

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

January 12, 2021

Mayor Patel called the Special Meeting of the La Palma City Council to order at 9:08 a.m. in the Royal Palm Room, La Palma Community Center, at 7821 Walker Street, La Palma, California with Mayor Patel, Mayor Pro Tem Steggell, and Council Members Baker, Goodman, and Waldman being present. City Manager McNamara, Facilitator Roeder, Assistant to the City Manager Hallett Hinton, Community Services Director Belknap, Interim Financial Consultant Matsumoto, Planning Manager Hutter, Police Chief Kim, Captain Wilkerson, Support Services Manager Corbin, and City Clerk Kenney were also present.

PLEDGE OF ALLEGIANCE: Mayor Pro Tem Steggell

ORAL COMMUNICATIONS: None

REGULAR ITEMS:

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 McNamara provided brief opening remarks.

Council discussion ensued regarding taking the City's International Day Signature Event from the monitor stage to completed stage as the plans are prepared, only shelved; public safety and health concerns over the homeless camps next to the Walker Well; that the City is working with City Net to address the homeless, but that the North SPA Navigation Center had to close due to COVID-19 outbreak; that the Citywide security system on City facilities allows for immediate police response if there was a security breach at the well site; and that a Supreme Court Case does not allow the Police Department to remove the homeless, and as a result, Police will monitor the area.

Facilitator Allan Roeder introduced the review plan, attachments, and reported on the status of the 2020 goals as follows:

1. Focus on Business Engagement Efforts.

Council discussion focused on the exceptional work by Staff to engage local businesses with the "Shop Local" campaign while updating the City's social media site concurrently; that Community Development staff have been making efforts and the process easy for new businesses to developed; Mayor Patel encouraged the idea to highlight local businesses in the future possibly at the City Council meetings; review options to assist local businesses in their ability to survive during COVID-19; and that City Manager McNamara noted the urgency to position the City that will enable Staff to start a new round of engagement once businesses reopen.

Disposition: In Progress

2. Eight88 Hospitality Project.

Staff reported that as a result of COVID-19, the ability to engage developers has been impeded; the need to complete this, enforce the Exclusive Negotiating Agreement (ENA) and coordinate with Eight88 to engage other developers to produce results; that regardless of the outcome, having an ENA means La Palma is open for business; the timeline for Eight88 to complete the project; and the possibility to narrow the scope of work for Eight88 so smaller project areas can be completed.

Disposition: In Progress

3. Rental Permit Fee

Council discussed the ability to track the actual number of rentals in La Palma; that due to COVID-19, rental fees seem challenging to the homeowner; that if there are a substantial number of rental homes in La Palma, that it's another option to create revenue; that the rental fee would be to recover cover staff time; that most cities already have a rental fee in place; that this option will allow Staff to monitor what modifications are happening on a property; that clarification between the rental 'fee' versus the permit issue needs to be made; and that more research needs to be conducted before any decision is made.

Disposition: In Progress

4. Comprehensive Review of Parking Regulations/Standards/Enforcement.

City staff has been reviewing the options of how to tackle the City's existing parking deficiencies and include what the City would like to see in the future; whether Staff can incorporate this into the Eight88 project that could benefit both parties; Staff's success in dealing with the parking deficiencies of three recently

development approved projects at the Starbuck's site, the La Palma Shopping Center, and the La Palma Convenience Center; that ultimately, the City needs to take the route that is very pro-business; and that a parking workshop is being planned for the future.

Disposition: In Progress

5. Review Fees for Service.

Council discussion revolved around recognizing that current fees do not recover actual work completed by Staff; that fees should be in line with what the City is actually spending; support to put a five year plan in place that will slowly increase fees over that period so we are at full cost recovery at the end of the phasing; that Staff is currently conducting a comprehensive analysis of the City's fees; that the fee study should be completed and presented to the City Council in the Fall of this year.

Disposition: In Progress

6. Review Current Fireworks Regulations.

After introducing the item, Council inquired as to whether the City can allow the sale of fireworks while simultaneously prohibiting the discharge of them; that the City Attorney affirmed that sale could occur but the laws against their use could be enforced; that in reviewing the option of fireworks use, pet owners needs to be part of the consideration; that this could have an unintended impact on the police force as allowable sales can be assumed as allowed use; that outreach was conducted to the Orange County Fire Authority (OCFA) who would be happy to educate the sellers and assist in the process; that the proposed firework stands would only be allowed for a short period from June 29 – July 4; that police will have issues for the first couple of years as purchases of fireworks can be misconstrued as lighting them; that TNT Fireworks has a history of working with local municipalities on while allowing sales, they provide signage on prohibiting use; and direction to Staff to create an Ordinance that allows for sales and prohibits the use of fireworks.

Disposition: In Progress

The City Council discussed a variety of issues with the following proposed 2021 Goals to be brought to a regular City Council meeting for adoption:

- 1. Review of municipal parking standards for new/existing development**
 - a. Conduct a Parking Workshop to review the City's current parking allowances and deficiencies, complete a full inventory.

- b. Create a Citywide Parking Plan incorporating the City's land uses so that it results in a pro-business outcome.

2. Post-COVID 19 Signature Event for 2021:

- a. Staff to monitor the COVID 19 situation closely.
- b. Create a "Bring Us Back Together" City event on a smaller scale late in the Summer.
- c. Take the pre-planned Festival of Nations off the shelf to implement in 2022.

3. Little Free Library book exchange program:

- a. Staff to conduct research on the literacy supporting program.
- b. Review funding mechanisms to build the boxes (Boy Scouts, Non-profit groups, Friends of La Palma Library, etc).
- c. Investigate options for a Master Plan to include management and maintenance.
- d. Formal presentation to the City Council for modifications and approval.

4. Code of Conduct for municipal elections:

- a. Address the need to regulate signage in the public Right-of-Way.
- b. Investigate whether a code of conduct or revising the City's Municipal Code is the best option.
- c. Place matter on a future agenda for resolution and adoption.

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

1. Address PEPRA for Safety Personnel

- Discuss options to improve retention of Public Safety personnel.

2. Department Succession Plans & Staffing

- Future retirement of employees
- Need for an additional FTE in the Community Development Department

3. Continue building on City Council cohesiveness

- Continue to provide the City Council with great working relationships between the City Manager, individual City Council members, and the City Council as a body.

4. Diversify Revenue

- Address the concerns of dependence on one tax revenue generator
- Use Economic Development tools to diversify sources of revenue through land use and development.

ADJOURNMENT

Mayor Patel adjourned the Special Meeting of the La Palma City Council at 12:32 p.m.

Nitesh P. Patel
Mayor

Attest:

Kimberly Kenney, CMC
City Clerk