

**Adjourned Regular Minutes
City Council/Redevelopment Agency
City of Huntington Beach**

Friday, September 30, 2005
1:30 P.M. – Central Library, Room C
7111 Talbert Avenue
Huntington Beach, California 92648

An audiotape of the 1:30 p.m. portion of this meeting
is on file in the Office of the City Clerk.

Call to Order

Mayor Hardy called the adjourned regular meetings of the City Council/Redevelopment Agency of the City of Huntington Beach to order at 1:42 p.m. in Room C, Central Library.

City Council/Redevelopment Agency Meeting Roll Call

Present: Hansen, Coerper, Sullivan, Hardy, Green, Bohr, Cook
Absent: None

Public Comments – None

The City Clerk Announced No Late Communications

Pursuant to the Brown (Open Meetings) Act, City Clerk Joan L. Flynn announced no Late Communications regarding agenda items that had been received by her office following distribution of the agenda packet.

The Following Additional Late Communications Were Submitted During the Meeting:

Two communications submitted by Management Partners, Inc. titled *Hometown, September 30, 2020* and *For Discussion September 30, 2005, City of Huntington Beach, City Council Strategic Planning Session, Unprioritized Draft Goals and Projects Identified by the Mayor and Councilmembers for the Next 5 Years*.

Two communications submitted by Deputy City Administrator Paul Emery titled *Environmental Scan, September 30, 2005*, a PowerPoint report and *Strategic Plan, City of Huntington Beach, October 2005*.

(City Council) Study Session Held – City Council Strategic Plan Workshop Conducted by Management Partners, Jan Perkins and Amy Paul (120.30)

City Administrator Penny Culbreth-Graft introduced Amy Paul of Management Partners, Inc. Ms. Paul gave an overview of what to expect from the workshop and introduced Leslie Salmon-Zhu, graphic recorder. Ms. Salmon-Zhu described charts and records she would be creating for the workshop. Ms. Paul then announced the “ground rules” for the workshop and asked for participants’ agreement. She stated the purpose of the meeting is to identify the City Council’s vision for Huntington Beach and the broad goals the Council believes will serve to make progress toward the vision.

Jan Perkins, also with Management Partners, Inc. reviewed the Council goals for the Strategic Planning Process including proactive, realistic goals that match to funds available. Mayor Pro Tem Sullivan asked for clarification on the Policy Framework goal and Ms. Perkins spoke regarding policy context. Mayor Pro Tem Sullivan commented on his concerns with the goal of shaping of the Council agenda as a group. Ms. Perkins clarified the word "agenda" is meant as a broad reference, not the written meeting agenda itself. She also stressed the importance of strong votes on Strategic Planning – not 4/3 or even 5/2. Councilmember Coerper commented that the Policy Framework should be flexible.

Ms. Paul announced that today's step is to create vision and broad goals. A timeline was discussed for further steps including: prioritizing Council goals and list of top projects, identifying resources needed to accomplish the goals, deciding on goals to be included in the strategic plan, creating an implementation strategy, and creating an easy to use public document to inform residents about the Council's vision and direction. She announced tentative Council sessions are set for November 16, 2005 and January 27, 2006 and the Strategic Plan should be prepared in February 2006. Mayor Pro Tem Sullivan inquired if the survey of Boards and Commissions would be available to Council prior to or at the November 16 meeting and the consultant agreed to supply survey results prior to the meeting.

Councilmembers then discussed desired future newspaper headlines for the year 2020.

Deputy City Administrator Paul Emery spoke regarding Environmental Scan and distributed two Late Communications, one of which is a copy of a PowerPoint report he presented. The report touched on demographics of Huntington Beach including average age, population, housing trends, environment, economic character, activism, jobs, surplus school sites, tourism, and Bolsa Chica. Councilmember Bohr commented on future needs for schools, housing prices, and the desire to plan for those needs. Councilmember Green inquired about figures on aging in Huntington Beach and staff reported. Councilmembers commented on the permanence of the City's residents, and the future needs of aging residents. Mayor Pro Tem Sullivan also commented on urban runoff concerns. Councilmembers further commented on energy needs and use of industrial sites, and the importance to discuss conservation. Comments were made on surplus school sites, adjacent parks and helpful data that may be obtained from the school districts.

Council recessed at 2:55 p.m. for a break and reconvened at 3:12 p.m.

Councilmembers, staff, and members of the public were asked to write down a descriptive phrase for what the City's vision statement should be. Council results included "Sustainable," "Best Operated City," "Created by the Community for the Community," "America's Vacation Destination," "City Working Together Towards the Future," "City Working Together as a Unit," "Surf City – Safe, Sound, Secure." The consultants agreed to present a potential vision statement to Council in advance of the November 16, 2005 meeting.

Ms. Paul transitioned the workshop to goal setting and distributed a Late Communication titled "Uprioritized Draft Goals and Projects Identified by the Mayor and Councilmembers for the next 5 Years." Councilmembers reviewed the document, and offered suggestions for additions and clarifications including:

- Land Use: Use an integrated approach to developing the City, preserve quality of neighborhoods and maintain open space, study and implement a “form-based code,” add projections of housing turnover to the Environmental Scan, review development standards for neighborhoods, and address open space/public space needs;
- Economic Development: Attract high sales tax producing businesses, introduce Council to the staff and activities/duties of the Economic Development Department, close Main Street to traffic to create a pedestrian promenade, gain a better understanding of the impact on the City of Economic Development decisions, actively assisting business projects on Beach and Edinger, and identify the status of SRO;
- Infrastructure: Water quality and runoff issues, re-address plan for funding and completing infrastructure projects, southeast redevelopment projects, provide efficient streets in good repair, address deteriorating fire houses, trees curbs & gutters priority list, City Hall/Police Department earthquake retrofit, internal and public telecommunications needs, create a formal grant program for citizens to pursue neighborhood projects, upgrade the Senior Center, fund computers for the Emergency Operations Center (EOC) and at the Council dais, upgrade communications systems in the Council Chambers, and implement traffic calming measures on the streets;
- Finance Issues: Develop a process for funding discretionary projects by Council not programmed by staff, identify areas of vulnerability from revenue sources;
- City Services: Increase number of police officers, provide better facilities for police training in the City, improve beach maintenance, identify service needs as we grow as a year-round destination resort, encourage hotels to provide shuttles to different areas of the City, maintain level of social services for senior citizens, increase Public Works staff and Police Department staff to better address maintenance and service issues throughout the City, and accelerate graffiti removal on non-city property;
- Engaging the Community: Increase community outreach for citizen input, e.g. forums, enhance HB3 TV, create a community bulletin board, encourage private investment in Public Works projects, and encourage formation of a community foundation.

Councilmembers stated concerns with the goal of regulating neighborhood and personal property development – the study of this topic became a project. Concerns were also stated with creating opportunities for additional housing in the City, which is already 98% built-out. This goal was changed to: support housing projects that demonstrate a measurable benefit to the community. Concerns were stated with creating a grant system for neighborhood projects when funding is unavailable – the study of this topic became a project.

Ms. Perkins summarized accomplishments made at this workshop, and reviewed the steps to be taken in the future including an Executive Team meeting on October 25, 2005. Councilmembers commented on the positives and potential areas of improvement for the workshop. The consultants thanked Pat Dapkus for her efforts; the Councilmembers thanked the consultants for an excellent workshop.

Adjournment – City Council/Redevelopment Agency

Mayor Hardy adjourned the adjourned regular meetings of the City Council/Redevelopment Agency of the City of Huntington Beach at 5:25 p.m. to Monday, October 3, 2005, at 6:00 p.m., in the Council Chambers, 2000 Main Street Huntington Beach, California.

City Clerk and ex-officio Clerk of the City Council of the City of Huntington Beach and Clerk of the Redevelopment Agency of the City of Huntington Beach, California

ATTEST:

City Clerk-Clerk

Mayor-Chair