

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

January 25, 2022

Mayor Steggell called the Special Meeting of the La Palma City Council to order at 11:30 a.m. in the Royal Palm Room, La Palma Community Center, at 7821 Walker Street, La Palma, California with Mayor Steggell, Mayor Pro Tem Baker, and Council Members Goodman, Patel, and Waldman being present. City Manager McNamara, Assistant to the City Manager Hallett Hinton, Community Services Director Belknap, Interim Financial Consultant Matsumoto, Planning Manager Hutter, Police Chief Kim, Captain Wilkerson, Captain Amend, and City Clerk Kenney were also present.

PLEDGE OF ALLEGIANCE: Mayor Steggell

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 introduced the review plan, attachments, and reported on the status of the 2021 goals as follows:

1. Review of Municipal Parking Standards for New/Existing Development.

Council discussion focused on the comprehensive review of current parking deficiencies city-wide; that new development has resolved parking concerns; and that a thorough Municipal Code Update this calendar year should result in resolving current parking issues.

Disposition: In Progress

2. Post-Covid 19 Signature Event for 2021

Staff reported that they identified event options and reviewed costs and timing for the City Council to review and as a result, Festival of Nations is scheduled for April 30, 2022.

Disposition: Completed

3. Little Free Library book exchange program

Council discussed the National Program for implementation; gave approval to move forward; that location for the book boxes have been selected within the City; that the non-profit group is reviewing the purchase of the appropriate boxes; and that the installation of the Little Free Library book boxes will commence soon.

Disposition: Completed

4. Code of Conduct for municipal elections.

City staff researched options for adoption of a voluntary “Code of Conduct” and Sign Ordinance; that an Ordinance resolving temporary signs in the public right-of-way was introduced and adopted in December 2021 regulating signs, including election signage; and that the “Code of Conduct” is given to every candidate running for a seat on the City Council.

Disposition: Completed

5. Focus on Business Engagement Efforts.

Council discussion revolved around the limitations of COVID pandemic; that the Business Engagement Subcommittee continue to take on efforts, interact with Businesses, and promote the “shop local” campaign.

Disposition: Ongoing

6. Eight 88 Hospitality Project.

Brief discussion followed regarding the 3 Year ENA that has expired and that the City does not plan to pursue any further engagement.

Disposition: Completed

7. Rental Permit Fee

Discussion ensued regarding having this subject addressed on a larger scale during the 2022 Goals to incorporate Short-Term Rental permits and fees.

Disposition: In progress

8. Review Fees for Service

Brief overview regarding the current Fee Study recently completed by Staff and that a Consultant will be under City Council consideration soon to complete a thorough analysis, review staff’s findings, and make a formal recommendation.

Disposition: Ongoing

9. Review current Fireworks Regulations

Staff conducted a legal review for sale of safe and sane fireworks; that the matter was addressed in an open session of City Council; and that the City Council decided to not pursue further.

Disposition: Completed

The City Council discussed a variety of issues with the following proposed 2022 Goals to be brought to a regular City Council meeting for adoption:

- 1. Develop and implement a Neighborhood Preservation Ordinance (Multiyear Goal), including but not limited to:**
 - Residential Rentals
 - Sale of Properties
 - Ensuring Fees are Received to Cover Costs
 - Integrating with Code Enforcement
 - Review Rental Inspection Programs from Other Jurisdictions (e.g. Santa Ana)
 - Council to Ultimately Define Strictness of the Program
 - Ensure Continuity with Short Term Rental Ordinance
- 2. Ensure a robust discussion of succession planning occurs during labor negotiations/budget process.**
- 3. Establish regular Town Hall meetings and incorporate into budget process.**
- 4. Continue efforts of the Business Engagement Ad Hoc Committee.**
- 5. Include La Palma High School Students on the Community Activities and Beautification Committee allowing for two students who are residents of La Palma to have full voting rights during the school term.**
- 6. Integrate 5 La Palma Schools into more City activities including but not limited to:**
 - Flag Salute
 - Mock City Council
- 7. Continue to promote economic development with events such as a business spotlight, quarterly lunch and outreach to property owners.**

8. **Explore all City Departments' services as part of the budget process to determine if additional tools are needed including the evaluation of specific items for Police Department (e.g. Body Worn Cameras, Intersection Cameras, etc.)**
9. **Study shopping centers to strengthen our fiscal stability and ensure that they fit community's expectation for quality of life.**
10. **Continue to grow/improve communication with public (virtually and otherwise) including promoting Police Department Press Releases and Social Media Activities.**

ADJOURNMENT

Mayor Steggell adjourned the Special Meeting of the La Palma City Council at 2:04 p.m.

Michele Steggell
Mayor

Attest:

Kimberly Kenney, CMC
City Clerk