

January 28, 2009  
 Capitola, California

## CAPITOLA CITY COUNCIL

### MINUTES OF A SPECIAL GOAL SETTING SESSION

Mayor Begun called the Special Goal Setting Session of the City Council to order at 6:02 p.m. in the City Hall Council Chambers, 420 Capitola Avenue, Capitola, California.

#### 1. ROLL CALL AND PLEDGE OF ALLEGIANCE

**PRESENT:** Council Members Sam Storey, Ron Graves, Kirby Nicol, Dennis Norton, and Mayor Robert "Bob" Begun

**ABSENT:** None

**STAFF:** Acting City Manager/Public Works Director Steve Jesberg, Community Development Director Jamie Goldstein, Chief of Police Rick Ehle, and City Clerk Pamela Greeninger

Mayor Begun welcomed everyone to the City Council's Annual Goal Setting Session. He announced that the meeting is being broadcast live on Charter Communications Cable Channel 8 and is being recorded for rebroadcast on Sunday, February 1, 2009, at 8 p.m. on Charter Cable Channel 26 and Comcast Channel 72 by Community Television of Santa Cruz County.

#### 2. ORAL COMMUNICATIONS – None

#### 3. CITY COUNCIL GOAL SETTING SESSION [120-10]

##### A. Introduction by Mayor

Mayor Begun announced that City Manager Rich Hill was unable to attend tonight's meeting, and he asked Public Works Director Steve Jesberg to review last years' goals.

##### B. Review by City Manager of Prior Year's Goals and Status

Public Works Director Steve Jesberg summarized the City Council goals for 2008 as provided in the written agenda report, including the current status of those goals. Those goals were:

- Rispin Project: break ground
- Resolve Jade Street Park issues
- Pacific Cove Mobile Home Park: Develop long term plans for the park; explore options for resident owned park and other possible solutions; benefit analysis for the City; balance with parking and traffic improvement
- Extend Measure P transactions and use tax by placing a new measure on the ballot
- Create and implement a sidewalk program
- Invite a Navy ship to Capitola
- Create and operate a citywide shuttle program

Public Works Director Steve Jesberg reiterated the list of considerations bulleted in the agenda report pertaining to what makes a good goal. He also stated that the city manager asked him to briefly discuss the economic status of the city and potential staff hour reductions. He commented on special projects various departments are working on, including the General Plan Update in the Community Development Department, the Storm Water Management Plan in Public Works, implementation of the new financial system software package in the Finance Department, and the Narrow-banding requirements in the Police Department. He asks that the council try to keep this in mind when setting goals that are attainable.

Council Member Nicol noted that the Council had 7 goals and 4 were completed.

**C. Comments from the Public**

Mayor Begun opened the item to the public for comment at 6:12 p.m. There were no comments from the public at this time.

**D. Presentation of Recommended Goals by Each Council Member**

At this time, Mayor Begun explained that he would like each council member to present one goal at this time, and then they will go around again until all of the potential 2009 goals for each member were listed.

Public Works Director Steve Jesberg said he would be creating a goal list as each council member discusses his goals on the screen, and he encouraged the council to review the goal to make sure it reflects what they want to see.

Following are the goals submitted by each council member:

**COUNCIL MEMBER NORTON**

- Balanced budget without depleting reserves or selling assets
- Make sustainability a prime goal of City policies and plans: lead by example
- Fix laws and regulations that stymie economic prosperity without sacrificing our environment and quality of life
- BUY LOCAL
- Have projects ready for Federal stimulus funding

**COUNCIL MEMBER NICOL**

- Break ground on Rispin project
- Resolve Jade Street Park issues with SUESD
- Facilitate new development projects in the city that assist with economic recovery

**COUNCIL MEMBER GRAVES**

Council Member Graves prefaced his goal recommendations stating that rather than having the council make goals as they were doing at this meeting, he would like to hear from the community at a community meeting where the public gives the council their ideas on what goals they would like to see the city attain in the next few years. There was discussion regarding Council Member Graves' suggestion, and direction from Mayor Begun to include the council's goals on the scroll, and to indicate that the council is interested in hearing from the public regarding those goals.

- Economic viability – proactive in assisting to enhance business community
- Resolution of garbage pick-up on Sundays in Village – need commercial pick up

**VICE MAYOR STOREY**

- Complete 4 elements of General Plan Update : Housing, Circulation (parking and traffic), Land Use, Open Space
- Create long term parking plan, including long term resolution for Pacific Cove Mobile Home Park
- Resolve issues surrounding existing lease and development agreement on Rispin property to gain public access to the site in this calendar year

**MAYOR BEGUN**

- Break ground on Rispin Project

Mayor Begun asked if anyone from the public would be interested in addressing the council.

Glenn Hanna spoke to carbon footprint in Capitola as it relates to the city's employees commuting to town. If the city is really interested in reducing the carbon footprint, he said it seems to him that the city government needs to determine how to have employees live in town, and to give employees benefits as a result of being citizens. Mr. Hanna also spoke to buying local, saying the city can control purchasing by requiring all purchasing be confined to the city and/or county. Mr. Hanna also spoke to the issue of employee car allowances, and suggested making a policy that there are no car allowances; any new hire does not get a car allowance. Perhaps a bicycle allowance could be considered.

Carin Hanna said she has heard a rumor about a hotel at the theater site. She said a hotel in the Village would have a more positive impact on the Village merchants than a hotel at the Rispin site.

- E. City Council Determination of the Top 4 or 5 Goals for the 2009 Calendar Year**  
Mayor Begun asked each council member to suggest the number one goal on their mind and then the council would consider whether or not to include it on the final list.

After considerable Council discussion regarding potential goals for 2009, the following items were approved:

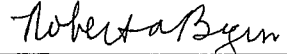
1. Maintain balanced budget without depleting reserves or selling assets solely for the purpose of balancing the budget.
2. Resolve issues surrounding existing lease and development agreement for present developer on Rispin property and make determination for providing public access to the site in this calendar year.
3. Establish agreement with SUESD with our intention of keeping Jade Street Park for recreational and open space while understanding the School District's goals for educational uses.
4. General Plan update: Complete housing element and finalize schedule for completion of the remaining elements of the plan, with an emphasis for sustainable elements.
5. Encourage development of the Capitola Theater property.
6. Create a long term parking plan, including long term resolution on Pacific Cove Mobile Home Park
7. Encourage and support a "Buy Local" Program

Public Works Director Jesberg thanked the council and said that staff would return with work plans for the goals identified by the Council at a future meeting.

**4. ADJOURNMENT**

The City Council adjourned at 7:49 p.m. to its next Regular Meeting to be held on **Wednesday, February 11, 2009**, in the City Hall Council Chambers, 420 Capitola Avenue, Capitola, California. Mayor Begun noted that the meeting was being held on Wednesday due to the Lincoln's Birthday Holiday on February 12, 2009.

ATTEST:  CMC  
Pamela Greeninger, City Clerk

  
Robert A. Begun, Mayor

MINUTES UNANIMOUSLY APPROVED BY THE COUNCIL ON 2/11/09