



**MINUTES - SPECIAL JOINT MEETING
OF THE MORRO BAY CITY COUNCIL
AND CITIZENS FINANCE ADVISORY COMMITTEE**

**October 21, 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
Chairperson Stephen Peck
Vice-Chair Michael Woody
Committee Member Barry Branin
Committee Member Johnson

Members Absent: Committee Member Brian Dorfman

Staff Present: Interim City Manager Andrea Lueker
Finance Director Emily Conrad
City Clerk Dana Swanson

1. ESTABLISH QUORUM AND CALL TO ORDER

Mayor Wixom established a quorum and called the meeting to order at 3:00 p.m. with all Council Members present and all members of the Citizens Finance Advisory Committee present, except Member Dorfman.

2. PUBLIC COMMENT FOR ITEMS ON THE AGENDA

Mayor Wixom opened public comment for items on the agenda:

- Nicole Dorfman, Morro Bay, appreciated the discussion and suggested the City encourage people to buy gas locally and promote sea otters.

End of public comment.

3. SPECIAL MEETING AGENDA ITEMS

3.a REVENUE ENHANCEMENT OPPORTUNITIES AND RECOMMENDATIONS

CFAC Chair Peck provided a brief report.

Mayor Wixom noted that several of the initiatives recommended by CFAC were either underway or approved as part of the City goals, including the potential sale

of 231 Atascadero Road (former Teen Center), paid parking program at the Rock, enhancing RV facilities through lease negotiations with Morro Dunes RV Park and re-use of the former WWTP property, development of a holistic approach to facility rental pricing within the context of an Events Policy discussion (to be reviewed by the Recreation & Parks Commission prior to City Council), and a risk-based review of the General Fund Emergency Reserve policy.

The sale of Market Plaza is paused until the Waterfront Master Plan update has been completed so the development of the property can be aligned to the Plan.

Following discussion, there was Council consensus and direction on the following:

- Shift location of proposed events from the Rock to Tidelands Park, coordinate with the Chamber to upscale and enhance Saturday Farmers Market, revive the fish market on the Embarcadero.
- Partner with Visit Morro Bay and the Chamber in marketing effort to reach Cal Poly and Cuesta staff and students, including increased maintenance and beautification of the Embarcadero to keep them coming back.

While there was some interest in Community Facilities Districts (CFDs), there was no direction to explore CFDs, Enhanced Infrastructure Finance Districts (EIFDs) or Climate Resiliency Districts (CRDs) at this time.

3.b REVIEW CFAC WORK PLAN AND POTENTIAL FINANCIAL PROJECTS FOR 2026

The Council and CFAC discussed potential work plan items for 2026 and directed the following:

- Revenue Policy review, including how revenues are to be used, to CFAC in January/February, prior to presentation to Council in May.
- Quantitative guidelines to simplify allocation and accounting of Measure Q/E funds to CFAC in August and/or October.

While not assigned to the CFAC's work plan, Council desires CFAC member input and recommendations on the risk-based analysis of the General Fund Emergency Reserve Policy. Additionally, there was Council interest in having the PWAB and CFAC jointly review the Capital Improvement Project list in the fall.

4. ADJOURNMENT

The meeting adjourned at 5:26 p.m.

Respectfully submitted,

/s/ Dana Swanson, City Clerk