Focus on

Fullerton



Inside...

Water rate study - pg. 2

Calling all green thumbs! - pg. 3

'Shredder Day' is coming! - pg. 3

Focus on small businesses - pg. 4

Meet Lucinda Williams - pg. 4

Museum Center Events - pg. 5

Pollution Points - pg. 5

Community
Calendar - pg. 6

"Focus on Fullerton" is a publication of the City of Fullerton, 303 W. Commonwealth Ave., Fullerton, CA 92832.

Fullerton Market returns to downtown April 7

The popular weekly outdoor "Fullerton Market" returns to downtown Fullerton April 7, offering farm-fresh produce, arts and crafts,

handmade apparel, live entertainment, food booths, and activities for young people.

Now into its 20th year, the market, located in the Downtown Plaza on Wilshire Avenue, between Harbor Boulevard and Pomona Avenue, will be open from 4-8:30 p.m. Thursdays through Oct. 27, when it will close for the winter.

Admission is free.

In addition to the produce vendors, the market will feature a live band each Thursday. The bands, which will range from rock to country, will perform from 6:30-8:30 p.m.

The market will also feature a beer and wine garden for adults and a Kids' Korner, which will offer special activities to keep children happy while their parents shop.

Applications are still available for local farmers, artisans, merchants and community organizations wishing to operate booths in the market.

Booth applications and further information may be obtained at the Fullerton Museum Center,

obtained on market days at the information booth.

Parking for the market may be found in any of the free downtown lots or in the parking structures at Wilshire (enter from Harbor); Lemon Street and Chapman Avenue; and in the Transportation Center on

301 N. Pomona Ave.

Applications may also be

For more information about Fullerton Market call the Museum at (714) 738-6545.

Pomona and Santa Fe Avenue.

Persons requiring special accommodations to attend the market are asked to notify museum staff prior to coming to the market.



Fresh flowers a Fullerton Market favorite

Kid's Fishing Derby set for April 23

Registration is now being taken for the Fullerton Parks and Recreation Department's 5th Annual "Kid's Fishing Derby" set for April 23 at Laguna Lake Park.

The fun will begin at 8:30 a.m., and the event is free to children and their families. The park is at 3120 Lakeview Drive, east of Euclid Street.

The derby will offer a variety of fun activities for children, including fishing "learning stations" sponsored by the state Department of Fish and Game (DFG).

In addition, children will get to test their skills with a rod and reel in casting contests. The DFG will make fishing gear available for use for the day to children who go through the learning stations.

Lunch will be provided for all participants.

While the derby is free, pre-registration is required and may be made by calling the Parks and Recreation Department at (714) 738-6575.

Free commemorative fishing derby T-shirts will be given to the first 400 kids to pre-register for the event.



Visit the City's web site: www.ci.fullerton.ca.us or www.cityof fullerton.com

Workshops scheduled for water rate study

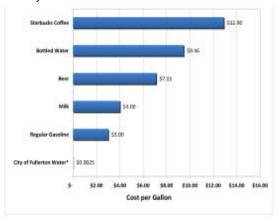
Background

The City of Fullerton Water Utility is in the process of conducting a water rate study. The Utility is preparing an economic model based on water revenues and expenditures, as well as completing an analysis of water of customers' usage. The goal of the study is to ensure that the revenues cover the cost of services, meet the debt coverage requirements, and provide revenue for capital improvements.

The City of Fullerton has approximately 31,000 water service connections and maintains 420 miles of potable water mains with 11 wells and 15 reservoirs on 12 pressure zones.

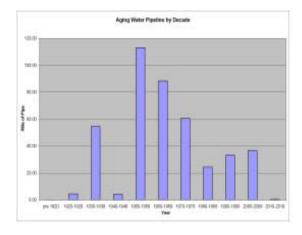
What is the value of water?

The chart below shows the value of water in comparison to other products. The cost per gallon of water in comparison to the most common items consumers purchase is considerably lower.



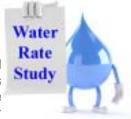
Why do a rate study?

The main reason for the study was prompted by insufficient funds to meet the rising costs for needed improvements to City water infrastructure (pipelines, reservoirs, pump station equipment and wells). For example, the City's 105-year-old water system needs \$60 million to replace aging water mains that have reached their useful life (70 years). Postponing this replacement could cause service disruptions that may cost more money, along with inconvenience to the community. The graph below depicts the aging water pipeline by decade in the City.

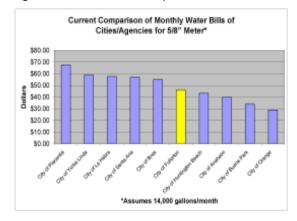


Monthly Rate Comparisons

The chart below shows the City of Fullerton's current water rates compared to other nearby cities. While the cost structure and facilities var



between utilities, rate comparisons provide the City a barometer of its rates in relation to surrounding communities. The figure below compares the estimated monthly bill for 14,000 gallons of water consumption.



Community workshops and public meeting

In the upcoming months, the City will mail notifications about the study, as well as hold public workshops and a public hearing on the topcv. The notifications and workshops goals are to provide information on the proposed rate changes and receive feedback from community and business groups.

Schedule for rate increase adoption

- March 30 Public meeting at 6:30 p.m., City Hall Council Chamber presentation and public comment on rate study
- April 12 Public meeting at 6:30 p.m., City Maintenance Services Yard presentation and public comment on study
- April 13 Energy and Resource Management Committee meeting, 7:30 a.m. presentation and recommendation
- May 7 Prop 218 45-day notification deadline mailed out to all customers
- July 19 City Council meeting at 6:30 p.m., City Hall Council Chamber public hearing, resolution and adoption

Further information about the workshops or the water rate study may be obtained by calling the Office of Water Engineering at Fullerton City Hall at (714) 738-6845.

Rebates available!

The MWD offers rebates to Fullerton water customers who install new water-saving devices, including smart irrigation timers, rotating nozzles, and synthetic turf. For more information about rebates please visit www.bewaterwise.com.

Calling all green thumbs for Arbor Day!

If you and your green thumb are free Saturday, March 12, the City of Fullerton would like to make a date with you.

In observance of the national "Arbor Day" program, the City of Fullerton is sponsoring a tree planting at Nicolas Park.

Dennis Quinlivan, landscape maintenance superintendent for the City, said Arbor Day workers will plant 20 24-inch Fern Pine and Deodar Cedar trees. With their large canopies, the trees will "provide a very cool and clean look" for the park, Quinlivan said.

The trees will be provided by the city.

The activity will begin at 9 am. Volunteers are asked to bring round point shovels, work gloves and sturdy shoes.

If it rains on the 12th, the tree planting will be moved to Saturday, March 19.

Volunteers do not need to call in advance to register for the program; they should simply show up at the site on the day and time noted.

Nicolas Park is located at 1015 W. Hill St., at the intersection of Hill and Euclid Street, and is adjacent to Nicolas Junior High School

Further information about the tree-planting program may be obtained by calling Quinlivan at (714) 738-6897.

Persons requiring special accommodations to participate in the tree planting are asked to contact Quinlivan prior to March 12.



CERT session to start in April

A new session of the Fullerton Fire Department's "Community Response Volunteer/Community Emergency Response Team" (CRV/ CERT) program will start in April.

The session, which will consist of three classes, will be held from 8 a.m.-5 p.m. on Saturday, April 2, 9 and 16, at the City Maintenance Yard, 1580 E. Commonwealth Ave.

The CRV/CERT Program is designed to train citizens to organize their neighborhoods to be prepared to respond to emergencies, and to provide assistance to disaster victims, as well as organize volunteers to assist fire, police and maintenance departments.

Class size is limited to 50 persons, and pre-registration is required. Upon completion of the course, volunteers will have to undergo a background check by the Fullerton Police Department.

Persons interested in joining the training can call the program manager at (714) 773-1316 or by email CRV@fullertonfire.org.

Registration may also be done by logging onto the City website at www.cityoffullerton.com, and going to the Fire Department section.

City schedules free 'Shredder Day'

In response to citizen requests, the City of Fullerton will host a "Shredder Day" April 16 to allow residents to dispose of personal documents and papers.

The city has again contracted with America Shredding to be stationed in the City Hall visitor parking lot from 9 a.m.-1 p.m. April 16 to accept boxes of personal documents to be shredded at no charge to citizens.

As with previous "Shredder Days," citizens may bring old dead batteries to the April event for disposal. In addition, electronic waste will be collected for recycling.



A new component for the April event will be the collection of used or broken cell phones for the Women's Transitional Living Center, a shelter for abused women and children.

The center ships the phones to the organization Shelter Alliance, which gives WTLC a cash rebate for the phones. That rebate is used to help support WTLC programs. The phones are not re-used and will be destroyed by Shelter Alliance in an "earth friendly" manner so the components can be recycled.

For "Shredder Day," citizens may bring five 10-inch-by-12-inch-by-16-inch boxes filled to the brim with material to be shredded for free. Additional boxes over the five free loads will be charged \$5 per box.

Electronic items that will be accepted for recycling are CD, VCR and DVD players; computer monitors and CPUs; desktop copiers; computer keyboards; fax machines; stereos; and microwave ovens.

"Green boxes" will be set up to collect old batteries (sorry, no car batteries) and small electronic devices (i.e., power tools, calculators, cameras, etc.) for disposal, also free of charge.

Fullerton City Hall is located at 303 W. Commonwealth Ave. The visitor lot is to the rear of City Hall and can be accessed from Amerige Avenue.

Further information about "Shredder Day" may be obtained by calling the City's Public Information Office at (714) 738-6317.

Persons requiring special accommodations to participate in the event are asked to notify the Public Information Office prior to April 16.

Lucinda Williams named new Fullerton City Clerk

Lucinda M. Williams, city clerk for the City of Brea, is the new city clerk services manager for Fullerton.

Williams fills the vacancy created by the retirement in December of City Clerk Beverley White.

In her new position, Williams is responsible for the day-to-day supervision and coordination of City Clerk Office activities and staff. She also manages the City's records retention program, administers a computer imaging system, assists in coordinating elections and City Council meetings, and updates and publishes the Fullerton Municipal Code.

Williams, a Fullerton resident, was hired by Brea in 2003 to serve as deputy city clerk/record supervisor. In 2006, she was appointed Brea's city clerk.

Prior to coming to Brea, Williams served three years as liaison to the San Mateo County Workforce Investment

Board. Prior to that, she served as an administrative assistant for quality improvement and as health and safety



coordinator for the City of San Francisco Jail Health Services.

Williams, a California native, was born in San Francisco and raised in San Bruno. She holds a bachelor's degree in business administration from San Francisco State University, and a master's in public administration from California State University at Dominquez Hills. She also has completed course work in parliamentary procedure from the University of Wisconsin Learning Innovations Program.

Williams is a certified master municipal clerk and notary public, and is a mentor with the City Clerks Association of California. She is a member of the International Institute of Municipal Clerks, the City Clerks Association of California, the Municipal Managers Association of Southern California, the Southern California City Clerks Association and the National Notary Association.

In addition, she serves on the executive board of the City Clerk's Association of California and on the Orange County Registrar of Voters Community Election Working Group.

SBA local program helps businesses refinance mortgages

Small businesses facing maturity of commercial mortgages or balloon payments before Dec. 31, 2012, may be able to refinance their mortgage debt with a 504 loan from the U.S. Small Business Administration under a new temporary program recently announced.

The new refinancing loan is structured like SBA's traditional 504, with borrowers

committing at least 10 percent equity and working with third-party lending institutions and SBA-approved Certified Development Companies in the standard 50 percent/40 percent split. A key feature of the new program is that it does not require an expansion of the business in order to qualify.

SBA began accepting refinancing

applications Feb. 28. The program, authorized under the Small Business Jobs Act, will be in effect through Sept. 27, 2012.

The SBA has initially opened the

program to businesses with immediate need due to impending balloon payments before Dec. 31, 2012. The SBA will revisit the program later and may open it to businesses with balloon payments due after that date or those that can demonstrate strong need in other ways."

Borrowers will be able to refinance up to 90 percent of the current appraised property value or 100 percent of the outstanding mortgage, whichever is lower, plus eligible refinancing costs. Loan proceeds may not be used for other expenses. Existing 504 projects and government-guaranteed loans are not eligible to be refinanced.

Congress authorized the SBA to approve up to \$15 billion in loans under this program (\$7.5 billion in both fiscal 2011 and 2012). Together with the first mortgage, this temporary program will provide up to \$33.8 billion of total project financing.

For more information, visit the SBA's Santa Ana District Office, 200 W Santa Ana Blvd., or cal1 (714) 550-7420.

Meetings focus on small business owners

The focus will be on Fullerton's small business community when City Councilwoman Sharon Quirk-Silva hosts "Meet Your Small Business Owner," a new community outreach program.

"Meet Your Small Business Owner" is an informal series of community meetings to be held at a different local small business the first Saturday of each month.

The first gathering will be held from 3:30-4:30 p.m. Saturday, April 2, at Fullerton Photographics, 908 N. Harbor Blvd.

Gabrielle Mullinax, owner of Fullerton Photographics, will share her experiences in starting a small business, and will offer tips on what works in achieving your business goals and what does not. Audience members will have an opportunity to ask Mullinax questions about her experience growing a business in Fullerton.

Light refreshments will be served.

Reservations are not necessary for the gatherings, and citizens are welcome to just drop in.

Further information about the program may be obtained by calling the City Council Office at Fullerton City Hall at (714) 738-6311.

In addition, small businesses interested in hosting one of the gatherings are asked to contact the Council Office.

Persons requiring special accommodations to attend the April 2 gathering are asked to notify the City Council Office staff prior to that date.



Museum Center calendar

"Before Fullerton: The Prehistory of North Orange County"

Open through May 8

Check out the main gallery at the Fullerton Museum Center! You will learn the little-known story of the place we call home, through Fossils, archeological artifacts, and historic maps.

Orange County Music Awards iPod Listening Wall

Open through May 8

Visit the Leo Fender Gallery for a musical treat! There are 12 iPods stationed inside the Leo Fender Gallery, each containing one song from the 111 nominated artists of the Orange County Music Awards. You don't want to miss this!

Drop-in tours of the exhibits

First Thursday of every month 6:30-8 p.m. \$2 admission

Drop by the Fullerton Museum Center for tours of "Before Fullerton: The Prehistory of North Orange County!" Between 6:30 and 8:00pm on the first Thursday of each month, the Museum will have docent-led tours to guide you through this educational exhibit. And it's only \$2!

Stroller Brigade

Through May 4

10 a.m.-noon Free admission Calling all toddlers, preschoolers and their grown-ups! Join us in the main gallery for docent-led games, stories, puzzles and crafts.

Wednesday Art Studio

Session B: March 23-April 20 (No class April 13)
Session C: May 11-June 1
\$40 general public/ \$35 Museum members
2-4 p.m.

Draw, paint sculpt, and create! Students will create original art with a wide range of fun art materials including paint, clay, beads, metal and glass. Fee includes all materials.

Call (714) 738-6545 for more information



Get your butts out of the water!

Cigarette filters are polluting our creeks, rivers, bays and ocean

Cigarette butts discarded on our streets and sidewalks eventually make their way into the storm drain where they flow, untreated, into our creeks, rivers, bays and ocean.

Cigarette butts are made with a plastic material and do not biodegrade. Instead, they remain in our waterways, leaching toxic substances into the water, as well as sediment which contaminates the food supply and directly kills small animals.

However, the chemicals within the cigarette butt are not

the only danger to the environment: The butt itself has proven to be a choking hazard for marine life and seabirds.

Cigarette butts were the No. 1 item picked up during the recent California



Coastal and Intercoastal Cleanup Day. In 2005, more than 250,000 cigarette butts (35 percent of the litter collected) were picked up in one day from California's creeks, rivers, bays and beaches.

By following a few simple tips, we can prevent cigarette butts from entering our waterways:

- Always dispose of cigarettes properly and never discard them in the street or sidewalk.
- Keep an ashtray in your car and never dispose of cigarettes out the car window.
- Provide ashtrays in smoking areas and keep the location well maintained.
- Sweep your sidewalk and gutter to remove cigarettes. Never hose down the area.
- Participate in a local cleanup event or plan one for your community.

Do your part! Remember: the OCEAN BEGINS AT YOUR FRONT DOOR.

For more information about what you can do to prevent water pollution or to report a water pollution problem visit www.ocwatersheds.com.

Volunteers needed

Volunteer drivers and riders are needed 11 a.m.-1 p.m. Monday-Friday to deliver meals to Fullerton shut-ins. Drivers must show proof of auto insurance. Please call Meals on Wheels at (714) 871-2200 if you can deliver one day a month or be a substitute.

- ON-GOING FULLERTON CERTIFIED FARMERS MARKET, 8 a.m.-1:30 p.m. Wednesdays, Independence Park, 801 W. Valencia Drive, east of Euclid Street; (714) 871-5304.
- On-going Fullerton Neighborhood Watch Association, 7 p.m., second Tuesday of month, Fullerton Police Department, 237 W. Commonwealth Ave.; meetings open to public; (714) 738-6836.
- On-going Fullerton FBS 4-H Club MEETINGS, 7 p.m., third Tuesday of month, Fullerton Elks Lodge, 1451 Brea Blvd.; new members age 5-19 welcome with parent; (714) 994-0843.
- On-going Kiwanis Club of Fullerton, 12:10-1:30 p.m. Mondays, Wyndham Hotel, 222 W. Houston Ave.; new members welcome; (714) 255-0925.
- On-going Newcomers Club, luncheon meetings the fourth Thursday of each month; open to women new to area or long-time residents; (714) 992-2356.
- On-going EBELL Club of Fullerton, 11 a.m., first Friday of the month, September through June; Ebell Clubhouse, 313 Laguna Road; 714) 526-2414.
- On-going Fullerton Feeders, Breeders and Seeders 4-H Club, 7 p.m. third Tuesdays of month, Knights of Columbus Lodge, 8410 Kass Drive, Buena Park; open to youths 5-19; (714) 994-0843.
- On-going Fullerton Sunrise Rotary Breakfast Meetings, 7:15-8:30 a.m., Thursdays, Meridian Sports Club, 1535 Deerpark Drive; (714) 743-8670.
- March 5 Walking Tour of Historic Downtown Fullerton, 9 a.m., meet at Fullerton Museum Center, 301 N. Pomona Ave.; sponsored by Fullerton Heritage; tickets (714) 740-3051.
- March 18-20 Monster Tomato and Pepper Sale, 9 a.m.-4 p.m., Fullerton Arboretum, 1900 Associated Road, on the CSUF campus; (657) 278-3407.
- MARCH 19 ORANGE COUNTY RAGTIME SOCIETY MEETING, 1-4:30 p.m., Rutabegorz Restaurant, 211 N. Pomona Ave.; meetings feature performances of ragtime and ragtime-related music; (714) 836-1104.

- MARCH 20 − 5TH ANNUAL FOOD-LOVING GUYS RAISING FUNDS FOR FIES, 6-9 p.m., Coyote Hills Golf Club, 1440 E. Bastanchury Road; fund-raiser for Fullerton Interfaith Emergency Services to help end hunger and homlessless; tickets (714) 680-3691.
- March 24 Lunch with the League, 12:30-2 p.m., Sizzler Restaurant, 1401 N. Harbor Blvd.; sponsor League of Women Voters of North Orange County; guest speaker Linh Tranh, Orange County Human Trafficking Task Force administrator; reservations (714) 254-7440.
- MARCH 26 19[™] ANNUAL "A DAY OF AUTHORS," 9 a.m.-3 p.m., Titan Student Union, 800 N. State College Blvd., on the CSUF campus; sponsor ALPHA (Assistance League Professional Humanitarian Auxiliary); authors featured will include "New York Times" best-selling author J.A. Jance; tickets (714) 526-5124.
- MARCH 27 HENSCHEL STRING QUARTET IN CONCERT, 3:30 p.m., Sunny Hills High School Performing Arts Center, 1801 Warburton Way; free admission; sponsored by the Fullerton Friends of Music; (714) 525-5836.
- March 27 Family Fun Day 2011, 3-6 p.m., Fullerton Community Nursery School, 2050 Youth Way; event will feature games, prizes, crafts, music and food; free admission; sponsor Fullerton Community Nursery School; (714) 525-1251.
- April 3 Fullerton College 1960-61 Basketball Team 50[™] Annual Reunion, 3-8:30 p.m., Fullerton Elks Lodge 1993, 1400 Elks View Lane; open to all Hornet friends and foes; (714) 525-3455.
- APRIL 4 STATE OF THE CITY LUNCHEON, 11:30 a.m., Titan Student Union, CSUF, 800 N. State College Blvd.; sponsor Fullerton Chamber of Commerce; featuring Mayor F. Richard Jones, M.D., and other City officials in a special presentation; tickets (714) 871-3100.
- APRIL 4 − 18TH ANNUAL HOBY BRENNER GOLF TOURNAMENT, 8 a.m.-5 p.m.. Hacienda Golf Club, 718 East Road, La Habra Heights; proceeds to benefit Boys and Girls Club of Fullerton; event will feature breakfast, lunch, dinner and awards; (714) 400-8764 or idow@boysgirlsfullerton.com.
- APRIL 16 "A PIRATE'S LIFE FOR ME," 2 and 7 p.m., Plummer Auditorium, 201 E. Chapman Ave., on the CSUF campus; 53rd annual show of the Orange Empire Barbershop Chorus; tickets (714) 871-7675.

Send Calendar items to Public Information Office, Fullerton City Hall, 303 W. Commonwealth Ave., 92832. Mark them "Attention: Focus on Fullerton." Items may also be emailed to SylviaP@ci.fullerton.ca.us or faxed to 738-6758. Nonprofit groups only. The items will also be placed on the City's cable channel and the City's web site.