

**FILLMORE CITY COUNCIL
SPECIAL MEETING**

**CITY COUNCIL GOALS WORKSHOP
CITY COUNCIL CHAMBERS
TUESDAY, DECEMBER 4, 2007
6:30 P.M.**

**FILLMORE CITY HALL
CENTRAL PARK PLAZA
250 CENTRAL AVENUE
FILLMORE, CALIFORNIA 93015-1907**

AGENDA

IF YOU WISH TO SPEAK: Oral Communications is the time for citizen presentations or comments on items **not on the agenda**, but within the responsibility of the City Council. Please complete an Audience Participation Form prior to the beginning of oral communications and hand it to the clerk if you wish to speak. Please stay within the time limit indicated by the Mayor. If you wish to speak on an item **on this agenda**, please fill out an Audience Participation Form and hand it to the clerk prior to that item.

AUDIBLE DEVICES: Please ensure all audible devices (pagers, telephones, etc.) are off or otherwise not audible when the Council is in session. Thank you.

AGENDA TIMES: Please note the time listed for each agenda item is the **suggested/estimated time for that item to begin**. Items may be heard earlier or later than the listed time. The estimation includes providing an occasional 10-minute break. No new business will be considered by the City Council **after 11:30 p.m.** unless a majority of the Council determines to continue.

MEMORANDUMS: Memorandums relating to agenda items are on file in the Administrative Assistant's Office. If you have questions regarding the agenda you may call City Hall at (805) 524-3701 or come to City Hall for information.

City Council and Redevelopment Agency Agendas are posted on the Web at: www.fillmoreca.com/cityhall/agendas

<u>ITEM</u>	<u>REFERENCE**</u>
1. CALL TO ORDER & PLEDGE OF ALLEGIANCE	Oral
2. APPROVAL OF AGENDA	Oral
3. ORAL COMMUNICATIONS	Oral
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4. CITY COUNCIL GOALS WORKSHOP	
4A. Selection of 2008 City Council Goals.	Memo
5. CITY COUNCIL BUSINESS ITEMS – None.	
6. CITY COUNCIL REPORTS, DISCUSSION	
6A. Information/Direction to Staff on Legislative Matters and Emerging Issues.	Oral
6B. Request(s) for Approval of City Council Member Travel / Travel Reports.	Oral
6C. Other Discussion/Information from Mayor, City Council and City Staff.	Oral
6D. Any Council Member may propose items for placement on a future agenda.	Oral
Members may discuss whether or not an item should be placed on a future agenda and the	

description of the agenda item. Any direction to the City Manger shall have discretion as to when the item will come back on the Agenda, unless the City Council identifies a specific meeting for the item's return.

7. CITY COUNCIL EXECUTIVE SESSION – NONE

8. ADJOURNMENT – City Council adjourns to its next regular meeting, set for Tuesday, December 11, 2007 at 6:30 p.m. at Fillmore City Hall, 250 Central Avenue, Fillmore, California.

PLEASE NOTE: If you challenge the actions of the City Council in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in the public notice, or in written correspondence delivered to the City Council at, or prior to, the public hearing. (Calif. Gov't Code §65009).

Any legal action by an applicant seeking to obtain a judicial review of the City Council's decision on a Hearing listed on this Agenda may be subject to the 90-day filing period of, and governed by, Code of Civil Procedure Section 1094.6

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Administrative Assistant at (805) 524-3701. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title II)



CITY OF FILLMORE

CENTRAL PARK PLAZA

250 Central Avenue

Fillmore, California 93015-1907

(805) 524-3701 • FAX (805) 524-5707

December 4, 2007

TO: MAYOR AND CITY COUNCIL

FROM: TOM RISTAU, CITY MANAGER *TR*

SUBJECT: SELECTION OF 2008 CITY COUNCIL GOALS

RECOMMENDATION

1. City Council to review the attached list of proposed goals.
2. Each Councilmember to come prepared to identify their top five goals from the attached list.

BACKGROUND

The City Council has directed the City Manager to set a goal setting workshop. This is the first of two meetings the City Council will hold to discuss City Council goals. The next meeting will be the formal adoption of the City Council goals for 2008. The attached goal list represents proposed goals from department heads and City Council members.

ANALYSIS

The City Council is being asked to identify their own top five goals based on the attached list. The Council may choose to add new goals for consideration the night of the meeting. The identified priority goals selected by the Council will then be ranked against each other to determine the top ten goals for the City Council.

The top ten priority goals, as well as those not listed as part of the top ten, will then be brought back to the City Council for final adoption in January 2008. Each of the top ten goals will have a cost estimate associated with them so that the City Council can make budgetary decisions based on projected costs.

Adoption of the goal list will provide direction to city staff in prioritizing our work activities to achieve completion of the goal items. The goal list will also provide information to the citizens of Fillmore of the priority programs the City is working on to improve and better our community.

FISCAL IMPACT

None at this time.

attachment

Proposed 2008 City Council Goals

REVISED
11-30-2007

ECONOMIC DEVELOPMENT

- Re-establish a gateway sign for the downtown area at the corner of 126 and Central.
- Collectively identify the various economic threads that create and sustain the diversified economy of the City and identify specific goals to strengthen that economic fabric.
- Clarify our partnership and vision with the Fillmore and Western Railroad.
- Support the downtown merchants through funding collaborative programs while the Central Avenue Storm Drain Project moves to completion. This collaborative support includes: additional highway signage, shop local programs, special events signage and regular communication on special events, detour special signage and continued funding of City staff liaison support.
- Complete the entitlement and begin building the industrial/business park by June 2008. This includes the completion and adoption of the Business Park Master Plan and environmental document
- Finish & build out Fillmore Business Park
- Renew the community vision for the downtown area including the opportunity to include the Saticoy Lemon Property as well as the old Fillmore Citrus Packing house number 1. With the result being an update the Downtown Specific Plan
- Identify a project for funding as soon as the new Economic Development Administration's (EDA) Comprehensive Economic Development Strategy (CEDS) is adopted, in order to be first in line for EDA money.
- Complete a vision for gateway welcome signs to the City entrances and identify funding sources to create these signs. Erect the signs.
- Continue to support efforts of the Heritage Valley Tourism Bureau, including establishing a permanent office location in downtown Fillmore
- Provide and encourage vibrant robust economic opportunities to current and future businesses
- Encourage and assist in job growth
- Develop programs, systems and projects to help manage and improve the economic climate of the city which in turn will retain existing and attract

Proposed 2008 City Council Goals

new business as a means to create a more balanced economy with greater job diversity and a broader range of goods and services for residents and sufficient revenue to maintain city services

- Continually analyze the cost of doing business in Fillmore to determine if there exists an impediment and identify solutions/modifications
- Work toward a more balance in the jobs-housing ratio
- Work with other organizations to identify existing and future workforce needs
- Increase attractions and amenities to bring visitors to Fillmore, including retail, restaurants, services, festivals/special events, farmers markets, cultural arts and entertainment
- Work with non-profit groups to expand and/or create new venues for visual and performing arts
- Support and promote the Fillmore & Western Railway

WASTEWATER TREATMENT/WATER QUALITY

- Complete the water recycling plant and bring it on line by September 2009; under budget
- Program the water supply infrastructure requirements as part of the Development impact fee (DIF) update
- Drop sewer rates for businesses & low income, without raising rates for others/Sewer Payment Relief for low income and high paying businesses
- Solve the pending chloride/water softener problem without significantly raising sewer or water rates

COMMUNITY BUILDING/COMMUNICATION

- Support community enhancement programs in the Lemon way area/ Work with residents and city staff to improve quality of life for residents of Lemon Way Condo Complex
- Complete the North Fillmore Remodel
- Continue, develop and enhance partnerships and support for community wellness programs. These include partnerships with the Fillmore Unified School District, the Boys and Girls Club, the local outreach through the

Proposed 2008 City Council Goals

Fillmore Lemon Way Storefront, and other opportunities as they present themselves

- Renew partnerships that have been in transition with the Fillmore Unified School District; Assist the District in reaching its goals
- Prioritize community wellness programs and support those programs with identifying funding for public safety, public health and appropriate staffing levels for wellness
- Complete North Fillmore Storefront expansion project
- Re-establish Community Calendar on City Web Site
- Refurbish Central Park kiosk with information on City, important community announcements, downtown maps, tourism information, etc.
- Work on earning respect and integrity for the City's Building Department from other jurisdictions in Ventura County
- Finish the Building & Safety portion of the City website
- Increase user satisfaction of City services and departments
- Make government accessible, responsive and accountable so that decisions reflect community input and expectations
- Better communication with the public
- Continue making Fillmore the Best Little Town in California

RECREATION/PARKS/COMMUNITY SERVICES

- Complete the Pool Complex
- Bring the Town Theater into the black
- Fund Town Theatre program expansion
- Continue to seek funding for the clean closure of the Closed Landfill/Equestrian Center so that the vision of a full use recreational facility can come to fruition.
- Complete & open 22 acre park

Proposed 2008 City Council Goals

- Establish Park & Recreation District
- Expand library hours
- Complete the city-wide bicycle master plan path
- Provide for recreational needs through programs and facilities
- Identify and find funding, together with outreach to the community, to identify those community volunteers to complete the amenities desired within the River Street/C Street Park
- Swimming Pool/Tennis Courts

PLANNING & DEVELOPMENT

- Update the Developer Impact Fee (DIF) Program.
- Create a sustainable City plan for the challenges of global climate change.
- Create a sustainable City plan and program for identification of the City's environmental footprint with the overall goal to acknowledge that footprint's effects and to make that footprint sustainable in both the near and long term
- Adopt a new Housing Element and environmental document; Keep the Housing Element Update on track
- Update the 1994 Zoning Ordinance and environmental document
- Adopt the Business Park Master Plan and EIR
- Install new project tracking permit software (Springbrook)
- Adopt the IBC and amendments
- Ensure/create consistency between the Zoning Code and General Plan

PUBLIC SAFETY

- Fund gang officer
- Fund SRO (School Resource Officer)
- Maintain funding for second gang deputy and School Resource Officer

Proposed 2008 City Council Goals

- Identify and find funding to increase police staffing
- Plan and provide for adequate staffing and strengthen the recruitment and retention of firefighters
- Outfit the Firefighters with proper safety equipment and plan for replacement of outdated equipment
- Provide for training to keep up with ever changing technology advances
- Begin to make plans and specifications for the fire substation on east end of city and provide funding for the construction costs
- Reduce gang violence and graffiti throughout the city
- Replace flooring at police station

PUBLIC IMPROVEMENTS

- Fill in the missing link in the flood control levee and bike path system on the Santa Clara River immediately upstream of Hwy 23
- Complete the "B" Street railroad crossing project from Old Telegraph Road to 3rd Street
- Find \$1,000,000 for a street paving project
- Find \$200,000 for a sidewalk/curb and gutter repair project
- Identify and find funding for the capital improvement program
- Adopt and implement a long-range financial plan that provides useful information to make informed policy decisions
- Build sustainability into ongoing maintenance of infrastructure

MISCELLANEOUS

- Explore and consider implementation of modern, integrated Records Management & Retrieval System
- Explore and consider implementation of additional Employee Benefit programs that would be self-funded by employees (such as AFLAC or other programs)

Proposed 2008 City Council Goals

- Design/implement system to recover lost revenue from lack of payment of closed utility accounts, unpaid parking cites, and any other area of potential cost recovery
- Implement a City cost-allocation model
- Implement web-based payment system for all City services
- Identify and implement a plan and funding for Post Employment Benefit liability
- Review, revise and update the Municipal Code
- Establish a procedure for more advanced review of legal issues affecting the City
- Implement a citywide organizational review of the city government
- Provide the means to reach other goals by ensuring Fillmore is fiscally responsible and fair in its management of taxpayer money and city assets, and coordinates land use and infrastructure planning within the context of financial demands and available resources
- Financial Safety - balanced budget