



CITY OF EL PASO DE ROBLES

"The Pass of the Oaks"

CITY COUNCIL MINUTES

GOAL-SETTING WORKSHOP

Thursday, February 15, 2007 7:00 PM

MEETING LOCATION: PASO ROBLES LIBRARY/CITY HALL
CONFERENCE CENTER, 1000 SPRING STREET

7:00 PM – CONVENE REGULAR MEETING

CALL TO ORDER – Downstairs Conference Room

ROLL CALL Councilmembers John Hamon, Gary Nemeth, Duane Picanco, Fred Strong, and Mayor Frank Mecham

PUBLIC COMMENTS - None

1. 2007 Council Goal Setting

J. App, City Manager and John Dunn

Continued from February 3, 2007. Opening remarks by Mayor Frank Mecham. Facilitator John Dunn outlined the agenda for the evening and reviewed the goal-setting process.

Mayor Mecham opened the public hearing. Speaking from the public was Christie Withers

After considering public input, suggestions from executive staff and advisory committees, Council identified and ranked community and City-organization goals for 2007 – 2009.

The meeting was adjourned by general consent at 8:30 p.m.

ADJOURNMENT: to THE REGULAR CITY COUNCIL MEETING AT 7:30 PM ON TUESDAY, FEBRUARY 20, 2007, AT THE LIBRARY/CITY HALL CONFERENCE CENTER, 1000 SPRING STREET.

Submitted by:

Deborah Robinson, Deputy City Clerk

Approved:

Council Goal Setting Workshop February 3 and 15, 2007

| TOP 10 GOALS AVG | GOAL | Strong | Hamon | Nemeth | Picanco | Mecham | Score | AVG |
|---|--|-------------|-------|--------|---------|--------|-------|------|
| | PEOPLE | | | | | | | |
| | <i>A. Support a full range of educational opportunities</i> | | | | | | | |
| | A. Support Local Schools | 4.83 | | | | | | |
| | Support Cuesta College | | 1 | 1 | 2 | | 4 | 0.80 |
| | Support Paso Robles Unified School District | | 1 | 1 | 1 | 3 | 6 | 1.20 |
| | Support First Five Commission | | | 1 | | | 1 | 0.20 |
| | B. Expand Library hours and service | 5 | | 1 | 1 | 3 | 10 | 2.00 |
| | C. Work with Cal Poly and the Wine Industry to develop agriculture and viticulture education and information programs. | | 1 | | | | 1 | 0.20 |
| | D. Increase City staff cross-training and education | 3 | | 2 | 2 | | 7 | 1.40 |
| E. Increase after school education programs. | | 1 | | | | 1 | 0.20 | |
| PLACE | | | | | | | | |
| <i>A. Implement development policies for greater infrastructure efficiency</i> | | | | | | | | |
| 1. Improve Transit | 8.00 | | | | | | | |
| Encourage compact, mixed use and pedestrian oriented | 5 | 3 | 4 | | | 12 | 2.40 | |
| Complete traffic circulation improvement plans | 3 | 1 | | | 4 | 8 | 1.60 | |
| Improve maintenance of streets and alleys (fund the Pavement Management Program) | | 1 | 2 | | 3 | 6 | 1.20 | |
| Increase/improve public transit services. | 5 | | 1 | | | 6 | 1.20 | |
| 2. Preserve energy and natural resources | 2.00 | | | | | | | |
| Complete and implement the Integrated Water Resources Plan | 3 | | | 1 | | 4 | 0.80 | |
| Develop "green" building standards (LEED) | | | 1 | | | 1 | 0.20 | |
| Acquire alternate fuel vehicles | | | | | | | | |
| Investigate alternatives to generate electricity | | | | 1 | | 1 | 0.25 | |
| Form an Energy Conservation Task Force | | | | 1 | 3 | 4 | 0.80 | |
| Establish an in-town hazardous waste depository | | | | 1 | 2 | 3 | 0.60 | |
| Beautify Highway 101 Corridor | | | | | | | | |
| Expand litter control programs | | | | | 2 | 2 | 0.40 | |
| 3. Develop a technology utility master plan | 2 | | | 1 | | 3 | 0.60 | |

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|--|---|--------|-------|--------|---------|--------|-------|-------------|-------------|--|
| | <i>B. Develop distinctive design standards</i> | | | | | | | | | |
| | 1. Achieve design excellence | | | | | | | | 6.57 | |
| | Complete Chandler Ranch Specific Plan (CRASP), Olsen/Beechwood Specific Plans (OBSP), Gateway Standards, and Purple Belt Plan | | 2 | 4 | 2 | | | 8 | 1.60 | |
| | Revise development and zoning regulations into a form-based | | 5 | | 3 | 2 | | 10 | 2.00 | |
| | Complete the 4th Street Master Plan | | 3 | | | 1 | | 4 | 0.80 | |
| | Create infill development design standards | | | | 3 | 2 | | 5 | 1.00 | |
| | Develop Historic Resources inventory and preservation plan | | | | 3 | 2 | 2 | 7 | 1.40 | |
| | Streamline permit process | | 3 | 5 | | 1 | 3 | 12 | 2.40 | |
| | Establish an Architectural Review Commission | | | | | | | | | |
| <i>C. Stimulate investment in strategic areas</i> | | | | | | | | | | |
| 1. Improve and expand the Town Center | | | | | | | | 7.86 | | |
| Prepare a Town Center Expansion/Revitalization Plan | | 4 | 4 | 4 | 2 | 5 | 19 | 3.80 | | |
| Complete & implement Downtown Parking & Circulation Plan | | 2 | 5 | 2 | 4 | 3 | 16 | 3.20 | | |
| Complete Carnegie and Parking Lot repairs | | | 1 | 2 | | | 3 | 0.60 | | |
| Design and develop new City Hall. | | 4 | 1 | 1 | 2 | 3 | 11 | 2.20 | | |
| Develop Performing Arts Center Plan | | | | 1 | 1 | | 2 | 0.40 | | |
| Acquire/use the Fox Theatre (for performing arts) | | | | | | | | | | |
| Develop a Spring Street Master Plan | | | 1 | 1 | 2 | | 4 | 0.80 | | |
| 2. Revitalize Uptown | | | | | | | | 2.00 | | |
| Prepare Uptown Plan | | 3 | 2 | 3 | 2 | | 10 | 2.00 | | |
| 3. Develop the Airport | | | | | | | | 7.50 | | |
| Prepare a Business Plan | | | 3 | 2 | | 3 | 8 | 1.60 | | |
| Improve and expand infrastructure | | | 5 | 3 | 2 | | 10 | 2.00 | | |
| Develop gateway and entrance enhancement plan | | | 3 | | | | 3 | 0.60 | | |
| Prepare industrial and aviation development sites | | | 5 | | 1 | 3 | 9 | 1.80 | | |
| Improve/expand general aviation, commercial & visitor service | | | 2 | | 1 | | 3 | 0.60 | | |
| Hire an individual to promote development | | | 5 | | 4 | 3 | 12 | 2.40 | | |
| <i>D. Increase Housing</i> | | | | | | | | 5.50 | | |
| 1. Prepare a comprehensive Housing Strategy | | | 1 | 3 | 1 | 3 | 8 | 1.60 | | |
| 2. Develop workforce & farm worker housing development incentive programs | | 1 | 1 | | 1 | | 3 | 0.60 | | |

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|--|--|-------------|-------------|--------|---------|--------|-------|------|------|
| | <i>E. Provide safe and sustainable community environ and services</i> | | | | | | | | |
| | 1. Maintain and improve public safety | | 4.00 | | | | | | |
| | Complete implementation Emergency Services Growth Management Plan | | | | 3 | | 4 | 7 | 1.40 |
| | Maintain police staffing at 1.4 to 1.6 officers per 1,000 residents | | | 2 | 1 | 2 | | 5 | 1.00 |
| | Enhance Code Enforcement Program | | | | | 1 | | 1 | 0.20 |
| | Continue clearing the Salinas River | | | | | 1 | 2 | 3 | 0.60 |
| | Provide regular disaster preparedness workshops | | | | 1 | | 3 | 4 | 0.80 |
| | 2. Expand recreation opportunities | | 1.85 | | | | | | |
| | Upgrade the Municipal Pool | | | | | 1 | | 1 | 0.20 |
| Plan for an aquatics center | | | | | | 2 | 2 | 0.40 | |
| Implement another phase of Sherwood Park Master Plan | | 3 | | 1 | 2 | | 6 | 1.20 | |
| Improve and expand trails | | | 1 | | | | 1 | 0.20 | |
| Enhance Centennial Park Teen Room | | | | 1 | | | 1 | 0.20 | |
| Expand Senior services | | | | 1 | 1 | | 2 | 0.40 | |
| Add tennis courts | | | 1 | | 1 | | 2 | 0.40 | |
| Add play fields | | | | | | | | | |
| Establish a dog park | | | 1 | | | | 1 | 0.20 | |
| Reduce youth sport fees | | | | | 1 | | 1 | 0.20 | |
| Address needs of disabled & other underserved populations | | | | 2 | 1 | | 3 | 0.60 | |
| Place historic merry-go-round | | | | 1 | 2 | 1 | 4 | 0.80 | |
| Develop pocket parks | | | | | | | | | |
| 3. Maintain fiscal neutrality and stability | | 5.17 | | | | | | | |
| Implement the Information System Strategic Plan | | 5 | 1 | 1 | | 4 | 11 | 2.20 | |
| Develop sufficient City staff, succession and compensation | | 2 | | 2 | 1 | | 5 | 1.00 | |
| Expand City facility & infrastructure maintenance capacity | | | | 1 | 1 | | 2 | 0.40 | |
| Install wireless, digital water meters city-wide | | 2 | | | | | 2 | 0.40 | |
| Promote bond measure for civic improvements | | 4 | 1 | | 3 | | 8 | 1.60 | |
| Develop funding for special event support | | | | | 1 | 2 | 3 | 0.60 | |

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|---|---|-----------|-----------|-----------|-----------|-----------|------------|--------|------|
| | POSITIONING | | | | | | | | 3.09 |
| | A. Promote viticulture, medical/health/wellness development, and local attractions | | | | | | | | 3.09 |
| | 1. Promote tourism | | | 3 | 3 | | | 6 | 1.20 |
| | 2. Reinvent/restructure tourism promotion effort | | 1 | | | | 3 | 4 | 0.80 |
| | 3. Better utilize (and promote) the Paso Robles Events Center | | | 1 | 3 | | | 4 | 0.80 |
| | 4. Promote the PR appellation, wine and vineyards | | | | 3 | | | 3 | 0.60 |
| | 5. Promote medical, health and wellness development & services | | | | 1 | 1 | | 2 | 0.40 |
| | 6. Establish economic development point person | | | | 1 | 3 | | 4 | 0.80 |
| | 7. Commit resources to the Economic Strategy | | | 3 | | 2 | 1 | 6 | 1.20 |
| 8. Establish action plans to achieve Economic Strategy | | | 3 | | 2 | | 5 | 1.00 | |
| 9. Encourage retail businesses of interest to youth | | | | | | | | | |
| 10. Develop a hot springs attraction | | | | | | | | | |
| 11. Establish a film commission | | | | | | | | | |
| PARTNERSHIP | | | | | | | | | |
| A. Explore methods to increase citizen participation | | | | | | | | 4.00 | |
| 1. Expand volunteer opportunities | | 1 | 1 | 1 | 2 | 3 | 8 | 1.60 | |
| 2. Provide agenda materials one week in advance | | 1 | | | 2 | | 3 | 0.60 | |
| 3. Revise budget for ease of reading and reference | | 3 | | | | | 3 | 0.60 | |
| 4. Publish contact information for all city advisory bodies | | | | | 2 | | 2 | 0.40 | |
| B. Collaborate to achieve objectives | | | | | | | | 1.50 | |
| Other-complete immigration study | | | | 1 | | 2 | 3 | 0.60 | |
| Other-see new prison development | | | | | | | | | |
| TOTALS | | 75 | 75 | 75 | 75 | 75 | 375 | | |
| PEOPLE | | 8 | 4 | 6 | 6 | 6 | 30 | 8.00% | |
| PLACE | | 61 | 60 | 56 | 55 | 60 | 292 | 77.87% | |
| POSITIONING | | 1 | 10 | 11 | 8 | 4 | 34 | 9.07% | |
| PARTNERSHIP | | 5 | 1 | 2 | 6 | 5 | 19 | 5.07% | |

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|-----------|---|--------|-------|--------|---------|--------|-------|
| | Prepare a Town Center Expansion/Revitalization Plan | 4 | 4 | 4 | 2 | 5 | 19 |
| | Complete and implement Downtown Parking & Circulation Plan | 2 | 5 | 2 | 4 | 3 | 16 |
| | Encourage compact, mixed use and pedestrian oriented development. | 5 | 3 | 4 | | | 12 |
| | Streamline permit process. | 3 | 5 | | 1 | 3 | 12 |
| | Hire an individual to promote development | | 5 | | 4 | 3 | 12 |
| | Design and develop new City Hall. | 4 | 1 | 1 | 2 | 3 | 11 |
| | Implement the Information System Strategic Plan | 5 | 1 | 1 | | 4 | 11 |
| | Expand Library hours and service | 5 | | 1 | 1 | 3 | 10 |
| | Revise development and zoning regulations into a form-based code | 5 | | 3 | 2 | | 10 |
| | Prepare Uptown Plan | 3 | 2 | 3 | 2 | | 10 |
| | Improve and expand infrastructure | | 5 | 3 | 2 | | 10 |
| | Prepare industrial and aviation development sites | | 5 | | 1 | 3 | 9 |
| | Complete traffic circulation improvement plans | 3 | 1 | | | 4 | 8 |
| | Complete Chandler Ranch Specific Plan (CRASP), Olsen/Beechwood Specific Plans (OBSP), Gateway Standards, and Purple Belt Plan | 2 | 4 | 2 | | | 8 |
| | Prepare a Business Plan | | 3 | 2 | | 3 | 8 |
| | Prepare a comprehensive Housing Strategy | | 1 | 3 | 1 | 3 | 8 |
| | Promote bond measure for civic improvements | 4 | 1 | | 3 | | 8 |
| | Expand volunteer opportunities | 1 | 1 | 1 | 2 | 3 | 8 |
| | Increase City staff cross-training and education | 3 | | 2 | 2 | | 7 |
| | Develop Historic Resources inventory and preservation plan | | | 3 | 2 | 2 | 7 |
| | Complete implementation of Emergency Services Growth Management Plan | | | 3 | | 4 | 7 |
| | Support Paso Robles Unified School District | | 1 | 1 | 1 | 3 | 6 |
| | Improve maintenance of streets & alleys (fund Pavement Management Program) | | 1 | 2 | | 3 | 6 |
| | Increase/improve public transit services. | 5 | | 1 | | | 6 |
| | Implement another phase of Sherwood Park Master Plan | 3 | | 1 | 2 | | 6 |
| | Promote tourism | | 3 | 3 | | | 6 |
| | Commit resources to the Economic Strategy | | 3 | | 2 | 1 | 6 |
| | Create infill development design standards | | | 3 | 2 | | 5 |
| | Maintain police staffing at 1.4 to 1.6 officers per 1,000 residents | | 2 | 1 | 2 | | 5 |
| | Develop sufficient City staff, succession and compensation | 2 | | 2 | 1 | | 5 |
| | Establish Action Plan to achieve Economic Strategy | | 3 | | 2 | | 5 |
| | Support Cuesta College | | 1 | 1 | 2 | | 4 |
| | Complete and implement the Integrated Water Resources Plan | 3 | | | 1 | | 4 |
| | Form an Energy Conservation Task Force | | | | 1 | 3 | 4 |

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|-----------|--|--------|-------|--------|---------|--------|-------|
| | Complete the 4th Street Master Plan | 3 | | | 1 | | 4 |
| | Develop a Spring Street Master Plan | | 1 | 1 | 2 | | 4 |
| | Provide regular disaster preparedness workshops | | | 1 | | 3 | 4 |
| | Place historic merry-go-round | | | 1 | 2 | 1 | 4 |
| | Reinvent/restructure tourism promotion effort | 1 | | | | 3 | 4 |
| | Better utilize (and promote) the Paso Robles Events Center | | 1 | 3 | | | 4 |
| | Establish economic development point person | | | 1 | 3 | | 4 |
| | Establish an in-town hazardous waste depository | | | | 1 | 2 | 3 |
| | Develop a technology utility master plan | 2 | | | 1 | | 3 |
| | Complete Carnegie and Parking Lot repairs | | 1 | 2 | | | 3 |
| | Develop gateway and entrance enhancement plan | | 3 | | | | 3 |
| | Improve/expand general aviation, commercial & visitor service | | 2 | | 1 | | 3 |
| | Develop workforce and farm worker housing development incentive programs | 1 | 1 | | 1 | | 3 |
| | Continue clearing the Salinas River | | | | 1 | 2 | 3 |
| | Address needs of disabled & other underserved populations | | | 2 | 1 | | 3 |
| | Develop funding for special event support | | | | 1 | 2 | 3 |
| | Promote the PR appellation, wine and vineyards | | | 3 | | | 3 |
| | Provide agenda materials one week in advance | 1 | | | 2 | | 3 |
| | Revise budget for ease of reading and reference | 3 | | | | | 3 |
| | Other-complete immigration study | | | 1 | | 2 | 3 |
| | Expand litter control programs | | | | | 2 | 2 |
| | Develop Performing Arts Center Plan | | | 1 | 1 | | 2 |
| | Plan for an aquatics center | | | | | 2 | 2 |
| | Expand Senior services | | | 1 | 1 | | 2 |
| | Add tennis courts | | 1 | | 1 | | 2 |
| | Expand City facility & infrastructure maintenance capacity | | | 1 | 1 | | 2 |
| | Install wireless, digital water meters city-wide | 2 | | | | | 2 |
| | Promote medical, health & wellness development & services | | | 1 | 1 | | 2 |
| | Publish contact information for all city advisory bodies | | | | 2 | | 2 |
| | Support First Five Commission | | | 1 | | | 1 |
| | Work with Cal Poly and the Win Industry to develop agriculture and viticulture education and information programs. | | 1 | | | | 1 |
| | Increase after school education programs. | | 1 | | | | 1 |
| | Develop "green" building standards (LEED) | | | 1 | | | 1 |
| | Investigate alternatives to generate electricity | | | | 1 | | 1 |
| | Enhance Code Enforcement Program | | | | 1 | | 1 |
| | Upgrade the Municipal Pool | | | | 1 | | 1 |
| | Improve and expand trails | | 1 | | | | 1 |
| | Enhance Centennial Park Teen Room | | | 1 | | | 1 |
| | Establish a dog park | | 1 | | | | 1 |
| | Reduce youth sport fees | | | | 1 | | 1 |

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|-----------|---|--------|-------|--------|---------|--------|-------|
| | Acquire alternate fuel vehicles | | | | | | |
| | Beautify Highway 101 Corridor | | | | | | |
| | Establish an Architectural Review Commission | | | | | | |
| | Acquire/use the Fox Theatre (for performing arts) | | | | | | |
| | Add play fields | | | | | | |
| | Develop pocket parks | | | | | | |
| | Encourage retail businesses of interest to youth | | | | | | |
| | Develop a hot springs attraction | | | | | | |
| | Establish a film commission | | | | | | |
| | Other-see new prison development | | | | | | |
| | | 75 | 75 | 75 | 75 | 75 | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |
| | | | | | | | |