

**Minutes
Huntington Beach City Council
Special Meeting – Strategic Planning Workshop**

Monday, July 13, 2015
8 00 AM – Talbert Room
Huntington Central Library
7111 Talbert Street
Huntington Beach, California 92648

CALL TO ORDER – Meeting called to order by Mayor Hardy at 8:03 AM

ROLL CALL

Pursuant to Resolution No 2001-54, Councilmember O’Connell requested permission to be absent and, there being no opposition, permission was granted

Present Posey, Katapodis, Hardy, Sullivan (arrived 8 07), Delgleize (arrived 9 37), Peterson
Absent O’Connell

PLEDGE OF ALLEGIANCE – Led by Mayor Hardy

ANNOUNCEMENT OF SUPPLEMENTAL COMMUNICATIONS (Received After Agenda Distribution)

Pursuant to the Brown “Open Meetings” Act, City Clerk Joan Flynn announced there were no supplemental communications received by the City Clerk’s Office following distribution of the Council agenda packet

PUBLIC COMMENTS PERTAINING TO SPECIAL MEETING (3-Minute Time Limit)

Ralph Bauer thanked the City Council for the work which is progressing on the Central Park Senior Center He also gave a quick update on the Homeless Task Force of which he is a member He discussed his desire to see the balance of Central Park enhanced, including the Oceanview Estates (City-owned Mobile Home Park) being returned to parkland He distributed a copy of a paper he wrote entitled “A Proposal to Enhance Recreational and Cultural Opportunities for the Citizens of Huntington Beach ” He also distributed a copy of an article from *Smart Cities* magazine entitled “Kansas City’s Lights Really Will Be Bright ”

Michael Hoskinson spoke regarding the Affirmative Fair Housing Rule and discussed the grants which are available He suggested that if grants are sought, they be published with all the noted strings attached so the public can have input

ADMINISTRATIVE ITEM

1. Strategic Planning Session facilitated by Marilyn Snider of Snider and Associates

- A Ms Snider welcomed the public and participants, stated the purpose of the retreat, and introduced the meeting recorder Gail Tsuboi of Tsuboi Design
- B Ms Snider went over the roles of the Facilitator, Recorder, Group and Public, as well as an overview of the strategic planning elements
- C Review of the City of Huntington Beach’s

Mission/Purpose Statement

- The City of Huntington Beach provides sustainable quality services to maintain and enhance our safe and vibrant community

Core Values/Guiding Principles (not in priority order)

The City of Huntington Beach values

- Responsiveness
- Accountability
- Quality customer service
- Honesty and integrity
- Teamwork
- Fiscal sustainability
- Community involvement
- Openness

Previously Existing Three-Year Goals (2015-2018)

- Improve quality of life
- Enhance and maintain infrastructure
- Strengthen economic and financial sustainability
- Enhance and maintain public safety

D S W O T (Strengths, Weaknesses, Opportunities, Threats) Exercise

1 Brainstormed a listing of strengths and accomplishments of the City since the previous Strategic Planning Session (1/23/2015)

- Implemented AB 1522 – sick leave for part-time employees
- Started construction at the Central Park senior center
- Parked nearly 1.5 million vehicles in beach lots and the city parking structure
- Landed in the Guinness Book of World Records for the greatest number of people on the largest surfboard
- Completed the downtown parking structure review
- Repealed the plastic bag ban, the first city in the country to do so
- Established a Citizens' Advisory Board for infrastructure
- Received federal grants totaling \$70,000 for firefighter safety equipment
- Revised the Beach Edinger Corridor Specific Plan
- Received over \$30,000 in equipment grants for the CENIC project (Corporation for Network Initiatives in California)
- Streamlined the General Plan, saving taxpayers \$200,000
- Reinstated the Finance Commission
- Logged 57,000 volunteer hours at the library
- Implemented the real estate module for leases and concessions
- Received a nearly-\$300,000 grant for Bartlett Park
- Completed the agreements with CENIC to improve the speed of the library's Internet
- Received monthly updates on progress on the Central Park senior center
- Participated in a countywide EOC drill and a tsunami disaster drill
- Received investment policy certification from the Assn. of Public Treasurers (APT)
- Received a donation of \$100,000 from the Women's Club of Huntington Beach for upgrading library facilities
- The new City Attorney, through negotiations, has saved the city millions
- Installed 70 new smart parking meters downtown
- Started the process to reuse Rodgers Senior Center

- Created a new CalPERS rate increase reserve of \$1.3 million
 - The Police Dept brought back the Citizens' Police Academy
 - Received a clean federal audit report
 - The City Council is taking steps toward transparency in government
 - New private foundation created by the city to assist police funding
 - Over 65% self-checkout in the Central Library
 - State approval of our three-city Community Paramedicine Pilot Study
 - Successful Surf City Marathon
 - Won three Golden Hub of Innovation Awards, including one for the library
 - Obtained a \$2.5 million Storm Water Grant
 - Celebrated the 40th Anniversary of the Central Library and the 20th Anniversary of the Oakview Branch
 - Activated Type One Urban Search and Rescue Team
 - Completed a review of frozen and unfunded city positions
 - On target to meet the governor's target 20% water use reduction
 - Completed a series of ad hoc meetings on Bartlett Park
 - Maintained the city's \$190 million investment portfolio with no losses
 - Paid down the unfunded liability for retiree medical benefits for miscellaneous employees
 - Started the investigation process for the Recycling Market Development Zone
 - Library received a \$22,000 grant for digital story time development
 - Successfully negotiated with IMG and WSL for the 2015 US Open of Surfing
 - Continued to maintain a balanced budget
 - Established a Homeless Task Force
 - Safe and successful 4th of July
 - Received a million dollar grant for street pavement rehabilitation
 - Delivery of 15 new Police SUVs
 - Earned a Certificate of Achievement for Excellence in Financial Reporting
 - Earned a Certificate of Achievement for Excellence in the Annual Budget
 - Logged 56,000 volunteer hours for senior services
 - Implemented multi-agency GPS-based dispatching
 - Legalized fireworks sales to benefit non-profits, proceeds were approx \$250,000 net of sales
 - Reorganized the Planning and Zoning counter to improve customer service
 - Implemented the pre-zoning application submittal process for improved streamlining
- 2 Brainstorming of City's current Internal weaknesses/challenges
- Conflict between park beautification needs and the drought
 - Unrealistic expectations for project turnaround time
 - Lack of succession planning
 - Outdated workflow processes
 - Low police staffing levels
 - Inability to reach RHNA (Regional Housing Needs Assessment) numbers with development
 - Lack of citywide centralized records or records management
 - Perception by some staff that financial challenges are over
 - Lack of resources and staff to meet the demand for city services
 - Lack of maintenance of deteriorating roads
 - Some departments feel they get less support than Public Safety
 - Lack of timely community outreach options to ensure the public has sufficient notice

- Lack of support for critical needs and programs
- Unrealistic expectations of discretionary financial resources available
- Lack of resources for deteriorating park infrastructure
- Lack of new or improved information network infrastructure
- Employee resistance to change
- Lack of accessibility for permits online
- Lack of adequate staff in some departments
- Overemphasis on funding Public Safety operations
- Falling behind industry standards in technology
- Continued lack of resources to maintain the infrastructure
- Lack of concise integrated Public Records Act delivery process across departments
- Inadequate WiFi infrastructure in city facilities
- Lack of updated equipment and technology
- Low staffing levels in every department

3 Brainstorming of external factors/trends (positive/opportunities and negative/threats) that will/might have an impact on the City in the coming year

Positive Impact

- Balanced state budget
- Pacific City nearing completion
- Increased public participation
- Improvement of the economy
- Increases in state one-time funds
- Increase public involvement with homelessness
- Warm weather
- Possible El Nino year
- KABC coverage of 4th of July parade
- Special Olympics World Games in Southern California
- 100-year Anniversary of Boeing
- The Guinness World Record Epic Big (surf) Board will continue to give the city positive exposure
- Previous mayor elected to the State Assembly
- Increased tourism spending
- Increase in sales and property tax revenues
- Visit Huntington Beach's (VHB) promotional efforts nationally and internationally
- Increased opportunities for cooperation in the library community
- VHB's summer shuttle service
- Completion of wayfinding efforts
- 2015 US Open of Surfing
- Continued success of our high school athletic teams
- Ocean View School District completing physical facilities

Negative Impact

- More state regulations and taxes
- Unstable global economy
- Earthquake
- Lack of substantial fiber optic and WiFi capabilities in Huntington Beach
- High health care costs
- PERS rate increases
- Oil spill

- Regional Water Board and Air Quality Board mandates
- Fire
- Misinformation on social media
- Potential state legislation (AB 113) to deny reimbursement to cities for Redevelopment loans
- Decrease in housing values
- Impacts of Prop 47 – early release of inmates
- Sharks!
- El Nino
- Drought
- Increasing levels of cyber attacks
- I-405 construction
- Rising crime rates
- Possible I-405 toll lanes and continuous access
- Natural and manmade disasters
- Climate change
- Tsunami
- Increased demand on emergency services
- SB 331
- State and national negative legislation regarding policing
- Reduction in gas tax and Prop 42
- Drunk driving
- Decriminalization of drugs
- Rising interest rates
- Increased homelessness
- Exodus of employees due to impending retirements
- Demographic shifts, e g , losing our youth

E Proposed 2015-16 City Budget Update by Lori Ann Farrell Harrison, Director of Finance

Finance Director Lori Ann Farrell Harrison presented a PowerPoint *City of Huntington Beach Fiscal Year 2015/16 Proposed Budget* that included the following titled slides FY 2015/16 Proposed Budget, "Making It Count," FY 2015/16 General Fund Highlights, FY 2015/16 General Fund Overview, FY 2015/16 General Fund Revenue, General Fund Revenue Summary, FY 2015/16 General Fund Highlights, Making it Count – Public Safety, Public Safety Represents 53% of General Fund, Public Safety Highlights, Quality of Life, Economic and Financial Sustainability, Capital Improvement Program (All Funds), Infrastructure, Challenges and Opportunities, FY 2015/16 State Budget (One Time), Making it Count, Unfunded Liabilities Overview as of CAFR for 9/20/2014, Funded FTE vs YOY PERS Costs, CalPERS Increases, 8-Year CalPERS Employer Rate Increases* (All Funds), FY 2015/16 Proposed Budget Recap, Budget Calendar, and Questions

F Reviewed and revised the three-year goals

After discussion it was decided that the four existing three-year goals would remain, but that a fifth goal would be added. The list of the current five stated three-year goals (2015-2018) consists of the following (not in priority order)

- 1 Improve quality of life
- 2 Enhance and maintain infrastructure
- 3 Strengthen economic and financial sustainability
- 4 Enhance and maintain public safety

5 Enhance and maintain city service delivery

G Identification of six-month strategic objectives for each of the three-year goals above

THREE-YEAR GOAL: IMPROVE QUALITY OF LIFE		
When	Who	What
1 October 1, 2015	Community Services Dir , working with the Public Works Dir and in collaboration with community partners	Develop and implement a Bartlett Park improvement project
2 October 1, 2015	Library Director	Research and recommend to the City Council for consideration participation as a pilot location for the new statewide online high school program for adults to receive their high school diploma and enhance educational opportunities for the community
3 December 1, 2015	Library Director	Complete an initial wayfinding study for the library system
4 January 1, 2016	Library Director and IS Director	Improve the overall Internet speed at all library locations to 1G through connection to the CalREN Network
5 January 15, 2016	Community Services Dir	Present to the City Council for review and action on the Park and Recreation Master Plan
6 January 15, 2016	Asst City Mgr (lead), working with the Mgr of Business Development and VHB	Research methods of citywide wayfinding and present recommendation(s) to the City Manager for Action

7 January 15, 2016	Community Services Dir and the Public Works Dir	Research opportunities for implementation of an Adopt-A-Park program and present recommendations to the City Manager for action
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THREE-YEAR GOAL: ENHANCE AND MAINTAIN INFRASTRUCTURE

When	Who	What
1 August 15, 2015	Public Works Director and the Information Services Director	Implement an internet-based map to inform the public on city construction projects and maintenance schedules
2 August 15, 2015	Public Works Director	Present to the City Manager the results of a needs assessment of the City's storm drain infrastructure
3 October 1, 2015	Public Works Director	Provide to the City Council the results of a needs assessment of the City's streets, sidewalks and right-of-way infrastructure
4 October 1, 2015	Public Works Director	Prioritize the city's paving projects to increase PCI to 80 and present to the City Council for action
5 At the Oct 5 2015 City Council meeting	Public Works Dir and Asst City Manager	Present to the City Council a purchase and sale agreement for Edison-owned street lights to convert to LED street lights
6 November 1, 2015	Community Services Dir (lead) and Public Works Dir , working with the Econ Dev Committee	Present to the City Manager the Main Promenade Parking Structure Rehab Plan
7 December 15, 2015	Public Works Director	Perform a City Facilities needs assessment and present the results to the City Mgr
8 December 15, 2015	Public Works Dir	Evaluate and identify the need for maintenance and cleanliness of downtown streets and sidewalks and the bluff top area

9 January 1, 2016	Public Works Dir	Present to the City Manager for action a plan to address the infrastructure, landscaping and maintenance needs in Central Park
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THREE-YEAR GOAL: STRENGTHEN ECONOMIC AND FINANCIAL SUSTAINABILITY

When	Who	What
1 At the July 20, 2015 City Council meeting	Finance Director	Recommend to the City Council for action options for using the \$3 million budget set-aside
2 September 1, 2015	Finance Director	Present to the City Council for action options to expedite the prepayment of unfunded liabilities
3 September 1, 2015	Finance Director	Present to the City Council for action options for the use of proposed one-time funding from the Triple Flip and unfunded mandates
4 November 1, 2015	Asst City Manager	Present to the City Council for action a plan to use the city's portion of successor agency proceeds for economic development
5 December 1, 2015	Planning and Building Director, Finance Director and the City Attorney (lead)	Evaluate legalizing and regulating vacation rentals and make a recommendation to the City Council for direction
6 December 1, 2015	Asst City Mgr and the Information Services Dir , working with a consultant	Assess our current Wi-Fi, broadband and fiber optic opportunities to attract additional businesses and report the results to the City Council
7 December 1, 2015	City Manager and Finance Director	Present to the City Council for action a plan to help maintain the city's AAA credit rating
8 January 1, 2016	Finance Director	Develop and present to the City Council for action, plans to accelerate improving the funded status of the City's Retirement and Workers' Compensation Plans
9 January 1, 2016	Dep Dir of the Office of Business Dev , working with VHB	Recommend options to the City Council for action for enhancing revenue from tourism

THREE-YEAR GOAL: ENHANCE AND MAINTAIN PUBLIC SAFETY		
When	Who	What
1 October 1, 2015	Asst City Manager, working with the Police Chief, Fire Chief and IS Director	Present a plan to the City Manager for consideration to complete critical Police and Fire technology needs
2 October 1, 2015	Mayor Pro Tem Jim Katapodis (lead) Finance Dir , Police Chief, City Mgr	Identify potential new funding sources for new police officer positions and make a recommendation to the City Council for action
3 January 1, 2016	Police Chief	Present to the City Manager for consideration alternative plans for Police firearms training facilities
4 January 15, 2016	Fire Chief	Complete and submit to the City Manager for review and action a Standards of Cover Report
5 January 15, 2016	Asst City Manager (lead) and the Fire Chief	Submit to the City Manager for action in the 2016-2017 budget a review of critical Fire and Marine Safety positions

THREE-YEAR GOAL: ENHANCE AND MAINTAIN CITY SERVICE DELIVERY		
When	Who	What
1 October 1, 2015	Community Relations Officer (lead), working with the City Manager, Planning and Building Dir , IS Dir and Police and Fire representatives	Identify and present to the City Council for action a methodology to improve community outreach and education and advance notice on city projects and events
2 October 15, 2015	City Attorney (lead), City Clerk, IS Director	Recommend to the City Manager for action a records management process and staffing needed to integrate the records of all departments and respond more quickly to the needs of the community
3 Nov 1, 2015	HR Director (lead) and Department Heads	Collaborate and submit to the City Manager and the City Council for review and direction a list of viable unfunded projects and staffing to be considered for funding

H Next steps/follow up process

WHEN	WHO	WHAT
Tuesday, July 14, 2015	City Manager	Distribute the retreat record to attendees, place the city's Goals and Objectives on the city website
Within 48 hours	All recipients	Read the retreat record
July 14, 2015	Management Team (City Manager– lead)	Review the “Weaknesses/Challenges” and “External Threats” lists for possible action items
By July 16, 2015	City Manager	Place the city's Strengths/Accomplishments on the city website
By July 31, 2015	Department Heads	Share and discuss the Strategic Plan with staff
At the August 3, 2015 City Council meeting	City Council (Mayor – lead)	Present the updated Strategic Plan to the public
Monthly	Management Team City Council City Manager (Mayor – lead)	Monitor progress on the goals and objectives and revise objectives (add, amend and/or delete), as needed
Monthly	City Manager	Prepare and distribute the updated Strategic Plan Monitoring Matrix and post on the city's website

January 28, 2016 (Thursday) 7 30/8 00 am – 1 00 pm	Mayor City Council City Manager Management Team	Strategic Planning Retreat to - more thoroughly assess progress on the Goals and Strategic Objectives for the next 6 months - identify 12-month Strategic Objectives
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I Summary/closing remarks

Mayor Hardy thanked Marilyn Snider, Facilitator with Snider and Associates, Gail Tsuboi, Recorder, members of the City Council and City staff and especially the public for participating in this strategic planning workshop

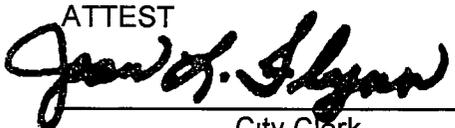
2. COUNCILMEMBER COMMENTS (Not Agendized) – None

ADJOURNMENT – 12:56 PM

The meeting was adjourned to the next regularly scheduled meeting of the Huntington Beach City Council/Public Financing Authority which is Monday, July 20, 2015, 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

ATTEST


City Clerk



Mayor