

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

March 5, 2009

Mayor Waldman called the Special Meeting of the La Palma City Council to order at 8:25 a.m. on Thursday, March 5, 2009, at the City of La Palma Community Center, 7821 Walker Avenue, La Palma, California, Fan Palm Room, with Mayor Waldman, Mayor Pro Tem Shanahan, Councilmember Charoen, Councilmember Herman, Councilmember Rodriguez, and City Manager Lazzaretto present.

REGULAR ITEM

The City Council met for the purpose of conducting a Goal Setting Session. The session was facilitated by Amy Paul of Management Partners. The outcomes of the session are summarized below.

**Priority Goals for 2009**

1. Complete the Park Master Plan
2. Temporarily reduce permit fees for residential home improvements
3. Establish a plan to upgrade and repair curbs, gutters and sidewalks
4. Strive for financial stability in the future
5. Explore changing the law to give Council flexibility to reduce the Utility Users Tax

**Other Goals for 2009**

1. Make Central Park smoke free
2. Develop/improve underutilized retail properties
3. Explore alternatives to the La Palma Chamber of Commerce
4. Decide option and implement plan to deal with block walls
5. Discuss the future of the Civic Center

6. Continue multi-cultural diversity outreach efforts
7. Improve public communication
8. Promote and nurture volunteerism

### **Success Factors for Priority Goals**

#### **Goal 1: Complete the Park Master Plan**

- Ensure that the Master Plan includes programs for all ages
- Develop a complete baseline of facilities and services currently provided by the City
- Solicit input from all groups
- Ensure that the Master Plan includes culturally diverse programs
- Provide a vision of what programs and services could be offered and alternatives that *should* be offered
- Ensure the physical plan for the Park matches the vision (including an electronic reader board, the gazebo and restrooms)
- Provide recommendations for policy or ordinance amendments

#### **Goal 2: Temporarily reduce permit fees for residential home improvements**

- Establish permit fee “holiday” policy
- Highlight “green” home improvement projects
- Recommend/designate a funding cap
- Implement advertising and communication program
- Track permit applications to see if the “holiday” resulted in an increase

**Goal 3: Establish a plan to upgrade and repair curbs, gutters and sidewalks**

- Establish a level of service standard (including adjacent project areas)
- Assure curbs are ADA compliant
- Coordinate with street improvement program
- Evaluate and report on current condition of curbs, gutters and sidewalks
- Expedite areas with safety issues
- Develop a timeline to meet the standards City-wide
- Create a schedule to review status on a regular basis

Note: "sidewalks" includes utility boxes above and below ground

**Goal 4: Strive for Financial Stability in the Future**

- Establish a general fund reserve policy
- Assure that ongoing expenditures are less than ongoing revenues
- Retain the top ten businesses in the City
- Develop/improve underutilized retail properties

**Goal 5: Explore changing the law to give Council flexibility to reduce the Utility Users Tax**

- Research election schedules
- Report on revenue impact
- Draft ballot language
- Identify total process

**City Manager's To-Do List**

- Use study sessions as needed (e.g., quarterly hour-long session for topical discussions and to review goals)
- Investigate changing street lights to LED lights
- Gather data on the City's water usage
- Modify neighborhood rallies (including improving better notices about rallies and considering beginning a program to provide grants to neighborhoods)
- Reintroduce/reaffirm OCTA right of way resolution
- Investigate tobacco sales to minors in La Palma
- Develop a plan to talk with businesses/business leaders
- Report on effectiveness of the League of California Cities
- Continue to focus on public communication

**ADJOURNMENT**

Mayor Waldman adjourned the meeting at 3:05 p.m. to a Special Meeting on Thursday, March 5, 2009, at 7:00 p.m., at the City of La Palma Community Center, 7821 Walker Avenue, La Palma, California, Royal Palm Room.

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Mark I. Waldman, Mayor

Attest:

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Laurie A. Murray, City Clerk