

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

Wednesday, November 16, 2005
1:30 P.M. – Central Library, Room C
7111 Talbert Avenue
Huntington Beach, California 92648

An audiotape 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 1:46 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

Larry Gallup voiced his interest in the meeting topic and thanked the Councilmembers who brought the topic forward. He stated citizen outreach and participation is important and asked Council to keep it on the agenda. He stated Governing Magazine is sponsoring a conference in Austin, Texas on customer/citizen satisfaction, and stated he would distribute results of the conference to Council when they are available. Mr. Gallup also referred to a packet of information he brought to the meeting regarding citizen participation and dialogue, asking Council to review page fourteen.

Craig Justice, resident, commented on the strategic planning steps and schedule, stating his opinion that the plan lacks the steps necessary to build a nexus between what the community, Council, and the Executive Team view as important. He suggested an internet or other broad-based survey of residents. He also suggested the environment should be a separate category rather than combined with other categories, that social/cultural goals should be included, and that there be fee-based methods to pay for some improvements. He suggested creation of: a development plan for the Adams Avenue corridor, a unified elementary school district, a City-owned property master plan, and a strategic plan goal that supports projects that eliminate discharge into the environment. He asked Council to support Phase 2 of the Groundwater Replenishment Project and to promote conversion of the AES plant to newer technology. Mr. Justice submitted a written summary of his suggestions and a copy of Laguna Beach's Strategic Plan.

Dave Muotchnik, member of Southern California Communities Forum (SCCF), spoke regarding improvements of transportation and traffic flow capabilities within the City and with adjoining cities in the county, asking Council to consider maintenance and improvement.

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 had been received by her office following distribution of the agenda packet.

The Following Communications Related to Agenda Items Were Submitted During the Meeting:

Communication submitted by Larry Gallup, undated, titled *Citizens Building Communities: The ABCs of Public Dialogue*.

Communications submitted by Craig Justice dated November 16, 2005 titled *Strategic Plan Development* and dated December 2001 titled *Laguna Beach 2030, Vision Laguna 2030 Final Report and Strategic Plan*.

(City Council) Study Session Held – City Council Strategic Plan Workshop Conducted by Management Partners, Jan Perkins and Amy Paul Included the Following Topics: Review Agenda, Review Survey Results of Executive Team and Boards/Commissions, Prioritize Goals, Prioritize Projects, Revise Draft Vision Statements, Wrap Up (120.30)

Amy Paul of Management Partners introduced the topic and outlined the agenda for the meeting. She reviewed the ground rules from the previous meeting, and asked for reactions to the surveys. Councilmember Coerper asked about the number of surveys sent out, and responses received by boards and commissions. Ms. Paul reported 120 surveys were sent out. Councilmember Hansen stated his satisfaction with the responses received. Mayor Pro Tem Sullivan commented that only four Planning Commission members responded. Mayor Hardy commented on the differences in community involvement ratings by commissions and the Executive Team. Councilmember Green commented on some survey remarks made regarding ethics and former Councilmembers.

Jan Perkins of Management Partners transitioned to the goal-setting portion of the meeting, referring to the document, *Goals Identified by Council and Executive Team*, and asked Councilmembers for any additions to the Financial Goals. Discussion was held to clarify individual goals. Suggestions were made to revise Goal 2 to make it more specific: *Recognizing and disclosing the fiscal impacts of the pension crisis*, and to add a Goal (8): *To fully understand financial implications of financial decisions before they are made*. Goal 7 was revised to replace the word “develop” with the word “revise.” Mayor Hardy commented on Goal 3, and Councilmember Hansen asked that Goals 1,3, 5, and 7 be combined as one goal.

Regarding Infrastructure Goals, Ms. Perkins clarified projects versus goals. Mayor Hardy asked that Goals 9 and 10 be listed as projects. Councilmember Bohr requested Goals 1 and 2 be linked. Mayor Pro Tem Sullivan requested Goal 14 be stated more specifically. Ms. Perkins clarified that each Councilmember would receive 12 dots to designate their priority goals. City Administrator Culbreth-Graft gave clarification on goals created by the Executive Team. Mayor Hardy requested Goals 11, 12, and 15 be grouped together.

Regarding City Services Goals, Councilmember Cook requested Goal 6 be listed as a project. Councilmember Bohr asked that the first five goals be more specific and measurable. Mayor Hardy requested Goals 13 and 14 encompass some of the other goals as subcategories.

Councilmember Cook stated her opinion that Goal 11 does not fit, and Ms. Perkins reported on statements made at the last meeting in support of this goal. Councilmember Bohr suggested more detail on Goal 4, and Councilmember Cook suggested combining Traffic Goals as Goal 15: *To improve transportation through alternate forms such as traffic calming, synchronization, and bike trails.*

Regarding Engaging the Community, Mayor Pro Tem Sullivan requested clarification on Goal 3, and the goal was subsequently removed due to redundancy. Further clarification was requested on Goals 4 and 6, resulting in a consensus to combine them.

Regarding Development and Land Use Goals, Goal 1 was transferred to the project list. Discussion was held regarding development of neighborhoods and maintaining their historic nature. Mayor Hardy suggested combining Goals 9 and 11 and adding to the goal discussion of historic neighborhoods. A request was made to combine Goals 2 and 14 and to change the word "development" to the word "reuse."

Regarding Economic Development, a request was made to combine Goals 1, 3 and 11. Mayor Hardy asked that Goals 6 and 7 be moved to the project list. Ms. Perkins inquired if Councilmembers would like to add any categories, and none were added. Councilmember Cook suggested adding Goal 17 to Infrastructure: *To make all of the City equipment more energy efficient.*

Councilmembers were then asked to place their priority dots on the goals they prefer.

The Council recessed at 3:00 p.m. and reconvened at 3:15 p.m.

The goals with the most votes were identified as follows: Financial – 1 (including 3, 5, and 7) and added Goal 8 (fully understand financial implications of financial decisions, recognize and disclose fiscal impacts of pension crisis); City Services – added Goal 15 (improve transportation through alternate forms such as traffic calming, synchronization, and bike trails.) and combine 2 and 13; Development and Land Use – 2 (includes 14), 6 and 9 (includes 11 and also a discussion of historic neighborhoods); Economic Development – 1 and 4; Infrastructure – added Goal 17 (make all City equipment more energy efficient) and combine 1 and 2; Engaging the Community – combine 5 and 8.

The Council recessed for five minutes.

Referring to the document, *Projects Identified by Council, Executive Team and Board/Commission Members*, Council then discussed the projects listed. Regarding Financial Projects, Projects 5 and 8 were combined. Councilmember Bohr asked for clarification on Project 4, and the wording was changed to "optimize the repayment schedule." Councilmember Cook suggested adding a Project (9): *Assessment of risks faced by loss of Utility User's Tax (UUT), increased energy costs, property value decreases, or other potential negative occurrences, and development of a contingency plan.* Councilmember Bohr requested a Project (10): *To analyze and revise the cash management policy to maximize investment returns.*

Regarding Infrastructure Projects, Project 5 was removed and Project 10 was expanded to include fire stations. A request was made to combine Projects 6 and 11. Mayor Pro Tem Sullivan asked for an additional project: *Urban runoff improvements.* City Administrator

Culbreth-Graft suggested adding this verbiage to Project 1. Councilmember Cook requested the addition of a Project (15): *To improve water conservation.*

Regarding Economic Development, a request was made to combine Projects 1, 5 and added Project 9. A request was made to clarify added Project 10 as "A study session on the Economic Development Department." A request was made to combine Projects 3 and 4, and to specify that Project 4 includes all of Beach Boulevard.

Regarding Land Use Development, a request was made to add a Project (10): *To work on adopting a form-based code for land use.*

Regarding City Services, a Project (16) was added: *To implement green building practices for City buildings.* A request was made to eliminate "police firing range" from Project 5.

Regarding Engaging the Community, a Project (7) was added: *To solicit more reporting from boards and commissions about their activities.*

Council was then asked to place their priority dots on the projects they prefer. The projects with the most votes were identified as: Financial – 5 (revised to include elimination of unfunded liabilities) and added 9 (Assess risk of externalities such as loss of UUT...etc.); Infrastructure – 1, 10, combined 6 and 11 and added 15 (improve water conservation); Economic Development – 1 (includes 5 and added 9 [close off Main Street]), 3 and 4 combined, and added 10 (study session on Economic Development Department); Land Use Development – 1, 3, 6, 7, 9 and added 10 (study the possibility of adopting a form based code); City Services – 1, 5, 9 and added 16 (green building practices for City buildings); Engaging the Community – 1 and 3.

Councilmember Hansen asked that the survey results be posted on the website.

Referring to the document, *Draft Vision Statements for Consideration at November 15 Strategic Planning Session*, Ms. Perkins asked for Councilmember preferences regarding draft vision statements. Councilmember Cook requested option "b" include the word "businesses" after "residents" and before "alike." Mayor Pro Tem Sullivan stated his preference that the vision includes "family friendly." Councilmember Coerper voiced his preference for a combination of phrases pulled from the various options. Councilmember Hansen requested the words "family friendly" be added to option "b." Mayor Hardy suggested adding "family friendly" after "sustainable" and before "community." Councilmember Bohr voiced concern about the length of the slogan. The consensus for a vision statement was stated – *Huntington Beach: An engaged, sustainable, family friendly community that is safe, vibrant and attractive to tourists, residents and businesses alike.*

Ms. Perkins announced that reports would be prepared for and received by Council in advance of the next scheduled strategy meeting, scheduled for January 23, 2006 from 3 p.m. - 7 p.m. She announced the Strategic Plan would then return to Council in February. Ms. Perkins then asked Council for their input on the process. Councilmembers stated strengths: dot voting, the charts, the overall process, receiving information in advance, the lack of surprises, great organization skills of the consultants, and working together with other Councilmembers. Councilmember requests for improvements included: amplification system for participants' voices and more beverages.

Adjournment – City Council/Redevelopment Agency

Mayor Hardy adjourned the adjourned regular meetings of the City Council/Redevelopment Agency of the City of Huntington Beach to Monday, November 21, 2005, at 4:00 p.m., 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