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1. **CALL TO ORDER** - Mayor Soiseth called the meeting to order at approximately 9:00 a.m.
PRESENT: Councilmembers Amy Bublak (*by teleconference until 9:58 a.m.*), Bill DeHart, Matthew Jacob, Steven Nascimento, and Mayor Gary Soiseth.
ABSENT: None

Mayor Soiseth introduced himself and spoke regarding the upcoming workshops as an effort to create an era of accountability, measurable goals, and “out of the box” thinking.

Additional Council discussion included the importance of the meetings, representing the priorities of the community, providing clear direction, public perception, accountability, technology, and quality of life issues.

2. **PUBLIC PARTICIPATION:** Mayor Soiseth announced public participation would be allowed during and after discussion of the Strategic Planning discussion.
3. **STRATEGIC PLANNING DISCUSSION** – Council will review the 2013-2015 Strategic Plan which will include discussions pertaining to Police Services, Fire Services, Municipal Services, Development Services, Parks, Recreation and Public Facilities Services, FY 2014-15 General and Non-General Fund Budgets. Additionally, Council discussion will include preparation of the 2015-2017 Strategic Plan and FY 2015-2016 Budget, upcoming community workshops, key issues, and any other matter that may fall within the jurisdiction of the Council.

City Manager Roy Wasden introduced the discussion.

EFFECTIVE LEADERSHIP

Council and staff discussion regarding Strategic Plan Policy Initiative “Effective Leadership” included the importance of succession planning through the development of our leaders, customer service, cross collaboration, and the importance of being open to new ideas and change. It was recommended to move Item 10, “Be open to new ideas/change” (*standards list – page 6 of Strategic Plan*) to the third standard, and to include a new standard of Succession Planning.

FISCAL RESPONSIBILITY

Council and staff discussion regarding Strategic Plan Policy Initiative “Fiscal Responsibility” included specificity of timelines and measurable achievements, association of budget balance and delivery of services, potential support for half-cent sales tax initiative through Stanislaus County in the next election, the importance of meeting goals, the reserve balance, possible implementation of multi-year budgets, and pressures of health and retirement costs.

PUBLIC SAFETY FIRE DEPARTMENT

Fire Chief Tim Lohman spoke regarding Turlock Fire Department Goals, including the importance of customer service, staffing, grant opportunities, response times, collaboration with the Police Department to maximize effectiveness, the pursuit of technology opportunities to

deliver better service, desire to bring back public education programs in the future, addition of Neighborhood Services and activity with homelessness and graffiti abatement, and future opportunities associated with pre-hospital emergency care.

Council and staff discussion included further discussion of advantages and costs of moving from a basic life support department to an advanced life support department, associated reimbursement opportunities, and capital expenditure budgeting.

Councilmember Bublak ended her teleconference participation in the meeting at 9:58 a.m.

PUBLIC SAFETY POLICE DEPARTMENT

Police Chief Robert Jackson spoke regarding Turlock Police Department Goals, including maintaining the level of professionalism, serving the community, working on efficiencies, staffing with an emphasis on gangs and crime prevention, upcoming challenges of prison realignment, technological demands, social media, the perception of law enforcement and potential related impacts, and infrastructure projects such as a new radio system and records management system. He also spoke regarding the need to explore regional partnerships, possible additions of a canine unit and crime analyst program, enhancing the School Resource Officer program, and a continued relationship with CSU Stanislaus.

Vernon Price, a homeless advocate spoke regarding clinicians riding with local municipalities to help with addressing the needs of the homeless and building trust levels between police and the community.

MUNICIPAL INFRASTRUCTURE

Municipal Services Director Michael Cook spoke regarding Municipal Infrastructure, including current deficiencies, issues related to growth, identifying maintaining adequate capacity as their main goal, future challenges of water treatment, future infrastructure investments, completion of a Sewer Master Plan to form a basis for infrastructure needs and fees, street light issues, working with TID on the current rate structure, solid waste, fleet maintenance, and the future of groundwater.

Council and staff discussion included an overview of the costs associated with the Regional Surface Water Project, challenges associated with providing recycled water to TID, the Harding Drain Bypass, and securing water rights.

Mr. Cooke also spoke regarding departmental issues involving staffing, succession planning solutions including interim promotions, out-of-class pay and apprenticeships, providing timely information to customers, technology enhancements for improved customer service in utility billing, work pattern efficiencies, and infrastructure challenges. Additionally, Mr. Cooke spoke regarding future plans to update the Water Master Plan, Storm and Sewer Master Plan EIRs, recapture storm water, groundwater recharge, providing offset water to TID during irrigation season, access to TID Lateral 3 for storm water, and policy issues related to the North Valley Recycled Water Project, Sustainable Groundwater Management Act, water conservation, and solid waste.

Additional Council and staff discussion included providing additional water use information to customers, groundwater issues related to contaminates, water rate increases, and drought issues.

MUNICIPAL SERVICES

Development Services Director Mike Pitcock spoke regarding Municipal Services, including their emphasis on customer service, fine tuning their processes, overcoming past perceptions related to customer service, and identifying Municipal Services as being the economic engine of the City. Mr. Pitcock noted challenges of current staffing levels as permits and development projects increase, our deteriorating road system and lack of funding, and increasing ridership of the transit system. Future goals included continued encouragement of customer service and interaction, minimizing costs, and adding new technology to increase efficiencies related to submission of building plans.

Mr. Pitcock also spoke regarding the Strategic Plan Municipal Infrastructure goals, including county islands, enhancing the West Side area of Turlock, storm drainage, and streets and roadways with an emphasis on West Main Street. He also spoke regarding a Northeast Expressway Plan Line Study, Citywide Bicycle Master Plan, Capital Replacement Program, interchanges and related funding, and assessment districts.

Council and staff discussion included assessment districts, the importance of a holistic approach in making an investment in the West Side of Turlock, beautification plans and securing associated funding, the potential/process involved in bringing county islands into the City, Community Facilities Districts, and funding required to improve our road system.

Mayor Soiseth recessed the meeting at 12:14 p.m.

Mayor Soiseth reconvened the meeting at 12:47 p.m.

ECONOMIC DEVELOPMENT

Assistant to the City Manager for Economic Development/Housing Services Maryn Pitt spoke regarding Economic Development, including work completed through the Mayor's Economic Development Task Force that looked at business attraction, business retention, and business marketing, the redefined Alliance relationship, the importance of Economic Development as a driver of revenue and quality of life, marketing, support and activities such as hiring events and sales tax visits. Ms. Pitt provided a sales tax update and budget projections, spoke of unemployment and strategies to improve employment opportunities, and the importance of internal and external collaboration.

Council and staff discussion included unemployment/underemployment and strategies such as training, education, non-traditional and certificate programs, and marketing Turlock as the "Silicon Valley of Agriculture."

Ms. Pitt also spoke regarding her representation to the Turlock Downtown Property Owners Association, Convention & Visitors Bureau, and the Stanislaus County Economic Development Advisory Committee. She spoke about revisiting the Turlock Partnership Incentive Program and the necessity of master planning for future growth as the Turlock Regional Industrial Plan Area nears capacity.

Diana Lynn Kaysen spoke regarding the challenges and needs of the disabled, homeless, unemployed and underemployed, her involvement on the Mayor's Economic Development Task Force (MEDTF). Ms. Kaysen asked that other MEDTF members be invited to participate in future business development opportunities. She also requested that there be fixed items on Council agendas where business representatives and the disadvantaged (disabled, homeless, impoverished, underemployed, unemployed, etc.) could voice their needs/concerns. Ms. Kaysen spoke regarding the need for regular part-time employment opportunities and the need for the return of the EDD office to Turlock.

Vernon Price spoke regarding the positive reports from staff.

INTELLIGENT, PLANNED, MANAGED GROWTH

Development Services Director Mike Pitcock spoke regarding Strategic Plan Goals related to Intelligent, Planned, Managed Growth, including continued adherence to the General Plan, ensuring that new growth pays for itself, senior and low income housing, in-fill development with an emphasis on the downtown area, the South County Corridor, and removing barriers associated with continued growth development.

Mr. Pitcock also spoke regarding Strategic Plan Actions, including adoption of updates to the Northwest Triangle Specific Plan, East Tuolumne Master Plan and Parks Master Plan.

Council and staff discussion included retention of structures in historical areas, walkability, mixed use development, vitality of downtown area, and potential financing struggles.

SOCIAL INFRASTRUCTURE – HOUSING RESOURCES

Assistant to the City Manager for Economic Development/Housing Services Maryn Pitt spoke regarding Strategic Plan Goals related to Social Infrastructure – Housing Resources. Ms. Pitt provided an overview of Housing programs, including development of a regional plan, HOME Consortium, leveraging resources, and dealing with homelessness and transitional issues related to homelessness. Ms. Pitt also spoke regarding the Avena Bella low income housing project, Mobile Home Park Subsidy Program, Neighborhood Stabilization Program, and ideas including future affordable housing projects and securing grant funding for potential curb, gutter and sidewalk programs.

COMMUNITY PROGRAMS, FACILITIES AND INFRASTRUCTURE

Parks, Recreation & Public Facilities Director Allison Van Guilder spoke regarding Strategic Plan Goals related to Community Programs, Facilities and Infrastructure, including enhancing the quality of life in Turlock.

In regard to community infrastructure, Ms. Van Guilder spoke regarding the Sidewalk Repair program, Urban Forrest program, public buildings, a future feasibility study to identify the types of facilities desired by Turlock's residents and associated funding. Ms. Van Guilder spoke regarding community programs including challenges with aging facilities, partnerships with other entities/agencies, afterschool programs, staff training, the strong sports programs offered at Turlock's sports complexes, community partnerships, and the importance of leveraging resources. Additionally, Ms. Van Guilder spoke regarding tourism and community collaboration, grant funding, accessibility of programs, and the positive impact recreation programs have on a

young person's development. Significant challenges noted were aging facilities, the need for more resources, safety and liability, and the airport.

Council and staff discussion included the value of recreation programs and parks, goals, making a connection between recreation and public safety, and the value the Parks, Recreation & Public Facilities team brings to the community.

4. ADJOURNMENT:

Mayor Soiseth adjourned the meeting at 2:55 p.m.

RESPECTFULLY SUBMITTED

Kellie E. Weaver
City Clerk