



April 17, 2014

TO: Honorable Mayor and City Council

FROM: Edward C. Starr, City Manager 

SUBJECT: WEEKLY REPORT: April 11-17, 2014

➤ ***CITY MANAGER/ADMINISTRATIVE SERVICES DEPARTMENTS***

- On Thursday, May 1, the City of Montclair will host its second annual Mayor's Prayer Luncheon from 11:30 a.m. to 1 p.m. at the Montclair Community Center. The cost is \$15 per person or \$150 for a table sponsorship of eight people. Reservations can be made by contacting the Montclair Chamber of Commerce at (909) 985-5104 by April 24. Mickey's Catering will provide lunch.
- Last week, the 23rd Annual Prism Awards Luncheon, presented by Soroptimist International of Montclair/Inland Valley, was held at the Ontario Convention Center. This annual event gives credit to individuals in the community who have made a difference in the lives of local women and girls. Honorees included Dulce Garcia, Leah Malveaux, Janet Arzola, Peggy Banas, Ruth Collins, Nancy DeDiemar, Dr. Yolanda Quam, Shelly Gagnet, and California Steel Industries.

Representing the City of Montclair were Council Member John Dutrey, Deputy City Manager Marilyn Staats, Finance Director Don Parker, Director of Human Services Marcia Richter, Personnel Officer Gary Charleston, Administrative Analyst Mikey Fuentes, Office Specialist Andrea Phillips, and I. Other area representatives included San Bernardino County Fourth District Supervisor Gary C. Ovitt, members of the Ontario City Council and staff, as well as members of the Chaffey College Governing Board.

Soroptimist International is a global women's organization whose members volunteer to improve the lives of women and girls through programs leading to social and economic empowerment. More than 80,000 Soroptimists in about 120 countries and territories support community-based and global projects benefiting women and girls. The organization is particularly

concerned with providing women and girls access to education, as Soroptimists believes this is the most effective path to self-determination.

Soroptimist is a name coined from two Latin words— "soror" and "optima"— meaning "best for women." A Soroptimist believes that joining with other women and engaging in awareness, advocacy, and action in service to her community and society can make the world a better place for mankind.

- Residents living within the South Coast Air Quality Management District's (SCAQMD) jurisdiction are eligible to register for the 2014 Electric Lawn Mower Exchange Program. Montclair residents are eligible to register for this program.

This annual program offers SCAQMD residents an opportunity to help clean the air by exchanging old, operable gasoline-powered lawn mowers with new, electric lawnmowers. **Pre-registration is required.**

This year, SCAQMD will be offering five different electric lawn mower models for purchase. Costs will range from \$100 to \$250, depending on the model (see Page 9).

Additional information may be obtained by calling 1-888-425-6247, or by visiting www.aqmd.gov.

➤ **COMMUNITY DEVELOPMENT DEPARTMENT**

- Planning staff continues to be in contact with the development team working to finalize plans for an approximately 20,000 square-foot commercial center on Central Avenue across from Costco. In the current plan, the development would be comprised of three buildings. A 13,500 square-foot, multi-tenant building would be sited along the alley; a 2,500 square-foot freestanding building with a drive-thru to accommodate Tommy's Original Hamburgers is proposed at the north end of the property; and an approximately 4,000 square-foot pad building with a drive-thru, currently anticipated to house Starbucks Coffee and a retail tenant, is planned at the south end of the site. The main entrance to the project site would be aligned with the signalized intersection at Central Avenue and the Costco driveway. There would be one additional access point along Central Avenue and a third access drive from the existing east-west alley just north of Wienerschnitzel.

The plans are still conceptual at this point and are being reviewed by staff so that comments and feedback can be provided to the development team.

- The City of Montclair is accepting applications for two vacancies on the Planning Commission. Applicants must be Montclair residents and legally registered voters.

The Planning Commission serves in an advisory capacity to the City Council on land use policy matters that guide short- and long-term physical and environmental development of the City. The Planning Commission has final approval authority on certain land use and design entitlements and recommends action to the City Council on others.

Typical responsibilities include review of plans, reports, and public input as they relate to requests for Conditional Use Permits, Variances, Precise Plans of Design, subdivision maps, Specific Plans, and amendments to the General Plan and Zoning Code.

Planning Commissioners serve four-year terms. Applications are being accepted at City Hall until May 19, 2014, at 5:30 p.m.

➤ ***FIRE DEPARTMENT***

- During a General Assembly of the Fire Department on Monday, newly promoted Captain Chris Jackson, Captain Brian Brambila, and Engineer Narek Babayan each took their Oath of Service and were presented with new badges. Family and friends attended to offer congratulations and participate in the ceremony.
- Administrative Aide Angelic Bird participated in a Nurse Awareness and Agency Annual Conference at ACES Home Health on April 11. She gave a presentation on fire safety and emergency preparedness which included the following topics:

- Fire extinguishers use
- Smoke and carbon monoxide detector installation
- E.D.I.T.H. (Exit Drills in the Home)
- Building an emergency supply kit, making an emergency plan, and being informed about types of hazards.

The ACES staff expressed their appreciation for a successful event brought to them by Angelic!

➤ ***HUMAN SERVICES DEPARTMENT***

- Four terms on the Community Action Committee will expire on June 30, 2014. The City of Montclair is accepting applications for these vacancies until Monday, May 19, 2014, at 5:30 p.m. Applications are available at City Hall or by calling (909) 625-9416.

The Community Action Committee serves as an advisory body to the City Council on matters related to the evaluation of recreational programs, and to propose additional City-approved programs designed to meet the cultural and social needs of the residents of the community. Members must be residents of the City of Montclair.

Meetings are held in the Montclair City Council Chambers on the first Wednesday of each month, except during the months of July and August when the CAC goes "dark."

Members of the Community Action Committee serve four-year terms.

- Join us this Saturday for the City's Easter Eggstravaganza and Pancake Breakfast at the Montclair Community Center and adjacent Starlite Patio. The event is from 9 a.m. to 11 a.m. and will include games, activities, Easter eggs, and candy for children 10 years and younger. Children are invited to bring their own baskets to win candy-filled eggs as game prizes. The Easter Bunny will arrive on a fire engine and will pose for photos (\$3 per photo or \$1 to take your own photo). A Montclair Police unit and Officers will also be on hand for photos.

Breakfast will be offered at \$3 per plate and will include pancakes, sausage, orange juice, and coffee.

This event is sponsored by the City of Montclair, Montclair Kiwanis Club, Montclair Fire Fighter's Association, Montclair Police Officers Association, and Montclair-Ontario Junior Women's Club.

For additional information, call (909) 625-9479.

➤ **POLICE DEPARTMENT**

- Yesterday, a portion of Highway 38 was dedicated to fallen San Bernardino County Sheriff's Department detective Jeremiah MacKay in a ceremony held at Yucaipa Community Park Amphitheater. Chief Mike deMoet, Lieutenants Jason Reed and Brandon Kumanski, and Police Cadet Ed Fornes represented the Montclair Police Department at the ceremony.

Speakers included San Bernardino County Sheriff John McMahon and Captain Lee Hamblin; and San Bernardino County Supervisor James Ramos.

Jeremiah MacKay grew up in Lake Arrowhead where he developed a passion for mountain recreation. On February 12, 2013, at the age of 35, Jeremiah died protecting the community that he treasured when he was shot and killed by Christopher Dorner during the manhunt for the rogue ex-Los Angeles Police Department officer.

The sign pictured below is one of two that will pay tribute to Detective MacKay along Highway 38.



- Today, Attorney General Kamala Harris presented Shelby DeGraff with the Citizen Certificate of Valor for her heroic efforts in February when she tackled a big rig theft suspect. Chief deMoet nominated Shelby for this award and is delighted that she is one of the six award recipients. The ceremony followed the Attorney General's Zone VI meeting at the NTS Liberty Station, which Chief deMoet and Lt. Reed also attended.



From left: Shelby DeGraff with Attorney General Kamala Harris

- On Saturday, April 12, Reserve Officers Randy Ortiz, Joe Kuskie, Keith Dow; and Reserve Captain Ron Foss conducted a Traffic Enforcement Program that resulted in 52 citations, 2 arrest warrants, and 2 drivers cited for driving with suspended licenses (both vehicles were impounded).

Our appreciation goes to Randy, Joe, Keith, and Ron for their continued efforts to keep our City safe.

- The Montclair Police Department will be a collection site for unused and expired prescription drugs for the national Prescription Drug Take-Back Day on Saturday, April 26 from 10 a.m. to 2 p.m. Prescription drugs in the wrong hands can have deadly consequences, and drugs that are flushed down the toilet contaminate our water ways.

The Police Department cannot deplete patrol resources by having Officers respond to locations to pick up unwanted prescription medications.

➤ **PUBLIC WORKS DEPARTMENT**

- There is no new information to report.

➤ **SUCCESSOR REDEVELOPMENT AGENCY/MONTCLAIR HOUSING CORPORATION**

- CoStar Group reports declining teen retail sales have become a red flag for many fashion-dependent stores. And while retailers are on the front line of that trend, mall owners are not far behind; and they are also trying to get through to their parents as well, who appear to be abandoning many of their old, standby department stores. Finding answers is critical for their futures.

"There are macro issues that are facing the teen growth today, whether it's teen unemployment or other things that are out there," said John D. Goodman, CEO of teen retailer Wet Seal. "We've got to put aside the macro for a second and ask, what can we do to get business for ourselves and what are the strategies we need to put in place to really turn the tide? The macro issues are out there, but how do we get our share of the business in a very difficult environment?"

Declining teen retail sales have affected all classes and types of malls. Overall, U.S. retail sales (excluding auto and food sales) remain challenged in February of this year, with sales up 1.1 percent year over year, but down from this past summer's 3.9 percent trend.

No doubt the extreme winter weather across most of the U.S. definitely hurt sales and mall traffic. Nevertheless, Ki Bin Kim, director of U.S. REIT (Real Estate Investment Trust) equity research at SunTrust Robinson Humphrey, said he continues to see a clear trend among weak retailers continuing to suffer declining sales. These include teen retailers such as Abercrombie & Fitch, Aeropostale, American Eagle, and Guess; and also those retailers most

at-risk to ecommerce competition, such as Office Depot, Best Buy, and Staples.

"In our view, teens didn't suddenly stop shopping, they are simply spending a significant portion online at very well run online fashion retailers, such as: Shopbop.com, Revolve.com and Brandymelvilleusa.com," Kim noted. "The initial e-commerce assault on brick-and-mortar retail started with commodity type items (the low-hanging fruit), but it is continuing to evolve to higher brow consumer items." The trend is having an impact on smaller, in-line boutiques, as well as on major department stores. Total department store industry sales declined by 4 percent to about \$175 billion in 2013, according to Fitch Ratings. This was the worst rate of decline since the 2008-2009 recession, according to the bond ratings agency, and lower than Fitch Ratings' medium-term projection of a 1 percent to 2 percent annual decline rate. Fitch said the results reflect the continued competitive pressure and channel leakage to specialty apparel, discounters, and, more recently, online channels.

The notable department store chains feeling the pinch continue to be Sears/Kmart, Bon-Ton Stores, Kohl's, and JCPenney; although JCPenney finally turned a positive 2 percent comp in the fourth quarter, Fitch noted.

Fitch also noted store closures by anchor tenants continued to weigh heavily on the mall REITs. In particular, the downsizing of both Sears and JCPenney were likely causing some of the lower sales per square foot. Other big-named retail closings announced this year include Radio Shack (1,100), Staples (225), JCPenney (33), Aeropostale (175), and Children's Place (125).

Retail sales trends further differentiate "good" malls and "bad," Nomura Securities noted. Better-performing malls with high retail sales per square foot are expected to continue performing well and have no trouble backfilling vacated space. The concern among analysts lies mostly with outdated malls or those located in overcrowded markets that need only two of three existing malls, according to Nomura analysts Lea Overby and Steven Romasko. The majority of retail REITs continued to emphasize the importance of capital recycling in their most recent quarterly investor calls, that is selling underperforming properties and investing in higher quality centers with growth potential. Reflecting this trend, most REITs have a set of non-core assets that they plan to sell or dispose of over the next year. Several spokespeople noted the strengthening investor interest in lower-performing malls, providing a possible opportunity for the REITs to shed underperforming assets.

According to CoStar's sales comps data, more malls are being sold, moving from less than half a million dollars in total mall property sales in 2009 to more than \$6 billion last year.

In a bid to enhance their appeal and draw increased foot traffic, many of the REITs that own malls are increasing the mix of entertainment and dining options in their properties. "Consistent with teen retailers struggling through the year, both junior and unisex apparel impacted this quarter negatively," Robert Taubman, chairman, president and CEO of Taubman Centers, said of

his firm's fourth quarter 2013 performance. "And not withstanding many reports of our mall traffic slowing, our fast food category was up nearly 7 percent, suggesting our traffic was okay. It was a busy January for us."

Stephen Lebovitz, president and CEO of CBL & Associates, said that mall owners are turning to restaurants because that is something the Internet cannot do. Malls, he said, are more than just a shopping experience. "It's a social experience, entertainment experience; they are town centers in our communities," Lebovitz said. "And their role has evolved in terms of adding restaurants, adding experiential uses, adding more events and programs. So those are the types of things that we are focused on in terms of competing with the internet, is to make the mall experience as compelling as possible to our shoppers."

ECS:spa

"The greatest gifts you can give your children are the roots of responsibility and the wings of independence." ~ Denis Waitley

APRIL 2014



19	Easter Eggstravaganza Montclair Community Center and Starlite Theater	9:00 a.m. - 11:00 a.m.
20	Easter Sunday	
21	Code Enforcement Committee Meeting City Hall Conference Room	6:00 p.m.
21	City Council Meeting Council Chambers	7:00 p.m.
22	Earth Day	
22	Online to College Celebration City Hall Lobby	6:00 p.m.
24	Strategic Planning Session Montclair Senior Center	4:00 p.m. - 8:00 p.m.
28	Planning Commission Meeting Council Chambers	7:00 p.m.
29	City Manager's Staff Meeting City Hall Conference Room	9:00 a.m.

SPECIAL OFFER

Electric Lawn Mower Exchange Program

Register and save from 50% to 75%

Save some green by trading in your old, operable gas-powered lawn mower, replace it with a high-performance electric mower and score up to 75 percent in savings!

Choose from two brands and five models
Mowers are cordless, lighter for easier operation and more than 50 percent quieter than a traditional gas-powered mower.

Pre-registration is required and starts
Wednesday, April 16, 2014.



Pay Only
Greenstation 20"
cutting width, 24v
\$160 was ~~\$430~~

Pay Only
Black&Decker 19"
cutting width, 36v
was ~~\$429~~ **\$180**

Pay Only
Greenstation 19"
cutting width, 24v
self-propelled
\$230 was ~~\$470~~

Pay Only
Black&Decker 18"
cutting width, 36v
was ~~\$379~~ **\$100**

Pay Only
Black&Decker 19"
cutting width, 36v
self-propelled
was ~~\$479~~ **\$250**

Trade-In Events

Mark your calendar - registration opens Wednesday, April 16, 2014.

Long Beach
May 3

Pasadena
May 17

Riverside
June 14

Anaheim
June 28

Quantities are limited and registration is required. Call or register online to save your spot and save some green!

You must pre-register at: www.aqmd.gov or call 1-888-425-6247

(Operator available Tuesday-Friday from 8 a.m. to 5 p.m.)

Program sponsored by SCAQMD and the California Air Resources Board. Special thanks to Anaheim Public Utilities, Bourn's Inc., City of Anaheim, City of Pasadena, Los Angeles DWP, Rose Bowl, Southern California Edison and Veteran's Memorial Stadium.