CONCURRENT SPECIAL MEETINGS OF THE SONOMA CITY COUNCIL
&
SONOMA CITY COUNCIL AS THE SUCCESSOR AGENCY TO THE DISSOLVED SONOMA COMMUNITY DEVELOPMENT AGENCY

Emergency Operations Center (EOC)
175 First Street West
Sonoma CA 95476

Monday, May 5, 2014
3:00 p.m.
****

City Council
Tom Rouse, Mayor
David Cook, Mayor Pro Tem
Steve Barbose
Ken Brown
Laurie Gallian

CITY COUNCIL GOAL SETTING WORKSHOP AGENDA

1. CALL TO ORDER

2. COMMENTS FROM THE PUBLIC

At this time, members of the public may comment on any item not appearing on the agenda. It is recommended that you keep your comments to three minutes or less. Under State Law, matters presented under this item cannot be discussed or acted upon by the City Council at this time. For items appearing on the agenda, the public will be invited to make comments at the time the item comes up for Council consideration. Upon being acknowledged by the Mayor, please state your name and make your comments.

3. GOAL SETTING WORKSHOP

The City Council will convene in a goal-setting workshop facilitated by City Manager Giovanatto.

4. ADJOURNMENT

I do hereby certify that a copy of the foregoing agenda was posted on the City Hall bulletin board on May 1, 2014. GAY JOHANN, ASSISTANT CITY MANAGER/CITY CLERK

Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are normally available for public inspection the Wednesday before each regularly scheduled meeting at City Hall, located at No. 1 The Plaza, Sonoma CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the City Council regarding any item on this agenda after the agenda has been distributed will be made available for inspection at the City Clerk's office, No. 1 The Plaza, Sonoma CA during regular business hours.

If you challenge the action 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 on the agenda, or in written correspondence delivered to the City Clerk, at or prior to the public hearing.

In accordance with the Americans With Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk (707) 933-2216. Notification 48-hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

CITY OF SONOMA
CITY COUNCIL
GOAL-SETTING SESSION
FY 2014-15

MAY 5, 2014

3:00 – 5:00 P.M.

EMERGENCY OPERATIONS CENTER

WORKSHOP OUTLINE

- Opening Comments – Mayor

- Workshop Overview - City Manager

- Review 2013-14 Goals/Report Card – City Manager

- 2014-15 Proposed Goals
  - Goals submitted by Councilmembers
  - Goals to be rolled forward to 2014-15 – City Manager

- Council discussion and designation of top Goals
  - Common themes

- Next Steps
  - City Manager to prepare final report on outcome of Goal-Setting
  - Schedule as action item on future agenda

- Wrap-up

COUNCIL GOALS 2013-2014

"TO CREATE A LOCAL ENVIRONMENT OF FOCUSING ON THE POSITIVES & EMBRACING OPPORTUNITIES FOR THE BETTERMENT OF SONOMA"

- ***BUDGET STRATEGY & FISCAL STABILITY: Balance Budget without eroding infrastructure and preserving essential services.***
  Focus on a budget strategy that will promote and maintain long-term fiscal sustainability in the General and Enterprise Funds through the continued application of sound budgetary policies; continue solid fiscal management to insure and maintain stable reserve level; develop a financial model which dedicates funding for Capital Infrastructure Projects; continue to ensure efficient public safety services

- ***ECONOMIC DEVELOPMENT: Explore Economic Development Drivers to ensure preservation and long-term viability of Community Assets***
  Continue to develop strategies to address the loss of revenue to the City as a result of the elimination of redevelopment; continue to facilitate business retention, recruitment and expansion of the economic base; protect local historical infrastructure

- ***POLICY & LEADERSHIP: Mission and Vision Statement for the City***
  Provide continuing leadership as elected officials and residents of the community; review Mission and Vision Statement to assure that it reflects the current economic, environmental and social climate and creates a visual image for the community; take steps to assure a safe and vibrant community; respond to County, State and Federal legislative issues with a focus on retaining local control

- ***PUBLIC SERVICE: Continue to build on customer service and business friendly mindset we as a City are pursuing and explore additional ways to exhibit that mindset in the eyes of the community***
  Seek efficiencies with a focus on increasing customer service; develop a comprehensive outreach plan that fosters communication and informs and educates the public; increase the awareness of city programs and promotes community participation

- ***RECREATION & PARKS: Masterplan Parks & Recreation opportunities***
  Create a comprehensive review of Parks & Recreation facilities and infrastructure in partnership with County Regional Parks; partner with County and private stakeholders to reach consensus on the development of a community swimming pool

- ***WATER & INFRASTRUCTURE: Develop long-term strategies to address current and future infrastructure needs, promote water conservation while maintaining a stabilized rate structure.***
  Redefine the Capital infrastructure needs with a focus on enhancing the City's local water supply; implement a sustainable utility rate structure; establish Water Fund Reserve policy; strengthen, promote and support the value of water conservation to protect local resources

"REPORT CARD"
2013-14 COUNCIL GOALS

BUDGET STRATEGY & FISCAL STABILITY: Balance Budget without eroding infrastructure and preserving essential services

COUNCIL DIRECTION: Focus on a budget strategy that will promote and maintain long-term fiscal sustainability in the General and Enterprise Funds through the continued application of sound budgetary policies; continue solid fiscal management to insure and maintain stable reserve level; develop a financial model which dedicates funding for Capital Infrastructure Projects; continue to ensure efficient public safety services	***Progress as of: MAY 2014***	***Not Started***	***In Process***	***Complete***
Develop a balanced budget model which dedicates funding for Capital Improvement Projects, restores staff to previous levels and maintains service levels	Operating & Capital Budget was adopted on July 1, 2013 inclusive of the Capital Improvement Projects and restoration of staffing levels [1 position]			X
Update impact fees and service fees to assure specialized service costs are borne by the requester and not City taxpayers	Update to the 2008 Fee Schedule was initiated by Department Managers in August 2013; anticipate presentation of updated Fee Schedule to City Council in November. COMPLETED. FEE SCHEDULE UPDATED IN NOVEMBER 2013			X
Establish dedicated Reserve Fund to address long-term pension liabilities	**RECOMMEND ROLL-FORWARD TO FY 2014-15**	X		
Establish a K-9 program through the Sheriff's Contract to enhance public safety	The K-9 program established and released on patrol as of August 2013. COMPLETED.			X
Continue to seek grant opportunities; assess other funding opportunities [examples: assessment districts; business improvement areas]	Efforts to date include: PG&E Grant application to support small business incubation program; CDBG grant for economic development; COMPLETED. CDBG GRANT RECEIVED; PG&E GRANT APPLIED FOR/NOT AWARDED.			X
Initiate long-term plan to address the potential phase-out of Measure J Sales Tax funds	**RECOMMEND ROLL-FORWARD TO FY 2014-15; IN PROCESS.**		X	
Prepare report on how Measure J has assisted in restoring revenue lost through the elimination of redevelopment	Report will be combined with presentation of the FY 14-15 Operating Budget			X
Identify funding source(s) for Stormwater Program	The FY 2014 Budget includes an allocation for start-up costs of $50,000; Stormwater Fees will be developed through the Fee Schedule update. COMPLETED; FEES ADOPTED IN NOVEMBER 2013.			X
Identify options for elimination of the Cemetery Fund deficit	Options have been discussed with City's audit firm; **RECOMMEND ROLL-FORWARD TO FY 2014-15**		X	

ECONOMIC DEVELOPMENT: Explore Economic Development Drivers to ensure preservation & long-term viability of Community Assets

COUNCIL DIRECTION: Continue to develop strategies to address the loss of revenue to the City as a result of the elimination of redevelopment; continue to facilitate business retention, recruitment and expansion of the economic base; protect local historical infrastructure	***Progress as of: MAY 2014***	***Not Started***	***In Process***	***Complete***
Explore future options and opportunities for the preservation of the Sebastiani Theater	RECOMMEND ROLL-FORWARD TO FY 2014-15		X	
Conclude Redevelopment processes as required by State Department of Finance and explore potential options for 32 Patten Street [old fire station]	Property Management Plan Approved by State Department of Finance; Property sale in process; offers received April 30th.			X
Explore opportunities for future State Infrastructure Financing	NOTE: Awaiting State Legislative actions. RECOMMEND REMOVING FROM GOALS-DIRECTING STAFF TO TRACK STATING FINANCING PROGRAMS SEPARATELY.	X		
Work with local agencies [Chamber, Visitors Bureau, Tourism Improvement District] to assess potential economic development options	On-going efforts including: EDSC; Business recognition meeting [Chamber]; Holidays in Sonoma [TID] to increase mid-week stays; Olive Festival			X
Recognize & leverage the value of City utilities as economic development tool	Options discussed by the Streamlining Committee for financing of utility/connection charges; EVALUATING OPTIONS THROUGH WATER RATE CONSULTANT			X

POLICY & LEADERSHIP: Mission and Vision Statement for the City

COUNCIL DIRECTION: Provide continuing leadership as elected officials and residents of the community; review Mission and Vision Statement to assure that it reflects the current economic, environmental and social climate and creates a visual image for the community; take steps to assure a safe and vibrant community; respond to County, State and Federal legislative issues with a focus on retaining local control	***Progress as of: MAY 2014***	***Not Started***	***In Process***	***Complete***
Revisit Mission and Vision Statement [2006]	RECOMMEND ROLL-FORWARD TO FY 2014-15	X		
Track progress on Council Goals	Create a REPORT CARD to track progress; presented to the City Council quarterly			X
Continue to foster/support thriving, vital business community focused on job growth and commerce	On-going			X
Maintain strong relationship with Supervisor Gorin and the Board of Supervisors	On-going			X

Update City website to expand public resources and information; expand content	Website update in process; citizen survey currently in design phase to seek input; final update anticipated complete date Fall 2014			X
Update and/or establish City Policies and Procedures such as: • Policy on False Alarm Responses • Update Policy on Sidewalk Repair • Establish Funding Policy for Street Maintenance • Update Reserve Policy	• Policy on Sidewalk Repair overview presented to Council on August 19. SIDEWALK REPAIR PROGRAM IMPLEMENTED AND COMPLETED FOR FY 2013-14 IN JANUARY 2014.			X

PUBLIC SERVICE: Continue to build on customer service and business friendly mindset we as a City are pursuing and explore additional ways to exhibit that mindset in the eyes of the community

COUNCIL DIRECTION: Seek efficiencies with a focus on increasing customer service; develop a comprehensive outreach plan that fosters communication and informs and educates the public; increase the awareness of city programs and promotes community participation	***Progress as of: MAY 2014***	***Not Started***	***In Process***	***Complete***
Resume meetings of Streamlining Committee to enhance business relationships	Streamlining Committee meeting monthly since May 2013			X
Continued outreach to the public to assure that City procedures and processes are transparent and understandable	Staff continues to meet with public as needed; additional outreach and update to written materials in process.			X
Provide timely and accurate information about City Services	On-going; new design of water bills to be released with monthly billing; building department informational forms updated.			X
Explore all options for customer convenience such as online payments, acceptance of credit and debit cards at City Hall	New accounting software in process of transferring existing date; slated to "go live" in October; credit card payments to be initiated following full operation of new software. CONVERSION TO NEW SOFTWARE COMPLETE. MONTHLY BILLING TO BEGIN APRIL 1ST. AUTO-PAY ANTICIPATED MAY-JUNE.			X
Maintain strong City employee structure to serve the needs of the community	On-going; PT Administrative Assistant recruitment initiated to serve as back-up for Cemetery services and succession planning as Deputy City Clerk. PT AMIN ASSISTANT HIRED; FINANCE DIRECTOR POSITION RECRUITMENT COMPLETED.			X
Create customer feedback survey/input form for use in evaluating City services	Online survey will be combined with update of City's website.			X

RECREATION & PARKS: Master plan Parks & Recreation opportunities

COUNCIL DIRECTION: Create a comprehensive review of Parks & Recreation facilities and infrastructure in partnership with County Regional Parks; partner with County and private stakeholders to reach consensus on the development of a community swimming pool	***Progress as of: MAY 2014***	***Not Started***	***In Process***	***Complete***
Support Community Swimming Pool facility	Mayor Brown & MPT Rouse liaisons to community group; reviewing options			x
Participate with County on a Valleywide Parks Masterplan	Meeting with Supervisor Gorin and County Regional Parks staff held on August 16 to open discussions on the process. STAFF IS AWAITING COUNTY STAFF COORDINATION OF PROCESS.			x
Review Tier 1 Services to assure services align with needs of the community	**RECOMMEND ROLL-FORWARD TO FY 2014-15**	x		
Encourage the creation of a Community-wide website for all youth activities, adult activities and major local events	Potential for inclusion to be linked to City website during update.			x
Create an inventory of all City Parks, Open Space, Walking and Bicycle Trails and designated Preserve areas	Initial meeting with Supervisor Gorin held on Aug 16 to discuss Parks Masterplan process. CITY INVENTORY COMPLETED.			x

WATER & INFRASTRUCTURE: Develop long-term strategies to address current and future infrastructure needs, promote water conservation while maintaining a stabilized rate structure

COUNCIL DIRECTION: Redefine the Capital infrastructure needs with a focus on enhancing the City's local water supply; implement a sustainable utility rate structure; establish Water Fund Reserve policy; strengthen, promote and support the value of water conservation to protect local resources	***Progress as of: MAY 2014***	***Not Started***	***In Process***	***Complete***
Update Water Rate Structure and Rate Model	SPILMAN & ASSOCIATES SELECTED AS CONSULTANT. REPORT IN PROCESS; ANTICIPATE FIRST PUBLIC MEETING IN FALL 2014.			x
Adopt Reserve Policy; Consideration of establishing a Rate Stabilization Fund	Established as a component in the Water Rate Model			x
Implement Water Conservation measures and Public Education Outreach	Working with Sonoma County Water Agency. STAGE 1 WATER CONSERVATION DECLARED; PUBLIC OUTREACH ONGOING.			x
Review opportunities for shared services with Valley of the Moon Water District	On-going discussions with VOMWD General Manager and			x

	City's Public Works Director/City Engineer			
Initiate Capital Infrastructure replacements and upgrades including options for issuing Water Bonds	Will be determined by the update to the Water Rate Study; IN PROCESS.			X
Evaluate environmental & sustainability programs [i.e. groundwater, City wells]	Groundwater information distributed at Farmer's Market; Groundwater workshop held on July 28th. GROUNDWATER AND STORMWATER PROGRAM INFORMATION PRESENTED AT CITY COUNCIL MEETINGS AND WORKSHOPS.			X

MAYOR ROUSE
2014-15 PROPOSED GOALS

Goal	Description of Goal
1	Continue our efforts to streamline internal processes to allow for greater ease of public use of Sonoma's Building and planning process.
2	Work to enhance Sonoma's water reduction goals by providing the public the tools they need to conserve. Town Hall meetings, press releases, collaboration with VOM water with water wise solutions.
3	Enhance our effort on street and side walk maintenance. Apply pressure to county and state to enhance streets that interact with city streets.
4	Continue to support the community pool effort in any and all ways possible to bring closure to this long standing effort.
5	Provide commissions more training to assure there is a real understanding of expectations.

MAYOR PRO TEM COOK
2014-15 PROPOSED GOALS

Goal	Description of Goal
1	Water conservation - Continue efforts to conserve water and look at programs that have worked in the past. Sometimes during outreach showing a past and present usage history would be helpful to the residents. Conservation is key to our success and would not want to place restrictions unless it is a dire need. a) Look for ways to get more water through new sources b) Look at more storage in the future. c) Conservation programs
2	Budget - The budget is always a major concern and is third priority (instead of #1) due to the fact that the city has made leaps and bounds in this area. Measure J and the TID have helped build a strong revenue source.. There is concern with Measure J, due to its sunset clause. It will be important to show our residents that we are using these monies responsible. a) Continue to fix roads and include sidewalk repair. Look at sidewalk needs around proposed projects. b) Look at revenue sources that are not being utilized c) Look at selling unused real estate. d) Balanced Budget
3	Traffic/ circulation - Sonoma has a major circulation problem. Highway 12 runs through our town and two of our busiest streets Broadway (Hwy 12) and Fifth Street West have schools next to them. There is very little we can do about this, but need to look for solutions as traffic continues to grow. a) Pedestrian traffic- More signals and pedestrian signage b) Vehicle traffic- Look at ways to promote bicycle riding and walking. Possibly making the bike lane from First Street West to First Street East north of the depot park a road. Look at places where one way roads could help. Look at Fifth Street West congestion and possibly one way turn in/out of Safeway (These three are only suggestions and is only suggesting a discussion in feasibility) c) Taxi-cabs, public transit and bicycles- As Sonoma grows there may be a need to make some yellow parking spots for taxi's around the square. Look at public transit increases within our city. Look at bicycle traffic and possible outreach programs to further use.
4	Parks and Recreation - Sonoma has many partners in different departments throughout the city. It is time to join forces with the Sonoma Valley unincorporated areas and begin a Parks and Recreation Department. This entity would have paid staff to bring together the different organizations and serve as a hub for their programs, youth activities, adult activities and senior

	activities. a) Outreach to the county and other non profits b) Look for grants and other monies available c) Look at other cities to see what is working d) Pool
5	Tourism /Parking - Look at the city as a whole and discuss how Sonoma can balance tourism with our much needed "Hometown Feel". a) Set policy for community events not to impact our city in negative ways. Paid staff on the clock during events to ensure compliance. b) Outreach to the business owners and community to not park on the square if working around the plaza. c) Look at vacant properties that can be parking lots instead of infill. This includes possible state property around the square not being utilized (This is a long term solution and may not be feasible at this time) d) Tourism education in marketing pamphlets explaining our way of life, this could curb standing in crosswalks, not yielding to pedestrians, not drinking and driving and all the other bad habits we have seen.

COUNCILMEMBER BARBOSE
2014-15 PROPOSED GOALS

Goal	Description of Goal
1	Develop and implement strategies, practices, and programs to reduce Sonoma's per capita water consumption in addition to what the city is currently doing.
2	Develop and implement standards for the DRC to use in its decision making, including but not limited to standards related to Sonoma's status as a "certified local government".
3	Determine whether there is anything that the city can do to increase the amount of affordable rental housing available to low income people working in the city.
4	Reduce public perception that our building department is not user friendly or business friendly by identifying and addressing problems that might exist and/or by improving public relations.
5	Revisit the issue of unfunded pension liability and determine what additional actions should be taken by the city.

COUNCILMEMBER BROWN
2014-15 PROPOSED GOALS

Goal	Description of Goal
1	Peace in the Valley. Have the council lead real conversations about real feelings.
2	Stay firmly in the black with our finances, no service reductions
3	Continue on the positive path with our road maintenance
4	Strategies for continuing our Measure J Sales Tax initiative.
5	Continue support for a local Swimming Pool

COUNCILMEMBER GALLIAN
2014-15 PROPOSED GOALS

Goal	Description of Goal
1	Council develops a vision statement for the City of Sonoma. The prosperity of a community will be based on creating and maintaining a standard of living and a high quality of life for city residents. How do we meet this challenge? To succeed how do wish to build resiliency in economic, social and environment responsibility? Some themes to be developed and identified in the vision: a sustainable, resilient and revitalized city of beauty and connectivity; outstanding lifestyles immersed in community; economy and knowledge; leadership and partnership. This Vision statement needs public process and community engagement.
2	Revise and adopt changes to the Appeal process. Review the appeal process to evaluate transparent and expedient processing, need, staff hours and involvement.
3	Climate 2020- Plan to develop and lead by example the Sonoma community with community climate plan principles. Mitigation of Green House gases, emissions from autos being one of the largest factors will be central for communities in their Climate Action Plan. This Climate Action Plan needs to be developed through an open and collaborative process. The impact topics will involve planning for water supply, increased water conservation and water recycling strategies, rising sea levels(HWY37)rising temperatures, food supplies to name a few.
4	Staff and Commissioner Volunteers provide educational and development opportunities. With the adoption and implementation of new ordinances (i.e.- Certified Local Government affecting Staff, Planning Commission, Design Review and Historic Preservation Commission.) establish a budget for education and support.
5	Implement and practice Smart Growth Strategies- When communities choose smart growth strategies, they can create new neighborhoods and maintain and revitalize existing ones that are attractive, convenient, safe, and healthy. They can foster design that encourages social, civic, and physical activity. They can protect the environment while stimulating economic growth. Most of all, we can create more choices for residents, workers, visitors, children, families, single people, and older adults-choices in where to live, how to get around, and how to interact with the people around them. When communities do this kind of planning, they preserve the best of their past while creating a bright future for generations to come.

	Existing-Water Proceed with current water goals as established last year. There are more reports- Water conservation Update report, Council study on Draft Water rates, water reserve fund to be delivered and processed. There is an area to develop-drought environment preparedness-the key focus being that all processes involve the public to build relationships, and increase the sharing and access to information.

CITY MANAGER PROPOSED
2014-15 ROLL-FORWARD GOALS

	2013-14 COUNCIL GOAL	Status/Discussion
1	Establish dedicated Reserve Fund to address long-term pension liabilities	The City's Reserve Policy was last updated in 2006 and staff intends to bring forward to Council a full update during FY 2014-15. Staff will be recommending changes in other areas of the existing Reserve Policy related to changes in Governmental Accounting Standards. The issue of establishing a Reserve Fund for long-term pension liabilities would be appropriately included in the update.
2	Initiate long-term plan to address the potential phase-out of Measure J Sales Tax funds	The framework for the long-term plan is currently underway by staff and will require additional discussion and direction from Council regarding the options for extending the sunset provision of the initiative.
3	Identify options for elimination of the Cemetery Fund Deficit	The cash deficit in the Cemetery Fund remains at approximately $1.6 million. Because of the nature of the deficit, the City cannot simply write-down the debt, but needs to address the long-term phaseout of the Cemetery Enterprise Fund into the General Fund. A multi-year budget plan needs to be prepared to facilitate this phased approach. Staff will consult with the City's new Audit Firm on the recommended structure of Cemetery operations.
4	Retention of Sebastiani Theater Building	Any forward progress on the future of Sebastiani Theater requires that significant ADA improvements be made to the facility. Funds were allocated in the 2011 Redevelopment Bond which is currently "frozen" due to the State's elimination of redevelopment.
5	Revisit Mission and Vision Statement	Continue to wider discussion of Mission and Vision Statement in FY 2014-15
6	Review Tier 1 Services to assure services align with needs of the community	Tier 1 services were established through the Recreational and Community Programs Funding Policy established in 2009 and amended in 2010. The review of the Tier 1 services needs to take place in concert with a review of the Funding Policy. This policy also references the City's Mission and Vision Statement.

2014-15 PROPOSED GOALS

COMMON THEMES

1	*BUDGET STRATEGY & FISCAL STABILITY*
2	*ECONOMIC DEVELOPMENT*
3	*POLICY & LEADERSHIP*
4	*PUBLIC SERVICE*
5	RECREATION & PARKS
6	*WATER & INFRASTRUCTURE*