

MINUTES OF THE SPECIAL MEETING
OF THE LA PALMA CITY COUNCIL
GOAL SETTING SESSION

January 23, 2011

Mayor Charoen called the Special Meeting of the La Palma City Council to order at 8:30 a.m. on Monday, January 23, 2012, in the Fan Palm Room, Fan Palm Room, La Palma Community Center, at 7821 Walker Street, La Palma, California with Mayor Charoen, Mayor Pro Tem Hwangbo, Council Member Rodriguez, Council Member Shanahan, Council Member Waldman, and City Manager Lazzaretto present.

ORAL COMMUNICATIONS

No members of the public wished to speak

REGULAR ITEM

1. Goal Setting Session

The City Council met for the purpose of conducting a Goal Setting Session. Breaks were taken at intervals during the day as follows:

The Mayor called for a short recess at 9:50 a.m.

The City Council reconvened at 9:56 a.m. with all members present.

The Mayor called for a short recess at 10:45 a.m.

The City Council reconvened at 10:51 a.m. with all members present.

The Mayor called for a short recess at 11:47 a.m.

The City Council reconvened at 12:19 p.m. with all members present.

The Mayor called for a short recess at 1:30 p.m.

The City Council reconvened at 1:35 p.m. with all members present.

The outcomes of the session are summarized below.

Priority Goals for 2012

1. Engage in Proactive Economic Development
2. Maintain Financial Stability
3. Begin a Citywide Technology Upgrade by Providing Free Public Wi-Fi in Central Park and the Civic Center
4. Continue Multicultural Outreach Efforts
5. Improve Social Media Outreach
6. Investigate New Community Building Projects

Success Factors for Priority Goals

Goal 1 - Engage in Proactive Economic Development

- Navigate through loss of redevelopment
 - How do we continue the infrastructure projects that were planned to use RDA funds?
 - Do we want to continue our housing authority in the long term?
- Facilitate arrival of anchor tenants and enhance underutilized retail properties
 - Grocery center sites & McDonald's corner are most important

Goal 2 - Maintain Financial Stability

- Complete the Contingency Plan
- Present a Budget that is balanced without the use of reserves for ongoing operations
- Maintain the Utility Users Tax at 4%
- Continue to identify cost cutting measures
 - Continue to seek ways to collaborate with other cities

Goal 3 - Begin a Citywide Technology Upgrade by Providing Free Public Wi-Fi in Central Park and the Civic Center

- Promote it well
- Look to partner with OC Library to provide security/infrastructure
- Investigate future expansion locations
 - Retail centers
 - Centerpointe Retail
 - Valley View
 - May be ad supported (e.g., installed by major tenant, who is allowed a 10 second ad when logging on)
- Long-term Goal: Be a City That Promotes Technology Infrastructure

Goal 4 - Continue Multi-Cultural Outreach Efforts

Goal 5 - Improve Social Media Outreach

- Increase posting frequency on Facebook
- Get involved/cross post other community events (schools/churches)
- Ensure City information on Readerboard, Source, Mosaic is available on Facebook
- Look for new Social Media opportunities
 - Nextdoor.com, E2G2

Goal 6 - Investigate New Community Building Project(s)

- Led by CAB
- Art in the park, Memorial Plaques, etc.
- Low cost
- Reach out to schools to partner

City Manager's Follow-up Tasks

- Study Irrigation Alternatives for Parks/Medians to Demonstrate Conservation
 - Low flow heads
 - Cost vs. potential savings
 - Weathertrak (Phase 2)
- Conduct an Employee Satisfaction Survey (or other) after July 1
- Ensure Pine Tree Sweeping is Done Before Weekends
 - Also, could they be further trimmed
- Go See Artificial Turf in Stanton/Buena Park
 - Beach Blvd./Ball Rd.
- Continue to Pursue Grants for Moody Street Median
- What are the Current Hours of Fit N Fun?
 - What happens at Luther next year when they are under renovation?
 - Council desire is to have it at the temporary school location
- Keep on top of any Proposed Changes to Prop 13
- Spark Park Status (Schools)
- Next year, provide a "No" column to the priority matrix.

ADJOURNMENT

Mayor Charoen adjourned the Special Meeting at 2:38 p.m.

G. Henry Charoen
Mayor

Attest:

Laurie A. Murray, CMC
City Clerk