

**Minutes
City Council/Redevelopment Agency
Special Meeting
City of Huntington Beach**

Friday, January 30, 2009
8:30 AM - Room C & D
Huntington Beach Central Library
7111 Talbert Avenue
Huntington Beach, California 92648

8:30 AM - ROOM C & D

CALL TO ORDER

Mayor Bohr called the Special Meeting of the Huntington Beach City Council/Redevelopment Agency to order at 8:34 AM.

ROLL CALL

Present: Carchio, Dwyer, Green, Bohr, Coerper, Hardy, and Hansen
Absent: None

ANNOUNCEMENT OF LATE COMMUNICATION

Pursuant to the Brown "Open Meetings" Act, City Clerk Joan Flynn announced that no late communication was received for the Special Meeting workshop.

COMMUNICATIONS RECEIVED DURING THE MEETING

A communication from Ralph Bauer undated and entitled "Some Thoughts on Local Government."

A letter from Teddi Alves dated January 30, 2009 and entitled "Denial of Approval of Subordination of HUD CDBG HSG REHAB LN, Originated November 2001; Fixed Rate, due and payable at death or sale of property at above address.

PUBLIC COMMENTS (3 Minute Time Limit)

Ralph Bauer distributed a communication entitled "Some Thoughts on Local Government." He expressed his thoughts on the deployment of local government's resources in the most effective manner possible. He outlined the six areas he believes are the basic needs which impact the community: Sustenance, Shelter, Education and Training, Jobs, Safety, and Health and Environment. He suggested the City work to create an information clearinghouse as a way of providing the needed information on the above issues to the public. He also highlighted his concerns for at-risk youth and suggested that programs to address this population be included in public safety's budget. He discussed improving signalization and traffic flow.

Bob Watts, who identified himself as a Surf City senior, suggested a list for the SWOT analysis which would be discussed during the meeting. He listed the fact that the City is peaceful and quiet as a strength, and listed an internal weakness as a perceived propensity to sweep problems under the rug, and refusal to terminate bad City employees. He suggested a mission statement of "Huntington Beach: a more perfect City with government of the citizens for the citizens and by the citizens of Surf City." He spoke of blight and a desire to see a more respectful and customer service oriented police force. He suggested the meeting participants, during the brainstorming section of the workshop, consider an open and accountable government.

(City Council) Meeting to establish and prioritize the goals of the City Council.

The Strategic Planning Retreat was facilitated by Marilyn Snider, of Snider and Associates and recorded by graphic recorder Gail Tsuboi of Tsuboi Design.

In attendance representing the Executive Team were: City Administrator Fred Wilson, Director of Building and Safety Ross Cranmer, City Attorney Jennifer McGrath, City Clerk Joan Flynn, City Treasurer Shari Freidenrich, Director of Community Services Jim Engle, Director of Economic Development Stanley Smalewitz, Interim Director of Finance Dan Villella, Fire Chief Duane Olson, Director of Human Resources Michele Carr, Director of Information Systems Jack Marshall, Director of Library Services Stephanie Beverage, Director of Planning Scott Hess, Police Chief Ken Small and Director of Public Works Travis Hopkins.

Through collaboration, the City Council and Executive Team created a Mission Statement which reads: "The City of Huntington Beach provides sustainable quality services to maintain and enhance our safe and vibrant community."

The following three-year goals (not listed in priority order) were defined for the years 2009-2012:

- Maintain and enhance our financial reserves
- Maintain, improve and obtain funding for public improvements
- Maintain and enhance public safety
- Enhance economic development
- Improve internal and external communication

Next steps were defined:

- Within 48 hours of receipt all recipients would read the retreat record
- By February 6, 2009 all department heads will share and discuss the strategic plan with their staff.
- On February 10, 2009 the Executive Team will review the internal weaknesses/challenges list for possible action items.
- At the March 2, 2009 City Council meeting the City Council will present the 2009-2012 Strategic Plan to the public.
- Monthly, the City Council and City Administrator will monitor the progress on the goals and objectives and revise objectives as needed.
- Monthly, the City Administrator will prepare and distribute the updated Strategic Plan monitoring matrix.
- On July 31, 2009, The City Council and the Executive Team will hold another Strategic Planning Retreat to (a) more thoroughly assess progress on the goals and strategic

objectives, (b) review core values, and (c) develop strategic objectives for the next six months.

A S.W.O.T. analysis (Strengths, Weaknesses, Opportunities and Threats) was used to identify internal and external constraints and prospects in the strategic planning process. The process was to go through a brainstorming session, where unfiltered ideas were voiced and listed for future consideration. The outcome of the analysis is listed below:

STRENGTHS OF THE CITY OF HUNTINGTON BEACH

Brainstormed List of Perceptions

- We're a big town with a small town, lovely feel
- City staff
- Great libraries
- Our geography
- Dedicated City staff
- Entrepreneurial – we have a lot of home businesses
- Great City employees
- Open and responsive communication with our citizens
- Diversity of our economy
- Affluent demographics
- Great website
- Great outreach opportunities
- A number of ocean view hotels
- Great unique City events
- Distinctive downtown
- Good shopping opportunities
- Our City Treasurer makes good investments
- An open organization trying to better itself constantly
- Wide variety of park and recreation amenities, e.g., equestrian, dog park, dog beach
- Good fiscal management
- Great cooperation between elected officials and City staff
- Sports facilities for youth
- Great citizen participation
- Pride in the community
- Greatest Police Dept. anywhere
- 8-1/2 miles of beach
- Our pier
- Open space
- One helluva group of staff who make the City what it is
- Good budget
- We have reserves
- Expanding technology that enhances transparency
- Quality of our City services
- Knowledgeable staff
- Wide range of land uses – a variety of commercial and residential opportunities
- Tourism
- Wide variety of City events, e.g., Surf City Nights on Tuesdays

- We foster involvement in community events
- Class I Fire Dept. and Class I Water Dept.
- Great legal advice
- We have the distinction of being a "Tree City USA"
- We're environmentally aware
- Try to get youth involved early
- Strong voluntary participation

INTERNAL WEAKNESSES/CHALLENGES OF THE CITY OF HUNTINGTON BEACH

Brainstormed List of Perceptions

- Lack of creativity
- Lack of communication, e.g., between departments
- Lack of support to aging public facilities
- We're too much of a bedroom community
- Lack of staffing levels to provide services
- Conspiracy theorists
- Poor public perception of City staff
- Lack of long-term financial planning
- No time to improve processes
- Negative perception of the downtown
- Mixed signals from the City Council
- Competing priorities
- Disjointed communication
- Deferred maintenance on the infrastructure
- Resistance to change
- Ineffective engagement with the community
- Lack of fiscal resources
- Lack of quality retail shopping
- Lack of funding for infrastructure
- Slow City processes
- Lack of financial resources for new and deferred projects
- Poor response times
- Lack of public transit
- Many needs and inadequate funds
- No reflection time
- Lack of parking
- Not correlating meet and confer with budget
- Lack of City identity – we're more than surfers
- Challenge of cleaning up the old gun range so we can convert the land to a park

EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A POSITIVE IMPACT ON THE CITY OF HUNTINGTON BEACH IN THE NEXT THREE YEARS

Brainstormed List of Perceptions

- Available money for a gun range for the Police Dept.
- An attractive community
- Local elections in two years
- Opening of Shore Break Hotel

- Weather
- Location
- Wetlands restoration
- Pacific City development project
- Federal and state focus on environmental projects
- Federal "Go Green" initiative
- Diversity of revenues
- Development of the cultural center
- Aging population
- Continued involvement of volunteer groups
- Federal Stimulus Program
- As a coastal community, our situation will rebound more quickly than others
- 9-1/2 miles of coast
- Developer interest in working here
- Senior Center
- Go Local
- Getting funding for a new public library branch
- The new president
- New governor
- Foreign investment
- Greater availability of qualified City employee candidates
- We're an entrepreneurial town
- Water resources
- Acquisition/Availability of grants
- OCTA – Orange Co. Transit Authority
- Renewal of Measure M (transit)
- Partnering with Southern California Edison on green initiatives

EXTERNAL FACTORS/TRENDS THAT WILL/MIGHT HAVE A NEGATIVE IMPACT ON THE CITY OF HUNTINGTON BEACH IN THE NEXT THREE YEARS

Brainstormed List of Perceptions

- State budget deficit
- Lack of State budget approval
- Drought
- Lack of travel
- Need for more support services
- Unemployment
- Nancy Pelosi
- Weak retail sales
- Unfunded mandates
- New Council member(s) (election in 2 years)
- Decrease in interest in local government
- Unstable energy costs
- Unrealistic expectations by the public
- School district budget issues
- Changing demographics
- Increased need for senior services

- Lack of affordable housing
- Increased crime
- Immigration problems
- Lack of workforce housing
- Mobile home park closures
- State withholding grants and gas tax revenues
- State not giving full reimbursement for City services
- Lack of credit for homes and businesses
- Drop in tourism
- Taxation
- Foreclosures/vacant homes
- Store closures
- Unhappy people sue the City more
- Aging population
- State and federal regulations
- Increased pressure on public safety
- PERS performance
- Natural disasters
- Potential loss of open land
- Increased healthcare costs
- Closed school sites
- Ever increasing problem of boomers having too much time on their hands
- Reduced state and federal funding to cities
- Problems with the Delta
- County's lack of resources
- Increased cost of maintenance of parks and infrastructure
- Harder to get bonds due to the credit market

IDENTIFY THREE-YEAR GOALS

Brainstormed list of potential goals from which the Three-Year Goals were developed

- Maintain and enhance financial reserves
- Maintain and enhance public safety
- Develop friendlier staff services
- Complete and implement Specific Plans
- Engage employees in resolving agency issues
- Develop a strong business environment
- Enhance economic development
- Implement our Integrated Infrastructure Management Plan
- Develop the community as a tourist destination
- Engage our community
- Complete development of existing approved development projects
- Enhance staff development
- Develop, approve and implement a financing vehicle for public improvements
- Improve traffic circulation and transportation
- Preserve and enhance open space
- Provide quality services to our citizens

RECESS CITY COUNCIL/REDEVELOPMENT AGENCY MEETING

Mayor Bohr recessed the Special Meeting of the Huntington Beach City Council/Redevelopment Agency for lunch at 12:10.

RECONVENE CITY COUNCIL/REDEVELOPMENT AGENCY MEETING

Mayor Bohr reconvened the Special Meeting of the Huntington Beach City Council/Redevelopment Agency at 1:00 PM.

The Council and Executive Team considered and listed the three-year goals in the following five areas: (1) maintenance and enhancement of the City's financial reserves, (2) maintenance, improvement and obtainment of funding for public improvements, (3) maintenance and enhancement of public safety, (4) enhancement of economic development, and (5) improvement of internal and external communication.

Below is the outcome of the Three-Year Goals:

In the area of maintenance and enhancement of the City's financial reserves:

1. By the May 4, 2009 City Council meeting the City Administrator and Finance Director will present to the City Council for direction and prioritization, the FY 2008/2009 mid-year budget review, including options.
2. By June 30, 2009, the Finance Director, working with the City Treasurer will develop and present to the City Council for action, a policy to maintain the City of Huntington Beach's financial reserves.
3. By July 15, 2009, the Deputy City Administrator, Paul Emery, will update and present to the City Council for action the long-term financial plan.

In the area of maintenance and improvement and obtainment of funding for public improvements:

1. At the February 2, 2009 City Council meeting the City Attorney will update the City Council in closed session on litigation related to the Senior Center.
2. At the April 20, 2009 City Council and RDA meeting, the Deputy City Administrator Paul Emery and the Economic Development Director will evaluate the ability of the RDA to accelerate repayment of the debt and/or issue new debt to the City to fund the infrastructure shortfall and present the results to the City Council/RDA for direction.
3. By June 1, 2009, the Deputy City Administrator, Bob Hall, working with the Finance Department staff and City Treasurer and staff will evaluate the feasibility of using assessment districts as an option to fund facilities (e.g., parks, landscaping, block walls, lighting) and present the results to the City Council for direction.
4. By July 15, 2009, the Deputy City Administrator, Bob Hall, acting as lead, will work with Deputy City Administrator Paul Emery, the Public Works Director, City Attorney and the Finance Director will evaluate the methodologies the City uses in contracting for public improvements and maintenance and recommend to the City Council for action, options to reduce costs.

In the area of maintenance and enhancement of public safety:

1. By June 1, 2009 the Police Chief, working with the Fire Chief and the Community Services Director, will develop and implement a plan to maintain and enhance public safety services during the summer tourist season within current economic constraints.

2. By July 1, 2009, the Fire Chief, working with the Police Chief, Community Services Director, Public Works Director, Finance Director, Building & Safety Director, and City Treasurer, will present to the City Administrator, a plan to meet critical public safety facility needs, including funding, to maintain the current level of service and response standards for the community.
3. By June 15, 2009, contingent upon City Council approval, the Human Resources Director, lead, and the Community Services Director will negotiate a continuation agreement with SCLEA (recurrent lifeguards) to ensure lifeguard services continue through the summer.

In the area of enhanced economic development:

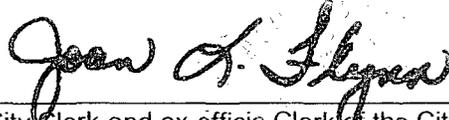
1. At the March 16, 2009 City Council meeting the Economic Development Director will present to the City Council for direction, the Shopping Center Blight Study, including recommendations
2. At the June 15, 2009 City Council meeting, the Economic Development Director, City Attorney, Planning Director, with input from the Planning Commission, will bring to the City Council for action, identified changes to the inclusionary housing programs, including ordinances.
3. By July 15, 2009 the Economic Development Director will narrow potential sites, meet with property owners, and meet with Costco regarding Costco locating in Huntington Beach.
4. By July 15, 2009 the Economic Development Director and Planning Director will hold at least one public hearing on the Downtown Specific Plan Update.
5. By July 15, 2009 the Economic Development Director will attract another hotel operator/developer to the City.
6. At a future date (an objective that has not been calendared yet), the Planning Director will complete the draft Beach/Edinger Corridor Specific Plan/EIR and hold at least one public hearing.

In the area of improved internal and external communication:

1. By February 23, 2009 the Information Services Director and the Public Information Officer will implement the Surf City Pipeline web-based Citizen Information System.
2. Within 30 days of action by the City Council on the Inclusionary Housing Ordinance, the Economic Development Director will conduct at least one community workshop on affordable housing for current and prospective owners and real estate agents.
3. By July 1, 2009, the HR Director will conduct a customer service workshop available to all City employees to keep quality customer service as a focus.
4. By July 1, 2009 the City Administrator, working with the HR Director, will conduct with all employees an anonymous employee satisfaction survey, evaluate the results, and make recommendations for action.
5. By July 15, 2009, and every quarter thereafter, the Mayor will host and conduct at least two town hall meetings in two different location in the City to provide information about the City and obtain feedback from the public.
6. By July 15, 2009, the Deputy City Administrator, Bob Hall, will conduct an Internal Development Services Survey and present the results to the Development Services Team.

ADJOURNMENT

The meeting was adjourned at 3:10 PM to the next Regular Meeting of the Huntington Beach City Council/Redevelopment Agency on Monday, February 2, 2009 at 4:00 PM in Room B-8, Civic Center, 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