

From: [Mary Real](#)
To: [City Clerk](#); [Council Internet Email](#); [Scott Chadwick](#); [Geoff Patnoe](#); [Kyle Lancaster](#); [Mick Calarco](#); [Mary Real](#)
Subject: Fwd: Item 7 Carlsbad City Council 5-21-2024
Date: Tuesday, May 21, 2024 11:10:20 AM

----- Forwarded message -----

From: **Mary Real** <anewday4me2020@gmail.com>
Date: Tue, May 21, 2024 at 10:33 AM
Subject: Item 7 Carlsbad City Council 5-21-2024
To: <clerk@carlsbadca.gov>, <council@carlsbadca.gov>, Scott Chadwick <Scott.Chadwick@carlsbadca.gov>, Geoff Patnoe <geoff.patnoe@carlsbadca.gov>, Kyle Lancaster <kyle.lancaster@carlsbadca.gov>, <mick.calarco@carlsbadca.gov>, Mary Real <anewday4Me2020@gmail.com>

7. FISCAL YEAR 2024-25 PRELIMINARY OPERATING BUDGET, STRATEGIC DIGITAL TRANSFORMATION INVESTMENT PROGRAM AND CAPITAL IMPROVEMENT PROGRAM, FISCAL YEAR 2024-25 MASTER FEE SCHEDULE AND UPDATES TO CITY COUNCIL POLICY STATEMENT NO. 95 – COST RECOVERY POLICY FOR FEES AND CHARGES FOR SERVICES – 1) Receive the report; and 2) Adoption of a resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating, Strategic Digital Transformation Investment Program and Capital Improvement Program budgets; Carlsbad’s share of the Encina Wastewater Authority operating and capital budgets; the Gann spending limit for fiscal year 2024-25; and changes to the Master Fee Schedule; and determining the Fiscal Year 2024-25 Capital Improvement Plan Budget is consistent with the General Plan and applicable Climate Action Plan measures and actions; and 3) Adoption of a Carlsbad Municipal Water District Board of Directors resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating and Capital Improvement Program budgets and changes to the Master Fee Schedule; and 4) Adoption of a Public Financing Authority Board of Directors resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating and Capital Improvement Program Budgets for The Crossings at Carlsbad Municipal Golf Course; and 5) Adoption of a Community Development Commission resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating Budget of the Carlsbad Housing Authority; and 6) Adoption of a City of Carlsbad as the Successor Agency for the Carlsbad Redevelopment Agency resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating Budget of the Successor Agency. (Staff contact: Laura Rocha and Zach Korach, Administrative Services Department)

I am very concerned about the lack of attention to fiscal conservancy about paying huge salaries to some people ---- those making over 150,000 dollars plus great benefits while very little has been done to address the problems left over from years of "pushing the can" down the road. Years ago, Cori Shoemaker mentioned some of the problems that were coming toward the City of Carlsbad with the loss of developer fees. Nothing was done to plan for this???? You, as a city council, made a choice to hire a City Manager with experience at a very high salary. Either you did not listen to his advice or he did not share any "solutions" for addressing these

issues. Does his salary and benefits need to be changed? What about other perks and benefits that can be cut? Cutting hours for highly paid staff or laying off or closing a department that has a higher than average salary range because it is Carlsbad is not fair to the citizens and staff who work for less while others may or may not be overpaid? Is closing the Library and other services for seniors and the homeless etc. the best thing to do for the community? What are the values? Why is Carlsbad "saving" so much money for reserves while cutting needed Services? Where is the leadership when the City of Carlsbad needs more leadership?

Is it time to end the "gravy" train for certain employees who have worked the system for their benefit while ignoring long range planning? Is it time for an audit and outside

agency to study ways to : eliminate or contract out certain services such as legal? Park & Rec., or ??? so that some people are not feathering their own nest without providing value to the community? Does the City of Carlsbad need a \$400,000 statistician?

Please address these issues before downgrading services to library patrons and those who would like to use the Senior Center for socializing with seniors in the cafeteria instead of using it as a conference room for City of Carlsbad employees and "rental income" on the books for the City of Carlsbad?

Respectfully Submitted,

Mary Lucid

former Carlsbad resident who graduated from the Citizens Academy who had no problems when Chris Hazeltine was managing the Senior Center ---- Since the Cost Recovery program became the # 1 goal of Park & Rec. under Kyle Lancaster and the current City Council leadership, I Mary Lucid have been trash talked by some employees who could not pass a polygraph test for a million dollars --- if you know what I mean. Why are employees who do not like seniors have the final say about how things are viewed? Why does the City of Carlsbad and Park & Rec. condone elder abuse by employees who have been reported to Aging and Independent Services?

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From: [Mary Real](#)
To: [City Clerk](#); [Council Internet Email](#); [Scott Chadwick](#); [Geoff Patnoe](#); [Kyle Lancaster](#); [Mick Calarco](#); [Mary Real](#)
Subject: Item 7 Carlsbad City Council Meeting 5-21-2024
Date: Tuesday, May 21, 2024 11:31:23 AM

7. FISCAL YEAR 2024-25 PRELIMINARY OPERATING BUDGET, STRATEGIC DIGITAL TRANSFORMATION INVESTMENT PROGRAM AND CAPITAL IMPROVEMENT PROGRAM, FISCAL YEAR 2024-25 MASTER FEE SCHEDULE AND UPDATES TO CITY COUNCIL POLICY STATEMENT NO. 95 – COST RECOVERY POLICY FOR FEES AND CHARGES FOR SERVICES – 1) Receive the report; and 2) Adoption of a resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating, Strategic Digital Transformation Investment Program and Capital Improvement Program budgets; Carlsbad’s share of the Encina Wastewater Authority operating and capital budgets; the Gann spending limit for fiscal year 2024-25; and changes to the Master Fee Schedule; and determining the Fiscal Year 2024-25 Capital Improvement Plan Budget is consistent with the General Plan and applicable Climate Action Plan measures and actions; and 3) Adoption of a Carlsbad Municipal Water District Board of Directors resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating and Capital Improvement Program budgets and changes to the Master Fee Schedule; and 4) Adoption of a Public Financing Authority Board of Directors resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating and Capital Improvement Program Budgets for The Crossings at Carlsbad Municipal Golf Course; and 5) Adoption of a Community Development Commission resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating Budget of the Carlsbad Housing Authority; and 6) Adoption of a City of Carlsbad as the Successor Agency for the Carlsbad Redevelopment Agency resolution setting a public hearing for June 18, 2024, for adoption of the Fiscal Year 2024-25 Operating Budget of the Successor Agency. (Staff contact: Laura Rocha and Zach Korach, Administrative Services Department)

I am not in favor of the Cost Recovery Policy for fees and charges for Services as the Services have been downgraded and Seniors are not allowed to use the Cafeteria after lunch to socialize!

What services are the Park & Rec Staff providing by locking people out of the Senior Center and cancelling services? Why is the City Council anti-senior in not visiting the Senior Center and socializing with Seniors like the Vista City Council who are very pro-senior? Matt Hall used to visit the Senior Center and he was very nice to me and others and he was very interested in making money for the City and the business community.

Why are YOU allowing this abuse of Seniors to continue? Are you afraid of seniors enjoying the Senior Center? Do you need the space for other activities because there is no City Hall and the City of Carlsbad needs the money?

Please carefully consider the implications of "restricting" Seniors and allowing overly "sensitive" or poorly trained employees to make changes without more Community input just to save or increase revenues to support the lifestyles of the

upper crust of salaried employees who may be "overpaid" for contributing little to solve problems or address issues? What is the problem with allowing Seniors to enjoy their Senior Center without having to "unlock" doors?

Thank you for your time,

Mary Lucid

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From: [Bryan Tracey](#)
To: [City Clerk](#)
Subject: Item 7 Fiscal Year 2024-25 Preliminary Operation Budget
Date: Tuesday, May 21, 2024 12:30:55 PM
Attachments: [Status Skateshop lettertocity.pdf](#)

Hi,

Please find a signed letter attached regarding Item 7 for upcoming budget discussion.

Best,
Bryan

--

Bryan Tracey
Status Skateshop
3045 Roosevelt St.
Carlsbad, CA 92008
760-884-8833

bryan@statusskateshop.com

statusskateshop.com

ig. [@statusskateshop](#)

fb. [@statusskateshop](#)

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Carlsbad City Council
1200 Carlsbad Village Dr.
Carlsbad, CA 92008

May 20, 2024

SUBJECT: Item 7 Preliminary Budget

Dear Mayor and Councilmembers,

I'm the proud owner of Status Skateshop in Carlsbad Village. Recently, our shop hosted a visit from Mayor Blackburn, Councilmember Burkholder, and city staff as a part of your new small business tours. This opportunity was a real boots-on-the-ground example of the city's commitment to being business-friendly.

During their visit, I had the opportunity to share the journey and vision behind Status Skateshop, as well as some of the challenges we face. The genuine interest and support from the city officials were both encouraging and affirming.

As the City Council considers the future budget, I strongly urge you to continue investing in the city's Innovation & Economic Development department. The proactive approach taken through these business tours and the strategic support provided are vital for small businesses like mine. The commitment to maintaining and enhancing these supports can make a significant difference in navigating the challenges we face and seizing the opportunities ahead. The Mayor and Mayor Pro-Tem have made a solid recommendation that will continue to provide the people and funding that are crucial to our small businesses.

Thank you for your dedication to fostering a thriving economic environment in Carlsbad. I am grateful for the chance to contribute to our community's vibrant landscape and look forward to seeing how our efforts will continue to enhance the city's charm and economic vitality.

Thank you.

A handwritten signature in black ink, appearing to read "Bryan Tracey", written over a horizontal line.

Bryan Tracey

Status Skateshop
3045 Roosevelt St.
Carlsbad, CA 92008

From: Chris Slowey <chris@shootsog.com>
Sent: Tuesday, May 21, 2024 12:48 PM
To: City Clerk
Subject: Agenda Item #7 Preliminary Budget
Attachments: 4142_001.pdf

Follow Up Flag: Follow up
Flag Status: Completed

Hello,

Please see attached for Agenda #7 at tonights City Council meeting.

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Thank you for your consideration!

SHOTS

CHRIS SLOWEY | CO-FOUNDER
CHRIS@SHOOTSOG.COM | 760-990-3499

SHOOTS
SHOOTSOG.COM



Mayor Blackburn & Councilmembers
1200 Carlsbad Village Dr.
Carlsbad, CA 92008

SUBJECT: Item 7 Fiscal Year 2024-25 Preliminary Operating Budget

Dear Mayor and Council Members,

First, I want to thank you Mayor Keith Blackburn, Council Member Melanie Burkholder, and city staff for taking the time to visit us during your business tour in the Village. It was great to have such an open discussion about the challenges we face and the ways the city can support small businesses like ours. It's really encouraging to see our city leaders engaging with us directly.

In addition to being the co-owner of Shoots Fish & Beer I am the principal at CLTVT, a commercial general contractor and consulting firm here in San Diego County. Having worked across various cities, I have to say that Carlsbad is a pretty business friendly city. The professionalism of your staff, the thoughtful programs you've launched, and your efforts to streamline business processes really set Carlsbad apart. As you make decisions on the budget, please continue to focus on supporting small businesses.

A city's building regulations and permitting process are really important to attracting and retaining businesses. If it's too costly and time consuming, then business owners will think twice about locating in a city or expanding operations. That is why it's good to see that the city's economic strategic plan includes actions related to improving processes and engagement with businesses. You have a great staff working on these things. Please continue to support them through your actions on the budget.

Thanks again for stopping by Shoots Fish & Beer. I'm looking forward to continuing our work together to keep Carlsbad thriving.

Best regards,

Chris Slowey
Co-owner, Shoots Fish & Beer

A handwritten signature in black ink, appearing to read 'CS', is written over the typed name and title of Chris Slowey.

From: [Zac Markham](#)
To: [City Clerk](#)
Subject: Re: Item 7 Fiscal Year 2024-25 Preliminary Operation Budget
Date: Tuesday, May 21, 2024 1:31:05 PM

Mayor and City Council
City of Carlsbad
1200 Carlsbad Village Dr.
Carlsbad, CA 92008

May 20, 2024

SUBJECT: Item 7 - Fiscal Year 2024-25 Preliminary Operating Budget

Dear Mayor and City Council,

I want to thank you for your support of Carlsbad Village and our small businesses. Being a small business owner has its challenges, but we have worked together with the city and our downtown continues to get better year after year because of this partnership.

Carlsbad Village is a special place. Part of the charm lies in the small businesses that attract people to eat and shop here. The Village experience relies on a strong partnership with the city.

I want to thank Mayor Blackburn and Mayor Pro-Tem for their work on the Economic Development Subcommittee. Having our elected officials focused on supporting businesses and our economy is vital to our long-term economic health. I think our city's support helps our small business community stand apart from those of our neighboring cities. Please support their recommendation to maintain the current level of service for economic development and government efficiency in next year's budget.

I'm proud to be a business owner in this city and I hope you will continue supporting our small businesses as you make decisions regarding the city's future budget.

Thank you and I hope to see you in the Village soon.

Warm regards,

Zac Markham
Humble Olive Oils

On Tue, May 21, 2024 at 1:22 PM City Clerk <Clerk@carlsbadca.gov> wrote:

Good afternoon,

I was not able to open the attachment to your email.

Kind regards,

Tammy McMinn, CPMC, CMC

Senior Deputy City Clerk

City of Carlsbad

442-339-2953

From: Zac Markham <zac@humbleoliveoils.com>

Sent: Tuesday, May 21, 2024 11:56 AM

To: City Clerk <Clerk@carlsbadca.gov>

Subject: Item 7 Fiscal Year 2024-25 Preliminary Operation Budget

Please see the attached letter for Council review.

Thank you,

Zac Markham

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know the content is safe.

From: Brandon Tiongison
Sent: Tuesday, May 21, 2024 1:54 PM
To: City Clerk
Subject: 5/21/24 Public Comment for Agenda Item 7

Dear City Council Members,

I am writing to express my concern over the proposed budget cuts to our DEI and Economic Development departments. Despite a \$6 million surplus and strong future projections, cutting these critical positions threatens our progress in building an inclusive and economically vibrant community.

Our fiscal management has resulted in substantial savings and significant investments. The Economic Development Department has saved over \$750,000 annually and attracted \$100 million in investments, driving growth in key sectors.

Eliminating the DEI position would signal a retreat from our commitment to inclusivity. Effective DEI initiatives require dedicated leadership and systemic approaches, which cannot be managed by HR alone with more holistic approaches can have positive impacts on finances ([McKinsey](#)). Expecting HR to handle all DEI responsibilities is also unfair to them, as systemic issues demand systemic approaches that require resources and leadership beyond the scope of HR. Moreover, there is growing bipartisan support for DEI initiatives, as evidenced by recent studies and surveys. For example, the Harvard Kennedy School found strong bipartisan agreement on the importance of rights and inclusivity, indicating a shared value across political lines ([Harvard Kennedy School](#)).

Maintaining current funding for economic development and DEI, and initiating a Small Business Liaison program, is essential for Carlsbad's continued progress. Your support in seeing the expenditures in these areas as the investments that they are will ensure Carlsbad remains inclusive, strategically empowering and economically enriched for years to come.

Thank you for your consideration.

Sincerely,

Brandon Tiongison

From: Christine Davis <chris@carlsbad-village.com>
Sent: Tuesday, May 21, 2024 1:53 PM
To: City Clerk
Subject: Agenda Item #7 | Preliminary Operating Budget
Attachments: Agenda item 7_May 21_2024.docx

Please find attached my letter regarding agenda item #7 for the record.

Thank you,

--

CHRISTINE DAVIS | Executive Director

[Carlsbad Village Association](#)

p: 760.644.2121

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May 21, 2024

Mayor and City Council Members
City of Carlsbad
1200 Carlsbad Village Drive
Carlsbad, CA 92008

Dear Mayor and Council Members,

The Carlsbad Village Association's board of directors has previously submitted a letter asking that the full city council vote to keep investing in economic development, data analysis, and efficient operations on behalf of our small businesses during tonight's preliminary budget discussion. Today I am writing to you not only as the association's executive director, but also as a former small business owner who works with solopreneurs, entrepreneurs, and family-owned and operated businesses daily.

One of the proudest moments of my nine years running the Carlsbad Village Association came during our recent small business tours in Carlsbad Village as I watched Mayor Blackburn, Councilmember Burkholder, and city staff interacting with business owners, engaging, asking questions, and talking about ways to solve problems with parking, permitting, staffing, and providing additional resources.

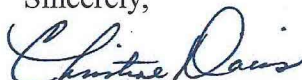
On a second business tour, the city manager shared information on changes underway to streamline permitting and planning to help small businesses get open quicker and with less challenges. One business owner said that a single point of contact – a business liaison – could make such a difference in navigating the processes needed when making tenant improvements, build outs, adding signage and more, all which would enable them to open more expeditiously and start contributing to the Carlsbad economy quicker.

Everything we discussed on our business tours and after pointed to the fact that the City of Carlsbad has a strong commitment to the health and vibrancy of its business community. The creation of the Economic Development Subcommittee, chaired by Mayor Blackburn and Mayor Pro Tem Bhat-Patel, and the adoption of the five-year Economic Development Strategic Plan last year are two prime examples of this city's tremendous support of its business community.

During the council's consideration of the preliminary budget this evening, I hope you will follow Mayor Blackburn's and Mayor Pro Tem Bhat-Patel's recommendation that the City of Carlsbad continue its dedication and support for the growth and sustainability of Carlsbad's business community and maintain departmental support, staffing, and other much needed resources.

On behalf of all the businesses in downtown Carlsbad, I thank you for your consideration and support.

Sincerely,



Christine Davis

From: Heidi Willes <heidi@willesortho.com>
Sent: Tuesday, May 21, 2024 1:56 PM
To: City Clerk
Subject: Agenda Item #7

Dear Mayor, Council and Staff,

My name is Heidi Willes, and my husband, Mike, and I are property owners at 740 Oak Ave in the Village, where he established his orthodontic practice more than 25 years ago. I am also on the board of the Carlsbad Village Association--simply because I love our community and wanted to give back once my days of giving back as a PTA, team and scout mom, etc, were over.

Because we do care about Carlsbad, and believe that vitality and success in one area usually benefits us all, I am writing to express our support of the Economic Development Department in its current iteration. We have appreciated the great work they have done and want to see them be able to continue their efforts to strengthen the Carlsbad business community. We believe that budgeting funds at similar levels going forward is an investment that will continue to pay dividends. And we encourage you to not reduce the structure, manpower, nor reach of that department.

With these ongoing uncertain economic times, we all need such support more than ever. And we appreciate that you seem to understand that, too.

Thank you for your time and service.

Heidi Willes
760-434-8770

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