

City of La Palma

Agenda Item No. 12



MEETING DATE: March 7, 2023

TO: CITY COUNCIL

FROM: CITY MANAGER

AGENDA TITLE: Adoption of 2023 City Council Goals and Objectives

RECOMMENDED ACTION:

It is recommended that the City Council approve and adopt the 2023 Goals and Objectives.

BACKGROUND:

On January 20, 2023, the City Council held a special meeting for Goal Setting Facilitation. During the open session portion of the meeting, the City Council received a presentation regarding the Council/Manager form of government and governance best practices, which included the following topics: a) building a highly effective team, b) the role of cognitive diversity in team cohesion, c) roles and responsibilities in a municipal organization and d) Vision, Mission, and Values paradigm. The meeting also allowed the City Council to evaluate the City Manager's performance in closed session.

In advance of the special meeting, the facilitator met individually with each member of the City Council to solicit ideas for new goals for the coming year. At the special meeting, the City Council received a presentation from the facilitators, including ideas for new goals and objectives provided by all City Council members. The City Council reviewed all the ideas submitted, provided comments, and sought clarification. At the conclusion of the special meeting, the City Council requested that the proposed goals and objectives for 2023 be brought to a regular City Council meeting for formal adoption (Attachment 1).

SUMMARY:

At the January 20, 2023, Special Council meeting, the following goals were discussed and approved by the City Council. Included are some multi-year objectives from the 2022 goal setting meeting.

Goal 1: Model municipal management excellence, fiscal discipline, and financial stewardship.

- Continue efforts to ensure succession planning throughout the organization
- Continue to promote community engagement through avenues such as town hall meetings, a community survey, and/or miscellaneous outreach

Goal 2: Maintain the City’s low crime rate through continued investment in public safety best practices.

- (There were no specific objectives identified by the City Council but objectives could be identified during the budget process)

Goal 3: Create and maintain City assets, infrastructure, and neighborhoods to demonstrate municipal pride of ownership.

- Establish a neighborhood preservation ordinance (multi-year objective):
 - 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
- Explore reduction of brown water manganese from water supply system
- Explore solar feasibility at City facilities

Goal 4: Encourage business attraction, retention, and workforce development opportunities through a proactive Economic Development strategy.

- Continue the efforts of the Business Engagement Ad Hoc Committee to attract and retain businesses
- Study and enhance shopping centers to strengthen our fiscal stability and ensure that they fit the community’s expectations for quality of life (multi-year objective)

Goal 5: Provide residents and visitors with community events that encourage citizen involvement, foster human development, and strengthen community through people, parks, and programs.

- Enhance & improve city/school relationship with all 5 of La Palma’s schools.
- Explore feasibility of pickleball at Central Park
- Explore increasing passive and active recreation space

FISCAL IMPACT:

There is no fiscal impact associated with the adoption of the 2023 Goals. However, individual goals may have a fiscal impact which will be identified when brought forward for City Council action.

APPROVED:



City Manager

- Attachment:
1. 2023 Goals and Objectives
 2. 2022 Adopted Goals

2023 Goals for Consideration

(in no specific order)

Goal 1: Model municipal management excellence, fiscal discipline, and financial stewardship.

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2022 Adopted Goals

1. Develop and implement a Neighborhood Preservation Ordinance (*Multiyear Goal*), including:
 - 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:
 - Allow for 2 Students
 - Must be Residents of La Palma
 - Students to have Full Voting Rights
 - During each School Term
6. Integrate 5 La Palma Schools into more City activities:
 - Flag Salute
 - Mock City Council
7. Continue to promote economic development:
 - Business Spotlight
 - Quarterly Lunch
 - Getting to Know Property Owners
8. Explore all City Departments' services to determine if additional tools are needed:
 - Part of the Upcoming Budget Process
 - Evaluate 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 (*Multiyear Goal*).
10. Continue to grow/improve communication with public (virtually and otherwise):
 - Police Department Press Releases and Social Media Activities.