

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

January 29, 2016

Mayor Goedhart called the Special Meeting of the La Palma City Council to order at 12:25 p.m. on Friday, January 29, 2016, in the Fan Palm Room, La Palma Community Center, at 7821 Walker Street, La Palma, California with Mayor Goedhart, Council Member Hwangbo, Council Member Kim, Council Member Shanahan, Mayor Pro Tem Steggell, and City Manager Murray present.

PLEDGE OF ALLEGIANCE Council Member Kim

ORAL COMMUNICATIONS

None.

REGULAR ITEM

1. Strategic Planning and Goal Setting Session

The City Council met for the purpose of conducting a Strategic Planning and Goal Setting Session.

City Manager Murray reported on the status of the 2015 goals as follows:

1. Make a City Council decision regarding the billboard project.
One site approved January 19, 2016.
2. Maintain a sustainable balanced budget.
Budget adopted June 2016 with slight use of reserves based on what was expected from labor groups - \$106,800 deficit; transparency, ease of understanding, and accuracy of FY 2015-16 budget document improved; mid-year budget/financial status report presented in February 2015 included a clear analysis of the City's short and long-term financial status.
3. Complete a study of modernization of the utility users' tax (UUT).
UUT modernization abandoned in light of the City's true fiscal situation being revealed and necessity for more than UUT would bring City; steps taken to provide information regarding a possible initiative in 2016.

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4. Address the water/sewer funds operational deficits.
New water and sewer rates were approved January 19, 2016.
5. Maintain Quality of Life.
A variety of events were held; the seven-year Residential Paving Cycle was completed, police technology upgrades (9 1 1) were completed, the finance system conversion started, various disaster preparedness steps taken, a financial newsletter and budget summary were published.
6. Adopt a revised zoning code.
Zoning code adopted May 2015.
7. Reduce City water usage by at least 20% by 2020.
Water usage was reduced by 19% as of January 2016.
8. Complete labor negotiations for 2015
Labor negotiations were completed with two of the three groups by January 2016.
9. Discuss how to move forward on La Palma kids going to school in La Palma.
A Neighborhood survey was conducted; Assemblywoman Young Kim introduced AB523; and conversations with school districts and legislators are ongoing.
10. Promote and achieve a better business environment.
All points of the goal were implemented by December 2015, including the implementation of the Economic Development Action Plan recommendations; an annual meeting with existing businesses; and a survey of business attitudes to provide an additional outlet for business input.
11. Receive a financing plan for City Hall improvements/replacement.
This goal was postponed due to the City's fiscal situation.

The City Council discussed a variety of issues, with the following goals being set as a result of those discussions:

1. Attain Fiscal Sustainability while maintaining frontline services
2. Reduce City Water Usage by at Least 20%
3. Complete Labor Negotiations for 2015 and 2017
4. School District Boundaries

5. Engage in Proactive Economic Development
6. Enhance Public Communication
7. Complete Police Department Assessment of Operations and Assessment of Outside Services

As a result of the discussions on a variety of topics, by consensus, the City Council directed the City Manager as follows:

1. Research revenue options and hire a public communications consultant.
2. Include the following cuts in FY 2016-17 Budget: Suspend Run 4 Fun; Eliminate La Palma Days; Reduce Concerts in the Park to one event in conjunction with Civic Expo.
3. Conduct the State of City in a town hall format.
4. Police Department: Keep Interim through end of year; Explore Contracting Shared Services; Determine if shared services with West Cities Police Communications is an option for dispatch services.
5. Community Development: Provide the City Council a Quarterly Economic Activity Report.
6. Administrative Services: Continue to look for reductions in expenditures where possible and utilize reserves to finish the FY 2015-16 year and prepare the FY 2016-17 Budget anticipating the use of reserves.
7. Community Services – Identify Opportunities for shared services.
8. Take steps to eliminate the Planning Commission and appoint City Council as body to hear land use issues.

ADJOURNMENT

Mayor Goedhart adjourned the Special Meeting at 3:30 p.m.

Gerard Goedhart
Mayor

Attest:

Kimberly Kenney
Deputy City Clerk