

Workshop called to order by Mayor Elliott. Workshop opened with the Pledge of Allegiance.

## ROLL CALL

Councilmembers present: Paul Barr, Bruce Roundy, Vice Mayor Jim Paschall and Mayor Wade Elliott

Councilmembers absent: Reggie Olney

Staff present: Joe Fenske, Daryl Brock, Jody Meza, Jere Schmitke, Nancy Sailsbery, Paula Carr, Angie Crook and Paul Poczobut Jr.

## MAYORAL INTRODUCTION OF FACILITAOR FOR GOAL SETTING WORKSHOP

Mayor Elliott introduced facilitator Jean Bonander to the Orland City Council Goal Setting Workshop.

## FACILITATOR – PURPOSE AND PROCESS OF WORKSHOP

Ms. Bonander outlined the purpose and process of the workshop. Council will listen to commentary from the City Manager, staff and information they have heard from the community. They will discuss budgetary goals for the 2010-2011 fiscal year; setting a 2- 3 year policy goals to lay a foundation for future commercial, housing and cultural opportunities; and establish a performance plan for monitoring the aforementioned goals and objectives.

## PUBLIC COMMENT:

Mike Yalow, 163 E. Swift Street, advised he thought the workshop would be a complete discussion with Council. Ms. Bonander advised there was public discussion with the Council at the recent Citizen/Business Forum on April 12, 2010. Those issues that were brought up by the public would be discussed by Council at this evening's workshop.

## GOAL SETTING WORKSHOP

### **1. Overview of the City of Orland Budget – City Manager Paul H. Poczobut Jr. and Finance Director Daryl Brock**

City Manager Poczobut and Finance Director Brock gave a summary of revenues and expenditures during the past four years. It was reported there is a significant decrease in the amount of revenues this past year. Property taxes and sales tax are considerably lower. About 95 percent of the budget is non-discretionary, which leaves little funding or staff time available for new projects. Due to union negotiations and sacrifices made by the city employees, the City saved approximately \$600,000 dollars. Employees pay their own share of PERS contribution; dental and vision insurance was eliminated; and salary and step increases have been frozen until June 30, 2010. These actions have allowed the City to continue providing services without any layoffs. The City used \$200,000 from the General Fund Reserves to balance the budget last year. Finance Director Brock advised the City does have a reserve policy in place but have been unable to fund it. Most of the revenues projected for 2010-2011 will be needed to meet labor contract obligations and to replenish the reserves.

**2. Review of Strengths, Weaknesses, Opportunities and Constraints – City Councilmembers and City Manager**

Strengths

- Diverse communities
- Centennial Celebration
- No debt
- High level of community involvement
- Safety Committee efforts
- Staff and Councilmembers

Weaknesses

- Need jobs
- Need new businesses – retail, commercial, /industrial
- Need age diversity and housing diversity
- Downtown need work
- Reserves

Opportunities

- I-5 corridor
- County land by the Airport
- Centennial – Can we build on it?
- New Public Safety facility

Constraints

- The State of California
- Key parcels in many private hands
- Housing units approved, but no viable developers

**3. Establishment of Short Term Goals and Objectives for the City Of Orland – City Councilmembers and City Manager**

- A. Policy Goals – 2010/11 through 2011/12
- B. Operational Objectives – 2010/11 through 2011/12

Policy Goals

- Complete the General Plan, Zoning Ordinance and related Environmental Impact Report (EIR).
- Complete Impact Fee Nexus Study.
- Strengthen partnership with City, Council and staff.
- Create more reliable revenues, e.g. along I-5 corridor.
- Create a community Identity different from other I-5 corridor communities (Ashland?)

- Honor the community's diversity – build on Centennial Celebration, more events.
- Support the Farmers Market – certification, supports the agricultural community identity. Almonds or Olives? A year around marketplace.
- Arts Commission – Beautification, Arts, Sculptural Focal Point, e.g. the Centennial based efforts along Highway 32 corridor.
- Gateway entrance to Orland at I-5 & 99W.
- Redevelopment possibilities
- Transportation identity – a Rail spur?
- Working with Economic Development Commission (EDC) – Use the Draft Asset Inventory, which will be heard by the EDC June 7<sup>th</sup> and by Council June 21<sup>st</sup>.

### **Recommendations for Budgetary Goals for 2010-2011**

1. Complete the General Plan, Zoning Ordinance and Environmental Impact Report (EIR).
  - a. Administrative Drafts of General Plan and EIR currently under review by the Planning Director.
  - b. Final Drafts of General Plan and EIR will be released for comment on June 11, 2010, which starts the legally required 21-day comment period.
  - c. First General Plan Public Hearing by City Council scheduled for July 10, 2010.
  - d. Zoning Ordinance update will be based on the adopted General Plan, and first hearing on the Ordinance is tentatively scheduled for December 2010.

- Notes:
- Responsible Party – Planning Director.
  - Housing Element complete.
  - No 2010-11 Fiscal Impact – this work already funded by Impact Fees.
  - Deadlines on these activities may be affected by forces outside of the control of City staff.

2. Complete the Impact Fee Nexus Study.
  - a. Request for Proposal (RFP) prepared and distributed to consultants by June 2010.
  - b. Consultant selection complete by September 2010.
  - c. Study complete by December 2010.
  - d. First Public Hearing by City Council scheduled for January 2011.

- Notes:
- Responsible Party – Planning Director.
  - No 2010-11 Fiscal Impact – this work already funded by Impact Fees.
  - Deadlines on these activities may be affected by forces outside the control of City staff.

3. Support the Farmer's Market.
  - a. Two year grant funded effort to establish a Farmer's Market in Orland.
  - b. Farmer's Market will need to develop an Association to continue the Markets past the two-year grant period.
  - c. City will provide space, barricades, security and permit/regulatory support for the Market.

- Notes:
- Responsible Party – City Manager
  - No 2010-11 Fiscal Impact – Project is Grant Funded for 2 years.
  - Key Potential Impact Area is Public Safety – Police Chief will monitor staffing implications and incidents, and report as needed.

**Council Policy Goals – Two to Three year strategies to position City to take advantage of future commercial, housing and cultural opportunities**

1. Build on City, Staff and Council Partnership.
  - a. Prepare a report to Council recommending programs and possible funding to encourage and recognize employees during time of fiscal constraint by October 2010.
  - b. Possible programs/activities include:
    - i. Performance Recognition Program.
    - ii. Longevity Recognition Program.
    - iii. Wellness Program.
    - iv. Discounted Orland Recreation Fees for employees and families.
    - v. Continued rebates to employees with meeting safety goals.
  - c. As part of the safety incentive program, establish a goal of achieving 90 points on a 100 point scale at a cost of up to \$6,000 from safety fund by June 2011.

- Notes:
- Responsible Party – City Manager.
  - Budget \$6,000 from Safety Funds during 2010-11 to carry out the program.
  - Safety Committee Members will require some staff time allocation as well as the budgeted funds to achieve this goal.
  - Achieving the goal will increase the allocation of incentive funding from the City's insurance carrier in future years, which will offset costs of the program.

2. Create More Reliable Revenues.
  - a. Monitor the possibility of re-establishing a new car dealership in an existing facility in Orland, beginning in 2010- 11.
  - b. Conduct a public discussion in early 2011 regarding possible incentives, rebates, loans and grants related to future revenues and fees after the Impact Nexus Fee Study is complete. If Council consensus exists on fee flexibility, specific policies, fee resolutions and/or ordinances may be adopted as needed later in 2010-11 and beyond.
  - c. Monitor new Green Waste Conversion Plant project on County property near Orland for possible residential, retail and commercial development between 2010-11 and 2012-13 when the Plant is scheduled to open.

- Notes:
- Responsible Party – City Manager.
  - No Estimated 2010-11 Fiscal Year Impact.
  - Will likely have staffing implications for Administration and Planning during 2010-11 and beyond.

3. Create a Community Identity for Orland.

- a. The Mayor, Vice Mayor and City Manager will meet in January 2011 to craft a community meeting plan for the purpose of helping create and develop a positive new identity for Orland.
- b. Community identity ideas include:
  - i. Orland as an outdoor recreation center – between the lake and the river.
  - ii. Railroad stop (Fairgrounds railroad subject of a PBS Documentary).
  - iii. Celebrate the Avenue of Lights.
  - iv. Agricultural Tourism – Almonds, Olives (Olive Oil), Horses, Farmer’s Market
  - v. Orland as a Rural California Crossroads/Heartland Country.
- c. Other Community identity components include:
  - i. Build on the Centennial – more community events.
  - ii. Develop Arts and Beautification programs and activities.
  - iii. Create Gateways – Hwy 32, I-5 and 99W.
  - iv. Consider Redevelopment Strategies.
  - v. Consider identity around Transportation.
  - vi. Small Town Feel and a Modern City.

- Notes:
- Responsible Party – City Manager/City Council.
  - No Estimated 2010-11 Fiscal Impact.
  - Will likely have staffing implications for Administration and Planning during 2010-11 incur some costs for studies, grant applications or consultants in future years.

4. Use the Asset Inventory to help attract new businesses and jobs.

- a. Orland’s draft Asset Inventory will be considered for adoption by Council in June 2010.
- b. Estimated fiscal year 2010-11 one-time cost of \$1,000 to purchase 500 CDs for distribution at the California State Fair in July and August 2010 and to interested parties as needed.
- c. Estimated fiscal year 2010-11 and beyond cost of \$1,500 for membership in the Upstate California organization to help publicize Orland’s Asset Inventory at events and conferences.
- d. In particular, Council would like to use the Asset Inventory to attract the following types of businesses/activities to Orland:
  - i. Hotel.
  - ii. Grocery Store.
  - iii. Retail, e.g., Seafood Restaurant, Niche Retail/Small Businesses.
  - iv. Entice shoppers from elsewhere on the I-5 Corridor, e.g., Corning, Willows.

- Notes :
- Responsible Party – City Manager.
  - Estimated 2010-11 Fiscal Impact of \$2,500 for membership in Upstate California and for copies of Asset Inventory CDs.
  - Will likely have staffing implications for Administration and Planning during 2010-11 and beyond – may incur some costs for studies, grant applications or consultants in future years.
  - Asset Inventory data will need to be updated with the new 2010 census information – may be additional expense to City beginning in 2011-12 fiscal year.

#### **4. Identification of Performance Plan format for Monitoring Goals and Objectives**

City Manager Poczobut advised monthly updates through the City Manager's report will keep Council apprised of goals and objectives and accomplishments by staff. Goals with revenue or expense implications for 2010-20100 will be incorporated into the proposed 2010-2011 budget. City Manager Poczobut advised staff goals will continue to move forward as planned.

Ms. Bonander made the following suggestions to Council:

- Bring key property owners together to discuss joint development efforts, such as along the I-5 Corridor, the Downtown and City/County lands in or near the City's Sphere of Influence (SOI).
- Reconsider previously approved entitlements granted to yet-to-be-built housing subdivisions regarding density, lot sizes and fees.
- Bring key housing property owners (banks, financial institutions, developers) together to better understand future development options for the yet-to-be-built sites.
- Schedule a council discussion regarding what role the City should play in encouraging/monitoring/restricting future housing developments.
- Ask community groups such as service clubs, churches, the centennial committee members and Friends of the Library to come together to plan and put on events on a regular basis.
- Try to attract different retail/commercial to Orland, e.g., In-N- Out Burger (they pay above minimum wage and offer benefits), Marriott Hotel (Courtyard, Springhill Suites) or a smaller privately owned hotel chain like Larkspur Landing.
- When traveling, look for a retail center with a mix of businesses you think would suit Orland, and then find out who owns/operates the center – try to interest that entity in looking at Orland for future development.
- Consider developing a strategy to attract recreational bicyclists.
- Find out how to get Orland scheduled as a stop on the Tour de California bicycle race.
- Set up a short range I-5 radio station encouraging Orland as a stop for a picnic in the square, to get gas, to take a historic walking tour, or to spend the night and attend a local event.
- Find out if any Orland residents have children/relatives who might want to return to Orland and operate their businesses in the community in which they were raised.
- Set up a speakers series on a regular schedule and try to tie in the speakers event with lunch/dinner at local restaurants.

- Establish an Orland Community Foundation to help fund worthwhile events and activities in town – could also include a capital campaign component for needed new facilities or renovation of existing facilities.

PUBLIC COMMENT:

None

ADJOURN MEETING – 9:05 P.M.

\_\_\_\_\_Clerk

\_\_\_\_\_Mayor