

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

February 25, 2011

Mayor Rodriguez called the Special Meeting of the La Palma City Council to order at 8:04 a.m. on Friday, February 25, 2011, in the El Capitan Room, California Joint Powers Insurance Authority, 8081 Moody Street, La Palma, California, with Mayor Rodriguez, Mayor Pro Tem Charoen, Council Member Hwangbo, Council Member Shanahan, Council Member Waldman, and City Manager Lazzaretto present.

ORAL COMMUNICATIONS

Gerard Goedhart, 4922 Berton Circle, addressed the City Council regarding City finances and the importance of the goal setting effort.

REGULAR ITEM

1. Goal Setting Session

The City Council met for the purpose of conducting a Goal Setting Session. The outcomes of the session are summarized below.

Priority Goals for 2011

1. Present a budget that is balanced without the use of reserves for ongoing operations.
2. Develop/improve underutilized retail properties and continue business retention efforts.
3. Enhance public outreach efforts.
4. Continue coordination with schools to maximize resources.

Success Factors for Priority Goals

Goal 1 - Present A Budget That is Balanced Without The Use Of Reserves For Ongoing Operations: Maintain the Utility Users Tax (UUT) at 4% (show the City Council the value of 1% of the UUT for a standard household per month); keep User Fees at their current levels (provide a listing of User Fees excluding overhead to show the true variable cost of each service); prioritize services across

all departments to identify potential service cuts that may be needed to balance the budget; allocate the General Fund Reserve for future Capital Improvement Projects (it is acknowledged that this may take the General Fund Reserve below the City Council's General Fund Reserve Policy goal level of 100% of ongoing operations); and develop a contingency plan to anticipate an additional loss of revenues should the ARCO facility be relocated outside of La Palma.

Goal 2 - Develop/Improve Underutilized Retail Properties and Continue Business Retention Efforts: Work with BP/ARCO to ensure that they remain in the community; and prioritize improving retail properties as follows: Ralphs Center, La Palma/Moody Center, Vacant Corners.

Goal 3 - Enhance Public Outreach Efforts: Establish a simple social networking portal (Twitter, Facebook) for the City; advertise the Citizen Tracker iPhone application; make the website more timely and the information in it easier to find; investigate alternatives to the City's current printed publications (*Source*, *Mosaic*) by considering consolidating the two publications and increasing their frequency, investigate changing the delivery methods (direct mailed/electronic/hand delivered) of the printed publications, and identify who receives the La Palma Days Insert that is prepared by the *Orange County Register*.

Goal 4 - Continue Coordination With Schools To Maximize Resources: The City Council's Schools Subcommittee will meet with each school to discuss traffic safety/circulation concerns; continue to explore mutually beneficial Joint Use Agreements; and enhance the Police Interaction with Youth program to include more age groups (starting younger), an increased variety of topics such as cyber bullying, traffic and personal safety, and texting and walking, and involving the Traffic Safety Committee as appropriate.

City Manager's Follow-up Tasks

Provide information on the cost/process of conducting an Employee Satisfaction Survey.

Identify which schools are paying water/sewer expenses to La Palma and ensure that all facilities that should be paying water rates are doing so.

Talk to the Community Activities and Beautification Committee (CAB) about the possibility of adding an extra concert and consider using La Palma schools for the talent to keep costs lower.

Mayor Rodriguez called for a short recess at 2:32 p.m.

Mayor Rodriguez reconvened the meeting at 2:44 p.m. with all members present

2. Recess to Closed Session

Mayor Rodriguez recessed the meeting to Closed Session at 2:45 p.m. pursuant to Government Code Section 54957.6: CONFERENCE WITH LABOR NEGOTIATORS

Agency Designated Representatives: Steve Filarsky, Filarsky & Watt
Dominic Lazzaretto, City Manager
Laurie Murray, Administrative Services Manager

Employee Organization: La Palma General Employees Association
La Palma Police Association
La Palma Professional Employees Association

Unrepresented Employees: Executive Management

Mayor Rodriguez reconvened the meeting in Open Session at 6:00 p.m. with no reportable actions.

ADJOURNMENT

Mayor Rodriguez adjourned the Special Meeting at 6:01 p.m.

Ralph D. Rodriguez
Mayor

Attest:

Laurie A. Murray, CMC
City Clerk