



**MINUTES - MORRO BAY CITY COUNCIL  
SPECIAL MEETING OF CITY COUNCIL**

**March 25, 2025, 3:00 p.m.  
Veterans Memorial Hall  
209 Surf St., Morro Bay, CA**

Members Present: Mayor Carla Wixom  
Council Member Cyndee Edwards  
Council Member Jeff Eckles  
Council Member Zara Landrum  
Council Member Bill Luffee

Staff Present: City Manager Yvonne Kimball  
Interim City Attorney Robert Schultz  
City Clerk Dana Swanson  
Finance Director Emily Conrad  
Public Works Director Greg Kwolek  
Community Development Director Airlin Singewald  
Police Chief Amy Watkins  
Fire Chief Dan McCrain  
Harbor Vitality Director Chris Munson  
Facilitator Michael Codron

---

**1. ESTABLISH QUORUM AND CALL TO ORDER**

Mayor Wixom called the meeting to order at 3:00 p.m. with all members present.

**2. PUBLIC COMMENT FOR ITEMS ON THE AGENDA**

Public comment was received following the staff presentation.

**3. SPECIAL MEETING AGENDA ITEM(S)**

**3.a Adoption of new City Council Goals for Fiscal Years 2025-2027**

[https://youtu.be/MA\\_3qzM9d7A?si=s9NHetC0UTPVIqNv&t=54](https://youtu.be/MA_3qzM9d7A?si=s9NHetC0UTPVIqNv&t=54)

City Manager Yvonne Kimball introduced Facilitator, Michael Codron, who presented the report and responded to Council inquiries.

Mayor Wixom opened public comment for items on the agenda.

[https://youtu.be/MA\\_3qzM9d7A?si=AQpOL9jDh1AdY7O6&t=1373](https://youtu.be/MA_3qzM9d7A?si=AQpOL9jDh1AdY7O6&t=1373)

- Michael Wambolt, Visit Morro Bay, shared data and benchmarks from a recent tourism report, noting the direct and indirect economic impact of tourism in Morro Bay.
- Betty Winholtz, Morro Bay, submitted signatures in support of a goal to acquire the Morro Elementary campus and suggested three goals with no more than one or two per department: 1) Focus on the City's budget and health, 2) Streets, and 3) Quality of Life with Morro Elementary as the priority.
- Dina Lundquist, Morro Bay Chamber of Commerce, urged Council to support a unified economic development approach with the Chamber and Visit Morro Bay that will increase sales tax revenue, reduce vacancy rates, and ensure sustainable business survival and growth.
- Nicole Dorfman, Morro Bay, suggested marketing Morro Bay's natural beauty and access to the estuary and sea life, cautioned paid parking programs have not been successful in other cities, and supported the pursuit of Morro Elementary, changing the zoning from high density residential.
- Judy Setting, Morro Bay, urged the City to pursue changes in land use designations for the Morro Elementary property to medium density residential, public institutional, and open space/recreation to preserve our small town character.
- Susan Stewart, Morro Bay business owner, supported the idea of medium to high density housing on the Morro Elementary site, leaving space for soccer fields and playground areas to create a place for families and seniors, adding the historic building would be a great community center.
- An unnamed resident spoke in opposition to paid parking and offered a sample STR ordinance with more teeth to address noise complaints.
- Nancy Bast, Morro Bay, was disappointed by the small audience and hoped future meetings would be held at a time when everyone can attend.
- Karen Aguilar, Morro Bay, opposed paid parking and was supportive of new events to increase revenues.
- Margaret Carman, Morro Bay, opposed paid parking, offshore wind and buildings heights exceeding 25 feet; concurred with previous comments supporting quality of life efforts and obtaining Morro Elementary.

*End of public comment.*

Mr. Codron revisited recommendations provided by the Recreation & Parks Commission at its March 20th meeting, which occurred after the agenda report was published.

Mr. Codron reviewed the proposed and alternative goal statements. Council voted by straw poll, the clerk tabulated the results and Mr. Codron read them into the record. Council Members Eckles, Landrum, Luffee and Mayor Pro Tem Edwards allocated 5 points each to Economic Vitality/Fiscal Health, Infrastructure and El Morro Elementary. Mayor Wixom allocated 5 points each to Economic Vitality/Fiscal Health and Infrastructure, 3 points to El Morro Elementary, and 2 points to Housing, noting the connection between Housing and El Morro Elementary.

[https://youtu.be/MA\\_3qzM9d7A?si=WyB9IYo2TDGSq3gc&t=4259](https://youtu.be/MA_3qzM9d7A?si=WyB9IYo2TDGSq3gc&t=4259)

The Council reviewed Goal Statements for the selected goals and found consensus on the following:

- **Economic Vitality and Fiscal Health.** "A vibrant and active business community supported by coordinated strategies for economic vitality and fiscal health that create the conditions for individual business success and the long-term fiscal health of the City."
- **Infrastructure Resiliency.** "An infrastructure program that includes regular maintenance to prolong the life of existing infrastructure (streets, buildings, structures, equipment) while implementing a Capital Improvement Plan that prioritizes new projects in alignment with available resources (funding and staff)."
- **El Morro Elementary School.** "Work with the San Luis Coastal Unified School District to acquire the Morro Elementary School site or assist in the development for the purpose of preserving community access, historic preservation, and/or housing development consistent with the City's General Plan."

Following discussion, there was consensus on the following Objectives for each Goal:

**Economic Vitality and Fiscal Health.** Using existing plans and documents, identify opportunities for downtown revitalization and beautification, including facade improvement rebate program; engagement and outreach efforts to increase satisfaction with planning and building services; analysis of the City's reserve policies; and comprehensive strategy for revenue enhancement.

**Infrastructure Resiliency.** Create a 5-year CIP, Infrastructure Maintenance & Harbor Infrastructure.

**El Morro Elementary.** Acquisition (or Partnership) Plan, Community Engagement, Grants.

**4. ADJOURN**

The meeting adjourned at 5:26 p.m.

Respectfully submitted,

/s/ Dana Swanson, City Clerk