

MINUTES OF THE SPECIAL MEETING
OF THE LA PALMA CITY COUNCIL

February 11, 2008

Mayor Charoen called the Special Meeting of the La Palma City Council to order at 8:12 a.m. on Monday, February 11, 2008 at the California Joint Powers Insurance Authority, 8081 Moody Street, La Palma, California with Mayor Charoen, Mayor Pro Tem Barnes, Councilmember Herman, Councilmember Waldman, and City Manager Lazzaretto present.

Councilmember Rodriguez joined the meeting at 8:16 a.m.

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 2008

1. Enhance quality of life
2. Develop a plan to consider funding third-party requests for city resources
3. Continue multi-cultural diversity outreach activities
4. Enhance and implement business development and retention program
5. Improve public communication

Other Goals for 2008

1. Resolve the point of sale tax issue
2. Resolve cable franchise agreement
3. Complete Community Center Project
4. Develop a plan to deal with the beautification of walls

5. Develop a comprehensive plan for parks facilities and programs
6. Undertake beautification efforts in the city
7. Develop a succession plan
8. Conclude positive labor negotiations based on respect for each other
9. Continue commitment to Project Safe Streets

Long-Term Goals

1. Raise standards for sidewalks, curbs and gutters
2. Identify funding to renovate City Hall

To-Do List

1. Hold study session in April on long-term infrastructure needs
2. Inform Council about legal and procedural constraints as applicable
3. Make sure there is a trash can at each bus stop
4. Assign a "live person" to answer the main City phone number

Success Factors for Priority Goals

Goal 1: Enhance Quality of Life

- Continue park programs and events
- Implement updated residential street rehabilitation program
- Maintain low crime rates
- Continue Project Safe Streets
- Develop comprehensive plan for parks facilities and programs
- Increase community-oriented policing to provide increased connection with neighborhoods

- Develop a “Safepath to Schools” plan
- Promote, encourage and nurture volunteerism
 - Suggestions include: Spotlight current volunteers, promote volunteer opportunities during events, hold Civic Academy, translate opportunities into other languages, publicize opportunities, leadership development (through Chamber or other organizations)
- Increase beautification efforts
 - Develop alternatives for maintenance and beautification of arterial block walls and associated costs
 - Identify opportunities to plant more trees in public spaces
 - Assess feasibility of providing trees to residents
 - Continue beautification of the medians
- When opportunity arises, encourage public art

Goal 2: Develop a Plan to Consider Funding Third-Party Requests for City Resources

Elements to consider (as brainstormed by Council) include the following:

- Fair, consistent criteria
- Benefits to the community
- Demonstration of need
- Contribution to achieving Council's goals
- Cost-sharing ability
- Develop a process for handling requests
- Promote plan with third party stakeholders
- Consider long-term and recurring costs

- Assure one-time contribution by City
- Within a redevelopment area? (no consensus about importance of this item)
- Payment after the fact
- Timing

Goal 3: Continue Multi-Cultural Diversity Outreach Activities

- Improve language support for access to city services and documents
- Continue to provide opportunities at events for multi-cultural participation
- Translate basic city documents into other languages
- Implement CAB's direction regarding cultural diversity programs
- Support Civic Academy in multiple languages (if Civic Academy program is held)

Goal 4: Enhance and Implement Business Development and Retention Program

- Provide redevelopment assistance to improve shopping center appeal
- Monitor the Chamber contract
- Improve communication between the Chamber and the City
- Reinvigorate the Economic Development Plan
- Promote "shop in La Palma"

Goal 5: Improve Public Communication

- Improve (increase) exposure of city information to the public using such vehicles as The Source, press releases, a change in focus to the Recreation Bulletin (or possibly a separate bulletin)
- Ensure that public communications are made in a timely manner

- Complete website redesign
- Publicize availability of email blasts and include easy URLs
- Follow up with residents (complainant) after report or complaint is taken and resolved

The City Council recessed to a Closed Session at 2:47 p.m.


CLOSED SESSION

PUBLIC EMPLOYEE PERFORMANCE EVALUATION
Government Code Section 54957
Position Title: City Manager

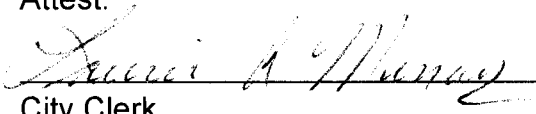
The City Council reconvened in open session at 4:10 p.m. with no reportable actions.

ADJOURNMENT

Mayor Charoen adjourned the meeting at 4:10 p.m. to a Special City Council Meeting on Tuesday, February 19, 2008 at 5:30 p.m., in the Council Chambers of La Palma City Hall, 7822 Walker Street, La Palma, California.



Mayor

Attest:


City Clerk