PORTERVILLE CITY COUNCIL MEETING
ADJOURNED MEETING JUNE 8, 2002
PUBLIC LIBRARY, 9:00 A.M.

Call to Order:  9:00 a.m.
Roll Call, Council:  Gurrola, Hamilton, Woods
Absent:  West, Joyner

WRITTEN COMMUNICATIONS - None

ORAL COMMUNICATIONS - None

SCHEDULED MATTER

1.  STRATEGIC PLANNING SESSION FOR STRATEGIC MANAGEMENT ISSUES FOR THE CITY OF PORTERVILLE DURING 2002-2003

The City Manager introduced the facilitator, Cary Simon, Assistant Professor of Management, Graduate School of Business and Public Policy, Naval Postgraduate School, Monterey.

Dr. Simon stated that this was a wrap-up session for what they had started on February 23, 2002. Dr. Simon then presented a brief background on the process to that point and how they had developed strategic issues.

Dr. Simon stated that the purpose of today’s meeting would be to take the five strategic issues and come up with:

1.  What are the key actions that can be done this year with existing resources?
2.  The specific steps for the next six months—1) steps 2) responsible party
3.  Outline communications and information process, i.e. hold meetings, newsletter, website, etc.
4.  Resources and whether they are assured.

Someone questioned not looking further down the road ten to twenty years, and Dr. Simon talked about realistic views and new Councils every two years, and being able to accomplish something.

Dr. Simon then began reviewing the five strategic issues and their alternatives.

1.  How can the City establish an environment that encourages development of a value-added dynamic economic base?

Members of the audience questioned:
•  amount of money required to accomplish the goals
•  grant writing
• the interdependency of the issues

2. **How can the City ensure that it is meeting service needs and wants; and achieve balanced community service?**

Members of the audience questioned:
• why everyone received the City newsletter and why it wasn’t translated into Spanish
• why language groups didn’t include other languages, such as arabic, only Hispanic
• the lack of vocational training in the schools
• why the City didn’t work with the Sequoia Forest Service to promote the area
• why more wasn’t being done to protect agriculture
• what could be done to improve the beauty of the City
• why wasn’t there a sign on Highway 65 for an information center

It was suggested that meeting announcements be put up on the marque at the D Street Savemart, and meeting notices be placed in the newsletter, and put on the City water bills and on the City website. It was suggested that highlights of the website be placed on the City water bills.

The Council called a recess from 10:26 p.m. to 10:45 p.m.

3. **How can the City improve on its efforts to recruit, train and retain employees to meet the essential service responsibilities of local government?**

The hiring of retired personnel for part-time temporary jobs was discussed versus hiring younger workers.

4. **How can the City determine if it needs additional parks and, if needed, how can we best determine size, location, access and types of parks?**

Members of the audience questioned:
• the percentage of park land required per 1,000 population

Patricia Young stated that citizens should volunteer to help with the telephone surveys for the parks programs, and she asked to be notified when they needed help.

Cathy Capone suggested that the Parks Department hold Saturday morning meetings to get the Parks and Leisure Services Commission up to speed on the Parks and Recreation Element.

5. **How can the City ensure that water and sewage requirements are met over the next five-year period?**

Members of the audience questioned:
• taking the effluent to the airport and using the water on farmland
• using the extra land at the sewer plant for Veterans Park
• moving the sewer plant out of town
• having a regional facility with the cities to the northwest
• the odor at the sewer plant
• annexations
• servicing new residential growth
• Casas del Rios

Dr. Simon stated that they would now break up into five groups and get an outline of the actions and steps needed on the five issues. He stated that the teams should take 30 minutes and then they would review them for thirty minutes. He stated that when the time was done, each group would have a representative make a short presentation.

Mayor Woods left the meeting at 12 noon.

Those members of the audience who wished to participate then joined the teams.

Question 1: Brad Dunlap, with Council Member Gurrola, Jim Oakley, John Longley, Linda Wammack, Rudy Roman, and Dorothy Broome.

Question 2: Frank Guyton, with Council Member Hamilton, Adela Alba, Leslie Lessenger, and Gerry Quinn.

Question 3: Gary Irish, with Ernie Garay, Chuck McMillan, and Susan Slayton.

Question 4: Gil Meachum, with Pat Young, Neil Smith, Cathy Capone, Margaret Land, Maria Roman, and John Miller.

Question 5: Hal Hill, with Nicki Edwards, Bryan Styles, and Ellen Nichols.

When the thirty minutes were up, Dr. Simon asked the teams to begin their presentations.

Brad Dunlap spoke for Team 1: How can the City establish an environment that encourages development of a value-added dynamic economic base?

Key Issue: Continue implementation of website as every aspect tied back to website or technology. Specific steps for the next six months:
1. Continue implementing City website in regard to economic development information.
2. Mailing out handouts to businesses, other agencies, etc. and make them available on website.
3. Establish other links to other websites or links.
Communications:
   Networking to websites.

Key Issue - Collaboration between Porterville College and Valley partners to:
1. Identify what’s needed for growth
2. Frame policies and goals
Specific steps for the next six months:
   Go to Council for blessing and direction for the website.

Key Issue - Making the permitting process available on the website
Specific steps for the next six months:
   1. Making more user friendly brochures to be handed out at the counter and for people on the website.

They also discussed ‘virtual access to the community’ being on the website so people could pull up a view of different areas of the community. They also discussed advertising the website availability on printed items.

Key Issue - Identify the labor force for education and training
Specific steps for the next six months:
   1. Currently doing training programs for work force.
   2. Continue evaluating needs and working with stakeholders.

Key Issue - Tourism
Specific steps for the next six months:
   1. Continue utilizing the tourism brochure in mailings and handouts by Chamber and City staff

Resource: City staff

Frank Guyton spoke for Team 2: How can the City ensure that it is meeting service needs and wants; and achieve balanced community service?

Key Issue - Develop Graphics Interface
Specific steps for the next six months:
   1. Get internal system up and running so GIS information is available

Responsible Party: GIS Person

Key Issue - Develop list of projects
Specific steps for the next six months:
   1. Put on internet

Responsible Party: City staff

Key Issue - Have City Home Page come up on the City library computers as the home page.
Specific steps for the next six months:
   1. Link home page on computers

Responsible Party: Gil Meachum

Key Issue - Interact with service clubs and Chambers
Specific steps for the next six months:
1. Develop a list of Service Clubs and contacts
1. Hold meetings, and biannual meetings, and provide information that representatives can take back to their organizations

Gary Irish spoke for Team 3: How can the City improve on its efforts to recruit, train and retain employees to meet the essential service responsibilities of local government?

Key Issue - Perform an annual benchmark salary survey and periodic classification plan updates within the Pay and Benefit Plan, and find cities with things in common with Porterville to use for the survey
Specific steps for the next six months:
1. City Manager to establish list
Communication: City Council

Key Issue - Strive to ensure the pay and benefit package is competitive
Specific steps for the next six months:
1. Do comparative analysis and Meet and Confer
Responsible Party: City Manager and City Council

Key Issue - Consider extending health benefits beyond age 65–extend to Social Security benefit or do not end as retiree pays costs
Specific steps for the next six months:
1. Amend Pay and Benefit Plan
2. Cost analysis
3. Meet and confer

Key Issue - Identify funding sources for tuition reimbursement
Specific steps for the next six months:
1. Review budgets
Responsible party: Administration
Communication: Include in budget or amend budget later. Look at it again in three months.

Key Issue - Identify positions appropriate for retired persons
Specific steps for the next six months:
1. Identify applicable positions
Responsible party: Department Heads/Human Resources Department

Key Issue - Reconsider implementation of Alternate Work Schedules
Specific steps for the next six months:
1. Cost Analysis and review
Responsible Party: Administration, Human Resources, and City Council

Cathy Capone spoke for Team 4: How can the City determine if it needs additional parks and, if needed, how can we best determine size, location, access and types of parks?
Key Issue: Initiate a review and update of the Parks and Recreation Element in 2004-05
Specific steps for the next six months:
   1. Recommend funding a consultant to the City Council
Responsibility: Parks and Leisure Services Department

Key Issue - Include all new and future parks and facilities in the Element
Specific steps for the next six months:
   2. Implement a community calendar with the Recorder to help keep the public aware of the activities and meetings.
Responsibility: Director of Parks and Leisure Services

Key Issue - Update Park Priorities
Specific steps for the next six months:
   1. Identifying natural, historical and cultural resources in the Porterville area.
   2. Seek input from schools on park project rankings
   3. Implement Adopt-A-Program
Responsibility: Director of Parks and Leisure Services

Key Issue - Implement a public participation program to review Parks & Recreation Element
Specific steps for the next six months:
   1. Hold public meetings presenting summary of changes that have taken place in the Element.
   2. Present updated Element to the City Council by June 30, 2003
Responsibility: Director of Parks and Leisure Services

It was noted that the City needs more picnic facilities and an 18-hole golf course.

   Nicki Edwards spoke for Team 5: How can the City ensure that water and sewage requirements are met over the next five-year period?

Key Issue - How can the City ensure that water and sewage requirements are met?
Specific steps for the next six months:
   1. Education
      - information on website, in newspaper and on KTIP
   2. Declare Water Conservation Month in August
   3. City take the lead on water conservation
   4. Put in low-maintenance landscaping or zero-scape landscaping
   5. Code enforcement to ticket water wasters
   6. Involve citizens in watching for violations of water wasting, with a telephone number to call

The City Manager asked that each Director provide their listing for their team, and they would compile those into action steps for the various programs and take it to the Council at the next
meeting. He stated that hopefully within six months they will progress. He stated that the five groups would meet on a continual basis. The City Manager told the audience that if they wanted their names added to a group, they should let him know.

Mayor Pro Tem Gurrola thanked the people who attended the meeting.

ADJOURNMENT

Council adjourned at 1:25 p.m. until June 18, 2002.

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John Longley, City Clerk

SEAL

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Gordon T. Woods, Mayor