

January 20, 2010
Capitola, California

CAPITOLA CITY COUNCIL MINUTES OF A SPECIAL MEETING

Mayor Storey called the Special Meeting of the Capitola City Council to order at 6:06 p.m. on Wednesday, January 20, 2010, in the City Hall Council Chambers, 420 Capitola Avenue, Capitola, California.

1. ROLL CALL AND PLEDGE OF ALLEGIANCE

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

ABSENT: None

OTHERS: City Treasurer Jacques Bertrand

STAFF: City Manager Rich Hill, Community Development Director Jamie Goldstein, Chief of Police Michael Card, Public Works Director Steve Jesberg, Assistant to the City Manager Lisa Murphy, and City Clerk Pamela Greeninger

2. ORAL COMMUNICATIONS

None

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

A. Introduction by Mayor

Mayor Storey announced that each year the City Council establishes goals for the coming year. To begin that process the City Manager will review the goals from last year.

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

City Manager Hill said there were 7 goals established for 2009. He reviewed each of the seven goals and the status of those goals as detailed in the staff agenda report, including: 1) Complete Housing Element and work plan for General Plan update; 2) Establish a Buy Local Program; 3) Maintain balanced budget without depleting reserves or selling assets solely for the purpose of balancing the budget; 4) Resolve the Rispin Mansion Project; 5) Encourage redevelopment of the Capitola Theater property; 6) Resolve the Jade Street Park matter to preserve a City presence; 7) Create a long-term parking plan, including a long-term resolution for Pacific Cove Mobile Home Park.

Following his presentation of the 2009 City Goals, City Manager Hill said the next step is to look ahead to setting goals for the new year. He commented on the considerations outlined in the agenda report pertaining to identifying goals. City Manager Hill also responded to questions from council members regarding the 2009 goals.

C. Comments from the Public

At 6:25 p.m. Mayor Storey asked if there were comments from the public or staff.

City Treasurer Jacques Bertrand, speaking as a member of the public, said he would like to see the Council include revitalization of 41st Avenue as a goal and encouraged the council to get the parties together to revitalize Capitola Mall. He would like to see the school district included in discussions regarding the new library site. City Treasurer Bertrand said he would also like the city to revisit the department purchasing procedures, with a goal obtain better agreements. He also thinks a review of vendors would be worthwhile.

D. Presentation of Recommended Goals by Each Council Member

Following public comments at 6:30 p.m., Mayor Storey outlined the process for recommending goals. At this time each council member presented items they wished to be considered by the Council as goals for 2010.

COUNCIL MEMBER GRAVES

- Foster Economic Development
- Enforcement of City sign ordinance
- RDA reimbursement to the City for purchase of Rispin and staff costs related to development

COUNCIL MEMBER NORTON

- Reduce size of City Government
- Remove the Rispin Mansion and wall and open the property to the public
- Complete long-term parking plan
- Resolution of Pacific Cove MHP use

In addition, Council Member Norton said he would like to see the following statement at the end of the Goal List: "*Capitola Deserves Nothing but the Best*"

COUNCIL MEMBER NICOL

- Support budget for recruitment of a Community Development Director
- Analyze Rispin and McGregor properties for the highest and best use
- Survive

COUNCIL MEMBER BEGUN

- Expedite Hotel Development – 2 sites: Fairfield Inn & Capitola Village
- Fill Gottschalk's space

MAYOR STOREY

- Resolve Mobile Home Litigation preserving the city's mobile home stock
- Develop joint use agreement for Jade Street Park facility with SUESD
- Complete library siting study of a new Capitola library

E. City Council Determination of the Top 4 or 5 Goals for the 2010 Calendar Year

After discussion of council members' individual goals, a consensus was reached on the following seven goals for the 2010 Calendar Year:

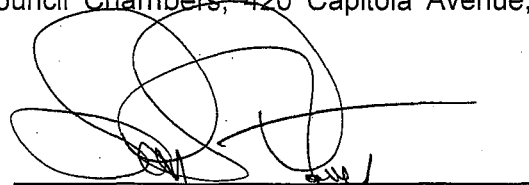
1. Fill Gottschalk's Space at Capitola Mall and Foster Economic Development throughout the City
2. Resolve Mobile Home Litigation
3. Resolve Use of Rispin Property
4. Complete Siting Study of New Capitola Library
5. Develop Joint Use Agreement for Jade Street Park Facility with Soquel Union Elementary School District
6. Resolution of Pacific Cove Mobile Home Park Use
7. Complete Use Study of McGregor Drive Property

ACTION: Council Member Nicol moved approval of the proposed list of 7 goals. The motion was seconded by Council Member Graves. Council Member Begun said we should add the phrase "*Capitola Deserves Nothing but the Best*" at the end of the goals, as recommended by Council Member Norton. Council Member Nicol and Council Member Graves accepted that amendment. The motion carried unanimously.

Mayor Storey thanked the Council members and staff for setting the goals for the new year.

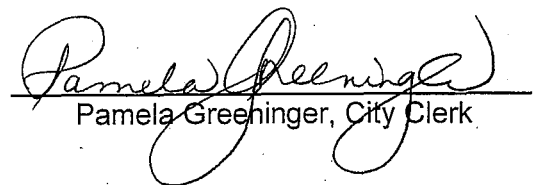
4. ADJOURNMENT

The City Council adjourned at 7:50 p.m. to its next Regular Meeting to be held on Thursday, January 28, 2010, in the City Hall Council Chambers, 420 Capitola Avenue, Capitola, California.



Sam Storey, Mayor

ATTEST:


_____, MMC
Pamela Greeninger, City Clerk

MINUTES WERE UNANIMOUSLY APPROVED BY THE CITY COUNCIL ON 2/11/10