



City of Greenfield

City Manager's Report



City Manager's Report August 1, 2014

**FROM THE OFFICE OF THE
CITY MANAGER**



How We Define Community?

During the past week, I have spent 60 hours on a college campus alongside other city officials from around the state analyzing issues and problems impacting California cities and discussing the importance of building community. Interestingly, one of the most basic, but profound, concepts we discussed was what makes a city a community? Dee Hock, the founder and a former CEO of the Visa Credit Card Association addressed the question by writing:

The essence of community, its very heart and soul, is the nonmonetary exchange of value; things we do and share because we care for others and for the good of the place. Community is composed of that which we don't attempt to measure, for which we keep no record and ask no recompense.

He went on to write:

Most are things we cannot measure no matter how hard we try. Since they can't be measured, they can't be denominated in dollars, or barrels of oil, or bushels of corn, such things as respect, tolerance, love, trust, beauty and the supply of which is unbounded and unlimited.

The nonmonetary exchange of value does not arise solely from altruistic motives. It arises from deep, intuitive, often subconscious understanding that self-interest is inseparably connected with community interest; that individual good is inseparable from the good of the whole; that in some ways, often beyond our understanding, all things are at one and the same time, independent, interdependent and that the singular "one" is simultaneously the plural "one".

Greenfield, like every other city in Salinas Valley, is part of a dynamic network of towns that collectively make our Salinas community a very special place to call home. Collectively, we are all interdependent and interdependent on one another other as we struggle to fund law enforcement and improve the quality of life in our respective jurisdictions. Hock went on to write that in a true community:

Unity is the singular "one" and the plural "one" which extends beyond people and things. It applies as well to beliefs, purpose, and principles. Some we hold common with all others in the community. Others we may hold in common with only some members of the community. Still others we may hold alone. In a true community, the values others hold that we do not share we nonetheless respect and tolerate, either because we realize that our beliefs will require respect and tolerance in return, or because we know those who hold different beliefs well enough to understand and respect the common humanity that underlies all differences.

Hock concluded his writing on community by stating:

True community requires proximity; continual, direct contact and interaction between the people, place and things of which it is composed. Throughout history, the fundamental building block, the quintessential community, has always been the family. It is there that the greatest nonmonetary exchanges of values take place. It is there that the most powerful nonmaterial values are created and exchanged. It is from that community, for better or worse, that all are formed. The nonmonetary exchange of value is the very heart and soul of community and community is the inescapable, essential element of civil society.

During the past two years, the Mayor and City Council have devoted countless hours talking about Greenfield's future and making this community safe for families and improving the quality of life for all residents. During the past two weeks, the newly formed Recreation and Special Events Committee met to discuss new recreational programming in Greenfield and the Finance Advisory Board met to discuss what steps the City will take to ensure full transparency and accountability in the use of Measure X funds. Next week, the Code Enforcement Board will meet to review the effectiveness of the City's code enforcement program and take any necessary actions to ensure the elimination of blight. Each of these efforts is critical in building community in Greenfield and making this community a very special place to call home.



CITY OF GREENFIELD

Water Shortage Emergency Notice to All Water Customers

The State of California and the City of Greenfield face a serious water shortage this year due to the ongoing drought. The State has directed that all water districts, including the City of Greenfield, adopt mandatory water conservation measures with a goal of reducing water consumption by 20%. Effective August 1, 2014, all water customers must comply with the mandatory water restrictions shown below. Thank you for your cooperation.

Water is a scarce resource that needs to be used wisely. For some good tips on how to reduce water consumption, please visit the California Dept. of Water Resources website at saveourwater.com or call the City of Greenfield at 674-2635.

Susan A. Stanton, ICMA-CM
City Manager

WATER RESTRICTIONS

1. Landscape Irrigation: Landscape watering using sprinkler or irrigation systems is permitted only two days per week between 7 p.m. and 10 a.m. Addresses ending in even numbers (0, 2, 4, 6, and 8,) may water on Monday and Thursday. Addresses ending in odd numbers (1, 3, 5, 7, and 9) may water on Tuesday and Friday. If there is no street address, you may water on Wednesday and Saturday. Watering in a manner that allows water to run off the property onto sidewalks, gutters, streets, ditches, or storm drains is prohibited.
2. Vehicle and Equipment Washing: Non-commercial washing of vehicles is permitted only on assigned landscape watering days during landscape watering hours (after 7:00 p.m. and before 10:00 a.m.)
3. Hose Nozzles: All hoses must be equipped with a shut-off nozzle.
4. Washing Down Hard or Paved Surfaces: Washing sidewalks, walkways, driveways, parking lots, patios, or other paved surfaces is not permitted.
5. Washing of Exteriors: Washing the exterior of dwellings, buildings or structures is prohibited.
6. Swimming Pools and Spas: Filling new swimming pools is prohibited. Draining and refilling existing swimming pools is permitted only if repairing a pool leak or repairing, maintaining, or replacing a pool component that has become hazardous. All pools and tubs must be covered when not in use to reduce evaporation.
7. Uncorrected Plumbing Leaks: Plumbing leaks, whether indoors or outdoors, must be repaired within 24 hours or the City must be notified when the repair will be made.
8. Commercial Lodging Establishments: Hotels and motels must offer lodgers the option to forego daily laundering of towels, sheets, and linens.

Penalties for Violating Water Restrictions

- First offense - written notice and opportunity to correct the violation
- Second offense - \$50 penalty
- Third offense - \$100 penalty

For more information visit us at www.ci.greenfield.ca.us or contact the Water Division at (831) 674-2635



You are Invited!
Public Meeting
Wednesday, August 6, 2014
6:00-7:30pm
La Plaza Bakery

The **Chamber of Commerce** and the **City of Greenfield** will hold a public question and answer session to discuss the City's proposed ordinances to ban the use of thin **plastic bags** and **Styrofoam food containers**. Come ask questions and learn why the City is considering this ban. Learn what other communities are doing. Learn how it will affect your business, your family, and your community.

We welcome and want your input. It's your community and we want to hear your voice.

Please Join us on Wednesday, August 6, at La Plaza Bakery @ 6pm.



bag
the ban.



the truth

About Plastic Bags

Despite the facts, plastic bags have gotten a bad rap. Here's the truth about your plastic bags and why they are the right choice for the environment, your wallet and your community.

Litter and Composition



That's why banning bags won't reduce overall litter.

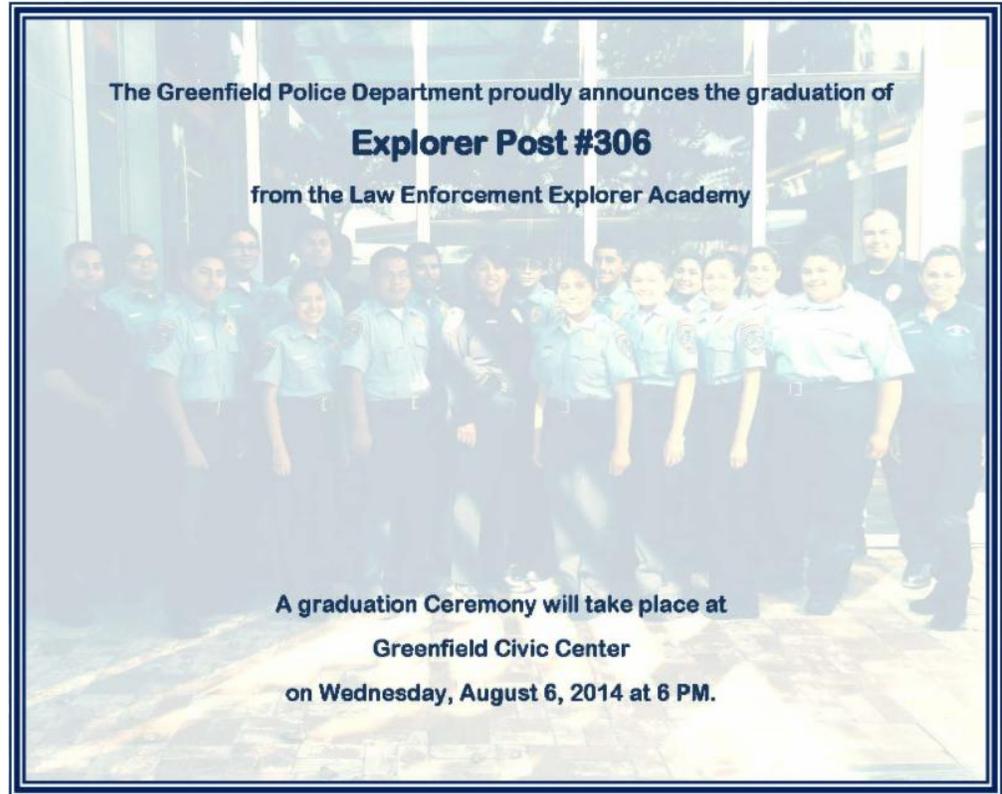


Why Ban Thin Single-use Plastic Bags?

- Use petroleum products in their manufacture.
- Increase production of greenhouse gas emissions.
- Not biodegradable - they last for decades and longer.
- Contain toxic additives that are released into the environment.
- Only 5% are recycled - the balance wind up in the landfill.
- Litter - pollute streets, waterways, clog sewers, end up in oceans.
- Cause deaths of thousands of marine animals each year.
- Cost-effective, environmentally friendly alternatives are available.
- Encourage use of reusable bags.

Why Ban Styrofoam Food Service Ware?

- Use petroleum products in their manufacture.
- Increase production of greenhouse gas emissions.
- Styrofoam is a known carcinogen - it can cause cancer.
- Not biodegradable - they last for decades and longer.
- Not recyclable.
- Give off toxic chemicals if reheated or burnt.
- Litter - pollute streets, waterways, clog sewers and end up in oceans.
- Environmentally friendly alternatives are available.



List of Graduating Explorers:

Krystal Acosta Sanchez
Adrian Arredondo
Tanya Campos
Nancy Elizabeth Correa
Ashley Monique Correia
Michel'le Angelique Correia
Romeo De Jesus
Gabriela Gasca
James Polycarpo Gonzalez
Angela Jazmin Guzman

Daniel Anthony Madrid
Leslie Isabel Mojica
Jose Manuel Pineda
Damian Guadalupe Puente
Leonel Rangel
Nancy Rivera
Yareli Liliana Villegas
Cherokee Summer-Lee Williams
Aurelio Camilo Bautista
Raquel Lupita Garcia

Participants:

Adrian Arredondo (note: two people with same first and last name)
Ariana Garcia
Fatima Garcia
Norvella Rivera Mendoza
Veronica Ramirez
Eder Resendiz
Jesus Zamudio
Yajaira Garcia
Brenda Valencia

Now Hiring!



The City of Greenfield is hiring for a new Management Analyst. Click [here](#) for full view of profile.

New Online Utility Bill Pay!

The City of Greenfield has implemented exciting new software, along with a new utility payment website. Please access the new utility payment website at www.ci.greenfield.ca.us and click on "Online Utility Bill Payment," to begin account set-up on the new utility payment website. We think you will like the capabilities of the new utility payment website. Thank you for your patience! Try using case studies, success stories, testimonials or examples of how others used your product or service successfully. Solicit material from clients and vendors, or ask your readers to write. It's a win-win! You get relevant content, and they get exposure.



- Pay by credit or debit card
- View updated billing and consumption history
- Account balances are automatically updated!



Scan our QR code to get started



UPCOMING EVENTS....

Save the Date



TUESDAY, AUGUST 5, 2014

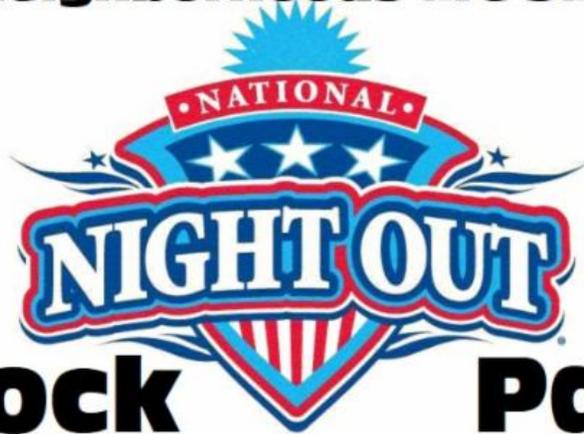
A GOOD NIGHT TO GET TO KNOW YOUR NEIGHBORS

Join the Greenfield Police Department as we encourage Greenfield residents to unite with neighbors in crime prevention awareness during an evening of festive gatherings throughout the town.

Register your event now

674-5111

**When neighbors know each other,
neighborhoods are safer.**



Block Party

AMERICA'S NIGHT OUT AGAINST CRIME

TUESDAY, AUGUST 5TH, 2014 5PM-8PM

GREENFIELD VILLAGE PARK

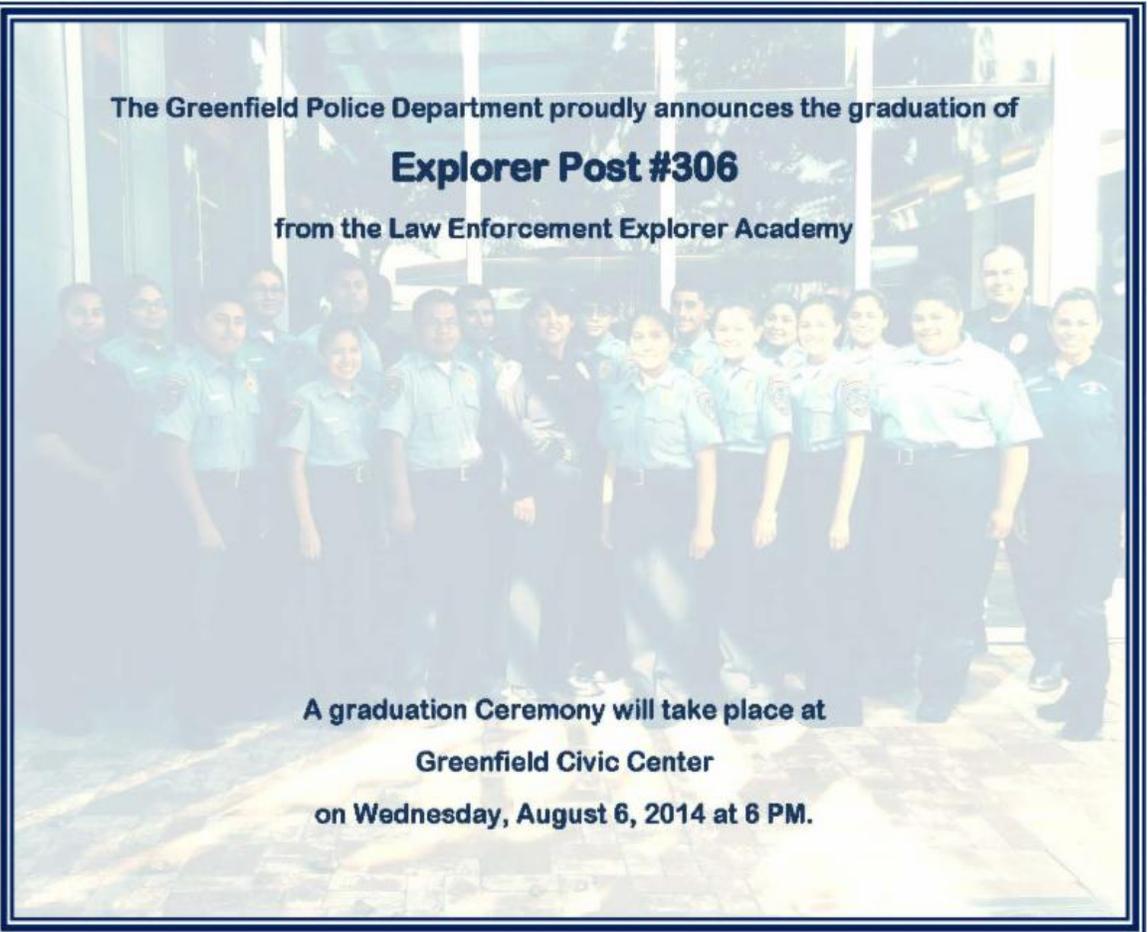
MORE INFO CONTACT: MICHAEL MUNGIA @ 831-674-5591

WWW.GREENFIELDCHAMBEROFCOMMERCE.COM

The Greenfield Police Department proudly announces the graduation of

Explorer Post #306

from the Law Enforcement Explorer Academy



A graduation Ceremony will take place at

Greenfield Civic Center

on Wednesday, August 6, 2014 at 6 PM.

SOUTH COUNTY FOOD & WINE FESTIVAL 2014

**AUGUST 9TH, 2014
6PM-9PM**

**COMMUNITY CENTER, 560 WALKER DR.
SOLEDAD, CA 93960**

SILENT AUCTION

RAFFLE PRIZES

WINE VENDORS/FOOD VENDORS

- RIVER ROAD WINE TRAILS (14 WINE VENDORS)
- LUIGI'S ● WINDMILL RESTAURANT ● FRANKIE'S GRILL ● LA FUENTE RESTAURANT ● LA PLAZA BAKERY ● ROY'S SAUSAGE
- LA FOGATA RESTAURANT ● EL CAMARON MEX GRILL RESTAURANT

**TICKETS ARE \$60.00 PER PERSON
BROUGHT TO YOU BY:
GREENFIELD ROTARY & SOLEDAD ROTARY**

**TICKETS CAN BE PURCHASED ONLINE AT
WWW.GREENFIELDCHAMBEROFCOMMERCE.COM
OR AT ANY LA PLAZA BAKERY**

FOR MORE INFORMATION CONTACT: MICHAEL MUNGIA @ 831-269-8897

How to Raise Money in Your Local Community

A workshop for nonprofits and community groups



When: Thursday, August 7, 2014 11:30 AM to 1:30 PM

Where: Greenfield Library, 315 El Camino Real, Greenfield, CA
\$20 includes lunch and Spanish language interpretation

**Do you work on making your community better?
Do you need money to make it happen?**

Fundraising for community projects does not have to be hard. You can raise more money than you think in less time than you fear. There are a few basic principles that anyone can understand and a couple of formulas that can be adapted to almost any situation. Leave knowing what to do next and how to recruit people to help you.

Presented by **Kim Klein**, principal at Klein and Roth Consulting, and best known for adapting traditional fundraising techniques to the needs of organizations with small budgets working for social justice. She is an author and co-founder of the Grassroots Fundraising Journal. She is widely in demand as a speaker throughout the United States and internationally.

Sign up in advance at <https://localfundraising.eventbrite.com>
or contact us for more information: 831.375.9712.

Cómo Recaudar Fondos en Su Comunidad

Un taller para organizaciones sin fines de lucro y organizaciones comunitarias



Cuándo: Jueves, 7 de Agosto, 2014 11:30 AM to 1:30 PM
Dónde: Biblioteca Pública de Greenfield, 315 El Camino Real, Greenfield, CA
\$20 incluye almuerzo y interpretación simultánea al español.

**¿Trabaja en mejorar su comunidad?
¿Necesita dinero para que esta ocurra?**

Recaudación de fondos para proyectos comunitarios no tiene que ser difícil. Puede recaudar más dinero de lo que usted cree en menos tiempo de lo que teme. Hay algunos principios básicos que cualquiera puede entender y un par de fórmulas que puede adaptarse a casi cualquier situación. Al fin del taller, sabrá Ud. qué hacer luego y cómo reclutar gente para ayudarle.

Kim Klein es la personal principal para Klein and Roth Consultoras y se conoce especialmente por su capacidad de adaptar técnicas tradicionales para recaudar fondos a las necesidades de organizaciones con presupuestos pequeños que buscan la justicia social. Ella es autora y co-fundó el Grassroots Fundraising Journal (La Revista para Levantar Fondos en la Comunidad). Muy solicitada como presentadora, por los Estados Unidos y otros países.

Inscríbese por adelantado en <https://localfundraising.eventbrite.com>
o comuníquese con nosotros para más información: 831.375.9712.



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RANCH 1917 PRESENTS

SEPTEMBER 27TH
GREENFIELD, CA
WWW.RANCH1917.COM

CHRIS CAGLE

CHRIS CAGLE
BUCKY COVINGTON
CHRIS JANSON
MAGGIE ROSE

COME EARLY FOR THE PRE CONCERT ROUNDUP 12PM-3PM
COUNTRY MUSIC DJ / FREE LINE DANCING LESSONS / FOOD / DRINK
CONCERT DOORS AT 2:30PM SHOW AT 3:30PM

NOW HIRING



Opportunities

Greenfield Location:

www.mccalifornia.com/37400



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