

# CITY OF HIGHLAND SPECIAL MEETING OF THE COMMUNITY TRAILS COMMITTEE AGENDA

## SPECIAL MEETING

April 14, 2022

6:00 p.m.

City Hall

Donahue Council Chambers

27215 Base Line

Highland, California

## MEMBERS

Robert La Chausse, Chair

Erwin Fogerson, Vice Chair

Richard Bowman, Member

Michael McMillan, Member

Brent Merideth, Member

## STAFF

Lawrence A. Mainez, Community Development Director

Kim Stater, Assistant Community Development Director

Angela Tafolla, Assistant Planner

Camille Goritz, Administrative Assistant III

## MISSION STATEMENT

Highland is dedicated to the betterment of the individual, the family, the neighborhood and the community. The City Council and the staff of Highland are dedicated to providing the quality of public facilities and services that its citizens are willing to fund and will do so as efficiently as possible.

Visit the City's Website at: [www.cityofhighland.org](http://www.cityofhighland.org)

CITY OF HIGHLAND • 27215 BASE LINE • HIGHLAND, CALIFORNIA 92346 • (909) 864-6861 ☎ • (909) 862-3180 📠

**The City of Highland complies with the Americans with Disabilities Act of 1990. If you require special assistance to attend or participate in this meeting, please call the City Clerk's Office at (909) 864-6861 Ext. 226, at least 48 hours prior to the meeting.**

Pursuant to Government Code Section 54957.5, any disclosable public records related to an open session item on a regular meeting agenda and distributed by the City of Highland to all or a majority of the Community Trails Committee less than 72 hours prior to that meeting, are available for public inspection at Highland City Hall, 27215 Base Line, Highland, CA 92346, during normal business hours.

Submission of Public Comments: To limit the number of persons in the Council Chambers, the public is encouraged to make public comments by email rather than in person. For those wishing to make public comments by email to be read aloud at the meeting by the Community Development Administrative Assistant. Email comments must be submitted by 5:00 p.m. on April 14, 2022 to [publiccomment@cityofhighland.org](mailto:publiccomment@cityofhighland.org).

Members of the public will be permitted to make public comments in person.

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**COMMUNITY TRAILS COMMITTEE  
SPECIAL MEETING AGENDA  
April 14, 2022 - 6:00 P.M.**

**CALL TO ORDER**

Pledge of Allegiance

**COMMUNITY INPUT (ITEMS NOT ON THE AGENDA)**

To address the Community Trails Committee please complete a speaker form located at the entrance and give it to the Administrative Assistant prior to the beginning of the meeting. Your name will be called when it is your turn to speak. Individual speakers are limited to three minutes each. Comments received via email by April 14, 2022, 5:00 p.m., will be read into the record, provided that the reading shall not exceed three (3) minutes.

**CONSENT CALENDAR**

1. Minutes from March 10, 2022, Regular Meeting.

RECOMMENDATION: That the Community Trials Committee approve the minutes, as submitted.

## BUSINESS ITEMS

2. Overview of the 2022 Citrus Harvest Festival

RECOMMENDATION: Staff recommends the Community Trails Committee (CTC) provide Staff with feedback and input regarding participation in the Citrus Harvest Festival event.

3. 26<sup>th</sup> Annual Community Trails Day

RECOMMENDATION: Staff recommends the Community Trails Committee (CTC) hear Staff's verbal presentation regarding the Community Trails Day Event budget and promotional options and make suggestions as desired.

## ANNOUNCEMENTS

## ADJOURN

I, Camille Goritz, Administrative Assistant III of the City of Highland, California, certify that I caused to be posted this agenda on or before the 8<sup>th</sup> of April 2022 by 5:30 p.m. on our website at [www.cityofhighland.org](http://www.cityofhighland.org) and in the following designated areas:

Highland Branch Library  
7863 Central Avenue

Fire Station No. 1  
26974 Base Line

City Hall  
27215 Base Line

Date: April 8, 2022

  
\_\_\_\_\_  
Camille Goritz, Administrative Assistant III



# STAFF REPORT

## TO THE COMMUNITY TRAILS COMMITTEE

**DATE:** April 14, 2022

**FROM:** Lawrence Mainez, Community Development Director

**PREPARED BY:** Camille Goritz, Administrative Assistant III 

**SUBJECT:** Minutes from the March 10, 2022 Community Trails Committee Special Meeting.

**RECOMMENDATION:** Staff recommends the Community Trails Committee approve the Minutes as submitted.

**PUBLIC NOTICE:** The agenda for this item was posted at the three locations per Resolution No. 2011-047 and on the City's website.

|                                                                                                            |               |                                                                                                                        |                          |
|------------------------------------------------------------------------------------------------------------|---------------|------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Approved _____                                                                                             | Motion _____  | Second _____                                                                                                           | Agenda Item No. <u>1</u> |
| Denied _____                                                                                               | Ayes _____    |                                                                                                                        |                          |
| Continued _____                                                                                            | Noes _____    |                                                                                                                        | File No. _____           |
| Tabled _____                                                                                               | Abstain _____ |                                                                                                                        |                          |
|                                                                                                            | Absent _____  |                                                                                                                        |                          |
| <br>Recording Secretary |               | <br>Community Development Director |                          |

**COMMUNITY TRAILS COMMITTEE  
SPECIAL MEETING AGENDA  
March 10, 2022**

**CALL TO ORDER**

The Special meeting of the Community Trails Committee of the City of Highland was called to order at 6:00 p.m. by Chair La Chausse at the Donahue Council Chambers, 27215 Base Line, Highland, California.

|          |            |                   |
|----------|------------|-------------------|
| Present: | Chair      | Robert La Chausse |
|          | Vice Chair | Erwin Fogerson    |
|          | Member     | Richard Bowman    |
|          | Member     | Michael McMillan  |
|          | Member     | Brent Merideth    |

Staff Present: Lawrence Mainez, Community Development Director  
Angela Tafolla, Assistant Planner  
Camille Goritz, Administrative Assistant III

Pledge of Allegiance led by Chair La Chausse.

**COMMUNITY INPUT (ITEMS NOT ON THE AGENDA)**

None

**CONSENT CALENDAR**

1. Minutes from the February 10, 2022 Regular Meeting.

**A MOTION** was made by Member Bowman, seconded by Member McMillan, to approve the minutes as amended. Motion carried, 5-0.

**BUSINESS ITEMS**

2. 2022 Citrus Harvest Festival

Assistant Planner Tafolla presented the staff report.

Chair La Chausse asked the members what times they were available to help with the trials booth.

Assistant Planner Tafolla stated we are asking for one hour shift per member during the festival.

The Community Trails Committee gave their availability time slot to Assistant Planner Tafolla.

Chair La Chausse asked will staff have handouts to give to the community?

Assistant Planner Tafolla stated yes, we will. We will also inform the community of the Annual Trails Day, we will be prompting the trails in Highland, and how can they take care of them.

3. 26<sup>th</sup> Annual Community Trails Day

Community Development Director Mainez stated the Community Trails Committee was one of the first committees created when Highland became a city. Trails are very important; Highland was mostly orange groves in the hills and City Council wanted to preserve all the trails. The Community Trails Committee has a trails event every year to get people inspired about walking the trails, maintaining them, picking up trash, using the trails, and some people don't even know we have trails in the city.

Member Merideth stated generally there is a strong interest by a lot of people to participate. It is usually attended by 30-40 people every year. It is a great way to get out and talk especially after the pandemic. In the past we have had CVS Pharmacy sponsor the event and it provided snacks.

Community Development Director Mainez stated yes, we will have sponsorships. In the past I think the biggest Annual Trails Day generated about 300 people and then every year it dwindled down. I would expect a good turn out this year. We will reach out through social media, word of mouth, also letting neighbors know. Once we pick a date, this will go to City Council for approval on April 14, 2022.

Chair La Chausse stated I remember we were talking about making flyers and taking them to the local elementary and middle schools, however even an electronic way to reach out to the schools to inform them of trails day.

Assistant Tafolla stated we will also do a Chamber of Commerce presentation, Next Door Application, and Facebook for more outreach. She presented the three sites that is potentially where the Annual Trails Day event will take place.

Community Development Director Mainez stated I reached out to Heather, who is General Manager for San Bernardino Valley Municipal Water District. They recently acquired this property for reclamation and other things related to water. I told her that we would be meeting with you guys tonight and we are looking for some sites and she had talked to me about promoting the site, eventually doing some master planning out there. I thought this would be a great opportunity for us to walk the site for trails event, but also have the property owner set up a booth to show the public what's going to happen out there in the future. It's not confirmed yet, but that's a potential site. There is also Cowyn Camp Road, and City Creek. We can talk about the trails having signage.

Member Fogerson stated he would like to outreach to the west side of the city as well, so they are able to participate.

Community Development Director Mainez stated our staff including the Sheriff's Department will make sure it's a clean and safe environment for the event. There is a lot of parking I think we designated even onsite parking and the beauty of this site is amazing.

Chair La Chausse stated as a committee we should figure out where the Annual Trails Day will be held. How about we make a motion.

**A MOTION** was made by Member Bowman, seconded by Vice Chair Fogerson, to approve City Creek as the site for Annual Trails Day on June 4, 2022. Motion carried, 5-0.

Member Merideth stated he would like to make a motion on the Harmony site, is that possible?

Community Development Director Mainez stated since we made a motion we will go with City Creek for June 4, 2022, Annual Trails Day, however we can possibly do this trail in November 2022.

## **ANNOUNCEMENTS**

Member Merideth stated there is an existing already paved bike trail along La Cresta and there is a very nice pathway. It is open on one end and closed on the other, but it is closed at a street.

Community Development Director Mainez stated on Greenspot Road there is maintenance access gate. It's a Flood Control access to maintain the facilities and then along the larger tract homes.

Member Merideth would like staff to follow up to receive access to the trail. There is a section off Highland Avenue where Highland posted plans to start housing development, and there is potential for a bike lane extension, however the empty lot prevents any bike lane or sidewalk.

Community Development Director Mainez stated we can update you on that. If there is development, then they will have to put in a bike lane and sidewalk.

Community Trails Committee thanked Bob Hitchman for helping with cleaning up the trails.

## **ADJOURN**

There being no further business, Robert La Chausse declared the meeting adjourned at 7:00 P.M.

Submitted by:

Approved by:

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Camille Goritz,  
Administrative Assistant III

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Robert La Chausse,  
Community Trails Committee Chair



# STAFF REPORT

## TO THE COMMUNITY TRAILS COMMITTEE

**DATE:** April 14, 2022

**FROM:** Lawrence A. Mainez, Community Development Director

**PREPARED BY:** Angela Tafolla, Assistant Planner 

**SUBJECT:** Overview of the 2022 Citrus Harvest Festival

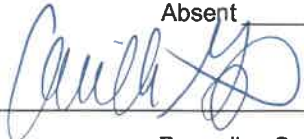
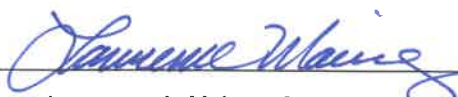
**RECOMMENDATION:** Staff recommends the Community Trails Committee (CTC) provide Staff with feedback and input regarding participation in the Citrus Harvest Festival event.

**PUBLIC NOTICE:** As required by City Council Resolution, notice of the CTC's Meeting was posted at the City's three designated posting locations within the City. In addition, the Agenda was posted on the City's Website. No further Notice is required.

**BACKGROUND:** Staff is seeking feedback and input regarding the participation in the Citrus Harvest Festival. The input and feedback provided will be utilized in the planning of next year's participation in the Citrus Harvest Festival.

Community Trails had one (1) booth that and displayed Adopt-A-Trail brochures, Mile Marker applications, multi-use trails map, and renderings of the Natural Parkland Trail improvements.

Staff plans on this item being an open discussion.

|                                                                                                            |               |                                                                                                                                            |                          |
|------------------------------------------------------------------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Approved _____                                                                                             | Motion _____  | Second _____                                                                                                                               | Agenda Item No. <u>2</u> |
| Denied _____                                                                                               | Ayes _____    |                                                                                                                                            |                          |
| Continued _____                                                                                            | Noes _____    |                                                                                                                                            | File No. _____           |
| Tabled _____                                                                                               | Abstain _____ |                                                                                                                                            |                          |
|                                                                                                            | Absent _____  |                                                                                                                                            |                          |
| <br>Recording Secretary |               | <br>Lawrence A. Mainez, Community Development Director |                          |



# STAFF REPORT

## TO THE COMMUNITY TRAILS COMMITTEE

**DATE:** April 14, 2022

**FROM:** Angela Tafolla, Assistant Planner *AT*

**SUBJECT:** 26<sup>th</sup> Community Trails Day

**RECOMMENDATION:** Staff recommends the Community Trails Committee (CTC) hear Staff's verbal presentation regarding the Community Trails Day Event budget and promotional options and make suggestions as desired.

**PUBLIC NOTICE:** As required by City Council Resolution, notice of the CTC's Meeting was posted at the City's three designated posting locations within the City. In addition, the Agenda was posted on the City's Website. No further Notice is required.

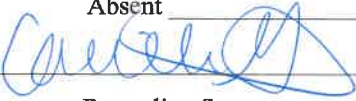
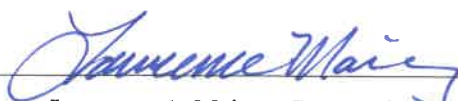
### City Council Approval

The 26<sup>th</sup> Annual Community Trails Day to be held on June 4<sup>th</sup> is scheduled on the April 12<sup>th</sup> City Council Agenda for approval. Should the City Council approve the date, time and location of Trails Day be prepared to discuss the following:

- A. Budget;
- B. Advertisements and News Releases;
- C. Event Flyer;
- D. Booth activity

**Fiscal Impact:** The 2021-2022 City Budget for Community Events "Trails Day" is \$1,200.00.

As with previous events, a donation box will be provided at the Trails Day Event. All donations will be placed in the Community Trails Committee's Special Deposits Account and the money will be used in part to fund future Trails Day Events.

|                                                                                                            |               |                                                                                                                                            |                          |
|------------------------------------------------------------------------------------------------------------|---------------|--------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|
| Approved _____                                                                                             | Motion _____  | Second _____                                                                                                                               | Agenda Item No. <u>3</u> |
| Denied _____                                                                                               | Ayes _____    |                                                                                                                                            |                          |
| Continued _____                                                                                            | Noes _____    |                                                                                                                                            | File No. _____           |
| Tabled _____                                                                                               | Abstain _____ |                                                                                                                                            |                          |
|                                                                                                            | Absent _____  |                                                                                                                                            |                          |
| <br>Recording Secretary |               | <br>Lawrence A. Mainez, Community Development Director |                          |

## **Analysis:**

### Event Budget:

The adopted Budget for fiscal year 2021-2022 allocates a total of \$1,200.00 to the Community Trails Day Event. Staff typically uses most of these funds to advertise in the Highland Community Newspaper's two weeks leading up to the event. Each year donations of beverages and snacks have been provided by three local merchants that reliably support our event. Should there be a desire for promotional items we would need to evaluate available funds or find additional sponsors for those goods.

### Advertisements and News Releases:

Staff contacted the Highland Community News regarding pricing and confirmed the following pricing:

1. Spotlight Ad's - \$275
2. Half page Ad - \$600
3. Page banner - \$205

A decision will need to be made to decide what type of ad's and how many ad's will be published.

In addition to the advertisements in the Highland Community News, staff will be forwarding the Trails Day Flyer and a news release to newspapers that have local circulation, the Highland Chamber of Commerce, and RUSD Peachjar announcement page.

Social media blasts will also be utilized.

### Event Flyer 8 1/2" X 11"

A draft design will be presented to the Committee at the May 12, 2022, CTC meeting. In addition, the event flyer will be placed on the City's website and available in the lobby at City Hall. Additional flyers will be printed, upon request, for any Committee Members wishing to distribute to the public and businesses prior to the Trails Day Event.

### Booth Décor and Set-up

Each year our booth is comprised of a pop-up canopy over our 10' x 10' space which houses a table for trail material. We typically have a few mounted maps of the event trail and the entire trail system. Design ideas that will get us noticed are encouraged.