Another question that concerns Councilmember Driscoll is whether video-recording would change the character of Town meetings.

Councilmember Derwin asked what content a quarterly newsletter might include. Mr. Pegueros said the first piece would be a digest of some e-notices that have gone out and the second piece would be the content we've always had in our newsletters, articles from committees on specific subjects, i.e., letters from the Mayor, etc. The tricky piece, he said, is that all of that could also go through the website as an e-notice, so part of the effort is to figure out how to not oversaturate, to make sure the e-notices remain relevant, but also provide the layer of content and information we need

Vice Mayor Wengert said the saturation point is a good one – we all have so much information to try to take in every day. She said timely and topical e-notices reduce part of the need of the old newsletter. She said the newsletter would be more for human interest, historical discussion, editorials, which is interesting and useful but may not be necessary on a quarterly basis. She thinks it's worth a try but doesn't want to overtax the staff. Mr. Pegueros said he expected a quarterly to be manageable. He said the key is the volunteer editors, as it is with the PVSD newsletter. He further pointed out that the quarterly newsletter approach allows for great analytics and determining content that interests residents.

When Councilmember Aalfs said he's seen Facebook pages that function much like newsletters, Mr. Pegueros said because not everyone is on Facebook or current in technology, he wouldn't want to rely solely on one format. He does, however, want Council confirmation that the newsletter would be discontinued unless they request it.

(8) Reports from Town Manager: Audio/Visual Equipment for Community Hall [8:30 p.m.]

Mr. Pegueros said over the past several months, a number of facility users have complained that the Community Hall audio-visual system is inadequate. Town Staff sets up the equipment for Town events 20 to 25 times per year; it isn't necessarily available to private users. Estimating the cost to provide a new

integrated system at \$40,000 to \$45,000, and subtracting staff setup time (about \$6,000) and user fees to help pay for the new system (another \$6,000), Mr. Pegueros said the Town would reach the expected breakeven point for the new system in about four years. Although it would be a large unbudgeted expenditure, he added, it would be responsive to the community's desire.

Councilmember Driscoll pointed out that the room isn't set up the same way consistently for all presentations, sometimes half the room, sometimes the whole room, and asked how that would be addressed. Mr. Pegueros said that with the integrated system, we could look at just the audio to begin with and then go to the video and screen. He said the audio setup requires specialized knowledge, and while no particular expertise is needed to connect the screen, it's heavy and may not always be needed or desired. He said they could look at breaking the project up, separating the audio and video aspects.

Ms. de Garmeaux said the quote was for a two-zone audio system. She said if we started with the audio, that would be a big improvement and then we could try to find a screen that was lighter. Loans of the screen and projector to private users would be restricted due to the high risk of damage. Councilmember Derwin agreed that the Town should bite the bullet and get a proper system. Vice Mayor Wengert agreed a new system is necessary. Mr. Pegueros said they will discuss it further and bring a proposal back to the Council in January 2014.

(9) Reports from Commission and Committee Liaisons [8:39 p.m.]

Councilmember Aalfs:

(a) Nature and Science Committee

Meeting on October 11, 2013, Committee members:

- Discussed preparation for Bird Day October 27, 2013
- Discussed the Midpeninsula Regional Open Space District (MROSD) Vision Plan Project regarding the Hawthorns, which had good public support and plans for Committee representatives to attend upcoming Vision Plan Project meetings

Councilmember Aalfs also reported that Chet Wrucke, who published a paper tracing the San Andreas Fault rupture in the 1906 earthquake, led a walk. Councilmembers concurred that this information should go to the Geologic Safety Committee.

Councilmember Driscoll:

(b) Cable and Utilities Undergrounding Committee [Note: Covered in Item 5.]

Councilmember Derwin:

(c) City/County Association of Governments (C/CAG)

Items covered at the October 10, 2013, C/CAG Board meeting included discussions on:

- PG&E's presentation of pipeline safety information, which the Board rejected it so further refinements are needed
- The Priority Development Area (PDA) Planning Program being open for applications, with some dates rolled back to give more people more time to apply
- A public member being selected for the Resource Management and Climate Protection Committee

- The C/CAG Investment Policy, which has been required since the market crash
- A summary highlighting accomplishments for FY 2012-13

(d) Connect 13: Strengthening Communities Through Social Media

Councilmember Derwin took part in the day-long conference held on October 23, 2013, sponsored by Assembly Member Kevin Mullin and Supervisor Warren Slocum. Charlene Li, who wrote the book *Open Leadership*, presented the keynote address. Conference presentations included:

- "Leaning into the Future: Social Media 101" with presenters from You Tube, Facebook, Google+ and Zeno Group
- "Generational Divide: 9 to 5 versus Now!" with presenters from Code for America
- "Navigating the Social Media Legal Maze" with presenters from Kerr & Wagstaffe, San Mateo Deputy County Counsel

Vice Mayor Wengert:

(e) SFO Airport/Community Roundtable

Vice Mayor Wengert reported that the meeting of October 10, 2013, at which three ad-hoc Noise Committee members from Portola Valley-Woodside made a presentation, was very productive. She said they asked why the Roundtable doesn't have access to the same level of FAA people that Congresswomen Anna Eshoo and Jackie Speier do, which may lead to a major change. They also got immediate buy-in from the airport people to a request for two permanent noise monitors to take two-week readings every quarter.

Leigh Prince:

(f) Planning Commission

Meeting on October 16, 2013, the Planning Commission discussed:

- A proposal at 5 Naranja Way; following up on several ASCC reviews (on August 27, 2013 with the Planning Commission, September 23, 2013 and October 14, 2013), the Planning Commission approved the project 5-0
- A proposal at 3 Grove Court; the applicants were seeking variances for floor area and height on their project for an historic property that has an underground bunker used during Prohibition
- The Neely/Myers proposal at 555 Portola Road; the continued public hearing covered discussions of a potential conservation easement over a portion of the Meadow Preserve, a potential Williamson Act action

Mayor Richards:

(g) Emergency Preparedness Committee

Meeting on October 17, 2013, Committee members discussed:

- The upcoming joint meeting with the Town Council on October 30, 2013
- Updates on the new radio system
- Progress on the Medical Subcommittee Plan

(h) Conservation Committee

Items discussed at the October 22, 2013 Conservation Committee meeting included:

- Some of the same properties covered during the Planning Commission meeting
- The need for more participation in broom pulls
- The impending launch of the Backyard Habitat Program

WRITTEN COMMUNICATIONS [9:01 p.m.]

(10) Town Council October 11, 2013 Weekly Digest

(a) #6 – Memo from Town Attorney Prince re: Douglas v. Town of Portola Valley

Ms. Prince said Michael Douglas met with her, Deputy Town Planner Karen Kristiansen and Town Planner Tom Vlastic to talk about his new use permit application.

In response to Vice Mayor Wengert's inquiry about whether the \$11,562 covers the Town's legal costs, Ms. Prince said it more than covers the legal costs for that particular motion, not for the whole thing. The Town also has coverage through ABAG, she said, and those financial details have to be worked out.

(b) #7 – Report from San Mateo County Sheriff's Office – Incident Log for 10/2/13-10/7/13

Mayor Richards said Lt. Tim Reed recently reviewed incidents and burglaries and said there hasn't been much of an uptick. Lt. Reed also noted that it was probably friends of teenagers who lived on Willowbrook Drive who perpetrated a burglary there, where blue jeans and a school ring were stolen, and eight burglaries were traced to information about residents' planned absences relayed by a pet boarding operation.

(8) Town Council October 18, 2013 Weekly Digest – None

ADJOURNMENT [9:36 p.m.]

Mayor

Town Clerk