



Workshop Meeting A G E N D A



IMPERIAL BEACH CITY COUNCIL REDEVELOPMENT AGENCY PLANNING COMMISSION PUBLIC FINANCING AUTHORITY

FEBRUARY 9, 2011 – 6:00 P.M.

**Community Room (Behind City Hall)
825 Imperial Beach Boulevard
Imperial Beach, CA 91932**

THE CITY COUNCIL ALSO SITS AS THE CITY OF IMPERIAL BEACH REDEVELOPMENT AGENCY, PLANNING COMMISSION, AND PUBLIC FINANCING AUTHORITY.

The City of Imperial Beach is endeavoring to be in total compliance with the Americans with Disabilities Act (ADA). If you require assistance or auxiliary aids in order to participate at City Council meetings, please contact the City Clerk's Office at (619) 423-8301, as far in advance of the meeting as possible.

CALL TO ORDER BY MAYOR

ROLL CALL BY CITY CLERK

PUBLIC COMMENT - *Each person wishing to address the City Council regarding items not on the posted agenda may do so at this time. In accordance with State law, Council may not take action on an item not scheduled on the agenda. If appropriate, the item will be referred to the City Manager or placed on a future agenda.*

REPORTS

City Manager's Recommendation: Conduct discussion on the following:

1. **CITY COUNCIL GOALS. (0100-10)**
2. **PROJECTED BUDGETS FOR JULY 1, 2011 – JUNE 30, 2013. (0330-30)**
3. **INTERRELATIONSHIPS AMONG COUNCIL MEMBERS AND STAFF. (0410-95)**
4. **COUNCIL COMMITTEES. (0410-50)**
5. **QUESTIONS AND TOPICS OF COUNCIL.**

ADJOURNMENT

Jacqueline M. Hald, CMC
City Clerk

Any writings or documents provided to a majority of the City Council/RDA/Planning Commission/Public Financing Authority regarding any item on this agenda will be made available for public inspection in the office of the City Clerk located at 825 Imperial Beach Blvd., Imperial Beach, CA 91932 during normal business hours.



CITY OF IMPERIAL BEACH

TO: City Council
FROM: Gary Brown, City Manager
SUBJECT: Council Workshop, February 9, 2011
DATE: February 3, 2011

Workshops are a chance for Council members to discuss whatever you'd like, but we also usually suggest topics. Since we have a new Council and it's the start of a new year, it's appropriate to review the previously established goals and achieve consensus on future goals. Attached is a memo of March 30, 2010 containing goals for 2009-2014, *Attachment #1*. Some questions you might address are:

1. If you had to state three to five things you'd like the city to achieve during your term, what would they be?
2. What would you like to delete or add to the memo for the next two to four years?

Staff will take your consensus on goals to a Council meeting for formal adoption.

We also suggest the following for workshop discussion:

1. A brief overview of the projected budgets for July 1, 2011 – June 30, 2013.
2. Interrelationships among Council members and staff (See "Standards of Conduct, Norms, Operations, and Procedures agreed to by the 1995 City Council" *Attachment #2*, and Council Policy 104, *Attachment #3*)
3. Council Committees
4. Other questions and topics that Council may wish to address.

In summary I hope Council will achieve a consensus on key goals to guide staff actions and you'll develop a sense of teamwork that will help all of us do the best we can for Imperial Beach.

Attachments:

1. Memo from March 30, 2010
2. Standards of Conduct, Norms, Operations, and Procedures agreed to by the 1995 City Council
3. Council Policy 104



CITY OF IMPERIAL BEACH

TO: City Council
FROM: Gary Brown, City Manager *GB*
SUBJECT: Goals for 2010-2014
DATE: March 30, 2010

Attached is the February 4, 2009 staff report with Council's strategic goals in three main areas: quality of life, fiscal sustainability, and priority development opportunities. (We've added numbers by each goal for ease of reference and discussion.)

Based on discussions with Council we recommend the following modifications to your goals. The goals in the February 4, 2009 report are to be continued and the following adds or modifies those goals.

Quality of Life

Quality of Life – Top priorities 1-11 keep us moving

High Priority

1. Code Enforcement- Staff needs to present Council with options for systematic code enforcement
 - Set a policy to have staff report obvious code violations rather than react to complaints
 - Remove blighting conditions at the Seacoast Inn
 - Create a proactive and systematic approach to code enforcement by partnering with Sheriff's Dept. in higher crime areas
2. Public Safety-
 - Seek grants to supplement Sheriff's activities
 - Work with other CLETAC cities to hire a consultant to review Sheriff's allocated costs
 - Number one priority is public safety - maintain current level of service if possible
 - Partner with Sheriff's Dept. to identify the higher crime areas
 - Work with other agencies and Sheriff to reduce domestic violence
3. Maintain existing public facilities/infrastructure-
4. Parking Enforcement-

- Animal Control Officer will spend part of her time on parking enforcement
 - Review Port's offer to supply parking meters if city is willing to enforce
 - Continue increased enforcement through CSOs
5. Sign Ordinance- Identify what can be enforced through present ordinance without changes
 6. Imperial Beach Bikeable Community-
 - Eco Bikeway application
 - Applied for funds for enhanced entry to Bayside Bikeway at 10th Street
 - Working on Bikeway Village—secure Airport Authority property
 7. Beautification plan for Imperial Beach Blvd. and 13th Street
 - Façade Improvements at 2 corners
 - Continue work on façade improvements
 8. Increase Recreation through partnerships with schools and others-
 - Pursue partnerships with schools and others such as the Tijuana Estuary programs
 - Create a subcommittee to work with the school districts to get best use for recreation
 9. Skate Park- Complete in 2010
 10. Ocean Water Quality- Judge has allowed treatment upgrades to proceed on the wastewater treatment plant
 11. Tijuana River Valley- Work as part of team pulled together by RWQC staff
 - Arrange a report from Oscar Romo regarding work done in the western portion of Tijuana

Medium Priority

12. Funding for Carnation Ave. Street End-Split into two items:
 - Carnation Street End Improvement Project; keep on list
 - Drainage from the Carnation intersection to the Palm Ave. intersection
 - Raise to a higher priority, concerned about flooding, re-engineer it.
13. Sand renourishment- Continue to seek smaller projects for sand renourishment
Don't turn away good sand, keep this goal as a priority
14. Law Enforcement- Property crimes down; violent crimes up. Sheriff searching for ways to reduce domestic violence
 - Responsible Retailer program is working to reduce illegal sales of alcohol
 - Establish mandatory training for those who sell or serve alcohol
15. Clean and Green program continues
 - Provide Council an update report on Façade Improvement and Clean & Green Programs to see if funding can continue.

16. Tennis Court site- Create a subcommittee to discuss this with schools.
17. Educate public about climate change-
 - Have a workshop on sea level rise contact Kristen Goodrich and Emily Young for presentation
 - Review geological/geotechnical portion of the LCP
18. Seek opportunities for xeriscape-
 - Artificial turf soccer field
 - Promote Xeriscape
19. Regulation of smoke shops-
 - Ordinance Adopted
20. Imperial Beach Walkable community-
 - Old Palm and Seacoast Drive improvements
 - Pursue environmental justice grant with Walk San Diego that can lead to more Safe Routes to School funding
21. Low/moderate income housing-
 - Work with American Legion to develop affordable housing project on their property
22. Marijuana- Monitor legal and constitutional questions. Adopt ordinance to manage marijuana sales in the City or ban them.

Low Priority

23. Find an off-leash area for dogs
24. Clean up area along SR75, entry from Coronado
25. Keep lighting of streets on list
26. Reinstate the U.S. Sandcastle parade and fireworks show
27. Install a parking lot at City Hall and place photo voltaic cells on it
28. Relocate Farmers Market

Fiscal Sustainability

High Priority

1. Retail tax audit- Do a retail sales tax audit
2. Seek development of hotel-
 - Work on new Seacoast Inn
3. Seek retail development- continue work on 9th and Palm Ave
4. Careful spending-
 - Continue to review Public Safety Costs
 - Seek SANDPIPA savings and refund
 - Look for additional savings in all Departments
5. Consider issuing another RDA bond
6. Pursue cost saving energy efficiencies in buildings-
 - Find ways to reduce carbon footprint
7. Improve revenue collection of fees/taxes-
8. Continue work on proper collection of business licenses

9. Do not consider tax initiative for 2010 ballot-
10. Develop plan to maintain infrastructure with non-RDA funds
11. Complete the review and recommendations for changes in Commercial Zoning
12. Continue to pursue resolution of unfunded mandates from the Regional Water Quality Control Board

Medium Priority

13. Review level of franchise fees-
14. Increase building and development fees-
15. Improve Ecotourism-
 - Pursue bikeway and hiking path from Silver Strand State Park south to the Estuary
 - Bikeway Village
16. Market City- Press releases on many different subjects; Ensure that City is getting good value from the public relations contract
17. Look into giving local businesses priority for contracts with the City

Priority Development Opportunities

High Priority

1. Seacoast Inn- Work on Code Enforcement and financing for new hotel
2. 9th and Palm-
 - Continue as a priority and work out CalTrans issues on Palm
3. Consider redevelopment assistance for development at the El Camino site.

Medium Priority

4. Palm Ave Master Plan- Concept plan completed – Seek funding for environmental analysis of master plan

Recommendation:

Council approve the above as modifications to your goals of 2010-2014.



**STAFF REPORT
CITY OF IMPERIAL BEACH**

TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: GARY BROWN, CITY MANAGER
MEETING DATE: FEBRUARY 4, 2009
ORIGINATING DEPT.: TOM RITTER, ASSISTANT CITY MANAGER *TR*
SUBJECT: REVIEW AND ADOPT COUNCIL'S STRATEGIC GOALS FOR 2009-2014 AS DISCUSSED AT THE JANUARY 2009 STRATEGIC PLANNING WORKSHOP

BACKGROUND:

At your January 13 – 14, 2009 Strategic Planning Workshop the City Council discussed their strategic goals for the next 2 – 5 years. Attached for Council's consideration is the final list of recommendations for discussion and adoption if no further modification is needed.

DISCUSSION:

At your most recent strategic planning workshop the City Council set their priorities under three major issue categories of Quality of Life, Fiscal Stability (Sustainability), and Priority Development Opportunities. Council developed a list of actionable items under each broad category then ranked them in order of priority as either high, medium, or low priority. Staff then assigned a priority number based on Council's ranking. In addition, staff has modified the language of most goals to clarify intent, combined a few duplicate goals, and eliminated one goal ("be careful of Coastal Commission if general plan is re-written") that was not a goal per se.

Staff requests Council to review the attached goals, make any modifications as necessary, and then adopt the final list as the City Council's Strategic Goals for 2009-2014. Staff will then incorporate these goals into action plans through our operating and capital budgets, master plans, and departmental goals. Approximately every two years, or as deemed necessary by the Council, these Strategic Goals will be reviewed and updated.

ENVIRONMENTAL IMPACT

Not a project as defined by CEQA.

FISCAL IMPACT:

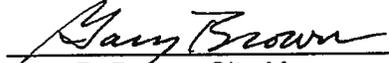
No direct fiscal impact. Staff resources will be allocated toward the accomplishment of these goals with specific expenditures brought back for Council approval as appropriate.

DEPARTMENT RECOMMENDATION:

Review attached Strategic Goals for 2009-2014, make any modification as necessary, and then adopt the final City of Imperial Beach City Council Strategic Goals for 2009-2014.

CITY MANAGER'S RECOMMENDATION:

Approve Department recommendation.



Gary R. Brown, City Manager

Attachments:

1. City of Imperial Beach City Council Strategic Goals for 2009-2014
2. Draft Council Ranking of Strategic Goals

City of Imperial Beach City Council Strategic Goals 2009-2014

Quality of Life

HIGH

- Continued emphasis on code enforcement 3
- Maintaining existing public facilities/infrastructure 3
- Public Safety - seek funding to increase service levels 3
- Parking enforcement – consider hiring parking enforcement officer(s) as a cost saving measure 2.8
- Review/re-adopt sign ordinance and begin proactive enforcement 2.8
- Continued emphasis on making IB a bikable community 2.6
- Develop beautification plan for the intersection of IB Blvd. & 13th St. 2.6
- Parks & Recreation - increase recreational opportunities through partnerships with school districts 2.6
- Complete Skate Park in Sports Park 2.6
- Continue to work for improved ocean water quality 2.5
- Support efforts to clean up trash/debris in Tijuana River Valley 2.5

MED

-
- Pursue funding for Carnation Avenue street end project 2.4
 - Continue to pursue sand renourishment/replenishment projects 2.4
 - Continued law enforcement emphasis on alcohol, drugs, domestic violence 2.4
 - Continue to implement Clean and Green program 2.2
 - Seek funding, siting opportunities for community Tennis Court(s) 2.2
 - Educate public about climate change 2
 - Seek opportunities for xeriscape project(s) 2
 - Regulation of smoke shops 2
 - Continued emphasis on making IB a walkable community 2
 - Meet state mandated low/moderate income housing goals 2

LOW

-
- Look for ways to improve pedestrian access across Highway 75 at 9th 1.8
 - Support efforts to modify dams to provide sand naturally for our beaches 1.75
 - Seek development of more retail (such as a bookstore, etc.) 1.6

City of Imperial Beach

City Council Strategic Goals 2009-2014

Fiscal Sustainability

- Consider conducting retail sales tax audits 3
 - Seek Development of Hotels 3
 - Seek Development of Retail 3
 - Careful Spending 3
 - Consider RDA bond 2.8
 - Pursue cost saving energy conservation in our buildings 2.6
 - Improve revenue collection of existing fees/taxes 2.6
 - Consider placing a tax initiative on the 2010 ballot 2.6
 - Develop plan to maintain infrastructure with Non-RDA money source 2.6
-

- Review level of all franchise fees 2.4
- Increase building/development and other fees as appropriate 2.4
- Continue to seek ways to improve ecotourism 2.4
- Continue to look for ways to market City 2.4
- As a last resort – consider raising taxes 2.25
- Continue to look for ways to get greatest return on RDA investments 2.2
- Consider contracting out some city services 2
- Work with SANDAG and others on changing state law to create greater sales tax distribution equity 2

H
G
H

M
E
D

City of Imperial Beach City Council Strategic Goals 2009-2014

Priority Development Opportunities

**H
I
G
H**

- Seacoast Inn 3
 - 9th and Palm 3
 - Focus on one site on Old Palm 2.8
 - Focus on one site on Seacoast 2.8
 - Hotel development on Mundt property (IB Blvd. & Seacoast) 2.8
 - El Camino/ Bernardo Shores/ Adjacent Hwy 75 parcels 2.6
-

**M
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M**

- Restaurants 2.4
 - Palm Avenue Master plan (implement at least one phase) 2.4
 - 13th Street and Imperial Beach Blvd. 2.2
 - West Side of Seacoast Drive 2.2
 - East Side of Seacoast Drive 2
 - Other parcels on Seacoast (between IB Blvd. and Old Palm) 2
 - Pond 20 2
-

**L
O
W**

- S.R. 75 1.75
- Rainbow/Hwy 75/Palm Avenue triangle area 1.6

Council Ranking

Rank as either: H = High, M = Medium, or L = Low

Quality of Life

H
-
G
H

- Code enforcement 3
- Maintain Facilities 3
- Public Safety- how to increase and fund at the same time 3
- Parking violations- Look at parking enforcement officers 2.8
- Sign ordinance Enforcement 2.8
- Biking Communities 2.6
- Beautify Imperial Beach and 13th Street Intersection 2.6
- Parks & Recreation - Increase of recreational opportunities through partnerships with school districts 2.6
- Skate Park 2.6
- Ocean water quality 2.5
- Trash cleanup along Tijuana River Valley 2.5

M
E
D

- Carnation Street End 2.4
- Sand renourishment 2.4
- Sand Replenishment – Corps, State, Port 2.4
- Law Enforcement: Drunks, Drugs 2.4
- Alcohol, drugs, domestic violence 2.4
- Clean and Green 2.2
- Tennis Court 2.2
- Educate public about climate change 2
- Be careful of Coastal Commission if general plan is re-written 2
- Landscape – Xeriscape 2
- Smoke shops 2
- Walking 2
- Housing 2

L
O
W

- Pedestrians access across Highway 75 at 9th 1.8
- Modify dams to let out more water - move sand 1.75
- Bookstore/ More Retail 1.6

Rank as either: H = High, M = Medium, or L = Low

Fiscal Stability

**H
-
G
H**

- Sales Tax Audit 3
 - Develop Hotels 3
 - Develop Retail 3
 - Careful Spending 3
 - Consider RDA bond 2.8
 - Energy conservation in our buildings 2.6
 - Improve Revenue Collection 2.6
 - 2010 Parcel Tax Initiative 2.6
 - Develop plan to maintain infrastructure with Non-RDA money source 2.6
-

**M
E
D**

- Franchise fees – EDCO, etc. 2.4
- Increase Fees - building permit, developer fees 2.4
- Ecotourism 2.4
- Marketing 2.4
- Last Resort - Raise taxes 2.25
- Investments - Get Return-On-Investment 2.2
- Consider contracting some city services 2
- Work with SANDAG on Fiscal distribution of Sales Tax 2

Rank as either: H = High, M = Medium, or L = Low

Priority Development Opportunity

**H
I
G
H**

- Seacoast Inn 3
 - 9th and Palm 3
 - Focus on one site on Old Palm 2.8
 - Focus on one site on Seacoast 2.8
 - Mundt property 2.8
 - El Camino/ Bernardo Shores/ Adjacent Hwy 75 parcels 2.6
-

**M
E
D
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U
M**

- Restaurants 2.4
 - Palm Avenue Master plan (implement at least one phase) 2.4
 - 13th Street and Imperial Beach Blvd. 2.2
 - West Side of Seacoast Drive 2.2
 - East Side of Seacoast Drive 2
 - Parcels on Seacoast (between IB Blvd. and Palm) 2
 - Pond 20 2
-

**L
O
W**

- S.R. 75 1.75
- Silver Strand to gas station 1.6

Accepted by Council 2/1/95

CITY OF IMPERIAL BEACH
STANDARDS OF CONDUCT, NORMS, OPERATIONS, AND PROCEDURES
AGREED TO BY THE 1995 CITY COUNCIL

- * The Council and City Manager are a participatory team.
- * We care and have respect for each other as a person.
- * We are committed to working as a team to be achievement oriented.
- * No cheap shots at each other during public meetings, in the press, or any other time.
- * Relationships are informal, but not casual during public meetings.
- * We agree that we can disagree in a professional civil manner and it will not affect our ability to agree on other topics.
- * We will be as flexible as possible to cover for everyone's busy schedule.
- * We are committed to working on our relationships and will take advantage of opportunities such as the League of California Cities Mayors and Council Members Institute and/or professional facilitators.
- * Council provides leadership and takes courageous actions when necessary to provide for a well run municipal corporation.
- * Courage implies risk, and risk means an element of failure.
- * As much as possible, Councilmembers get the same information (letters, background, memorandums, etc.), and no one is left in the dark.
- * We believe in humor.
- * We believe in citizen participation and the need for a well-informed and educated public.
- * Councilmembers will take seriously the responsibility of reporting to the Council on sub-committees or representation assignments they are involved in.
- * Sub-committee areas and representation assignments belong to the whole Council; they are not seen as territorial.
- * Sub-committee representation reports will be made under Council Reports when appropriate.

Standards

Page 2

- * The expertise developed by Councilmembers in a specific field of interest will be respected by the Council.
- * As a goal, Councilmembers will introduce topics for discussion and action under Council Reports as appropriate; this will not preclude a Councilmember from introducing an item under their "sponsorship".
- * If time allows, any Councilmember who wishes to "sponsor" an item will submit documentation a week prior to the agenda closing date.
- * The food provided by the City prior to the Council meeting is for the convenience of the Council and staff, the public is not invited.
- * Councilmembers will not take credit for achievements of the Council as a whole and will share collective blame for failures.
- * Councilmembers should always feel free to go to the City Manager.
- * When a Councilmember is unhappy about a department, he/she should always talk it over with the City Manager and not the department head.
- * The Council will support staff in public and not participate in "staff bashing"; dissatisfaction with specific staff members will be discussed in private with the City Manager.
- * Councilmembers should always feel free to talk with department heads if asking for information.
- * Staff will provide the best and most accurate information available to the Council.
- * The Council will provide ongoing feedback, information, and perceptions to the City Manager.
- * An informal system of direct communication with staff is used, but not abused, by Council.
- * Individual Councilmembers will never direct the work of staff. (The City Manager will surface to the Council any serious violations of this norm.)
- * Council respects staff and will not abuse staff's time and energy through unnecessary communications, phone calls, and specific work requests.

Standards

Page 3

- * Staff respects the Council and will always keep the Council informed of unusual events that the public would be concerned about.
- * Council and staff will not blindside each other in public; if there is an issue or a question a Councilmember has on an agenda item, that member should contact staff prior to the meeting.
- * Modifications will be made to City Hall for the common benefit of the public, Council and staff.
- * The City Manager will seek the Mayor's assistance in finalizing the construction and order of the agenda.
- * A good faith effort will be made to accommodate any member who is ill or away for any big or "personal" agenda item; items can be tabled at the members request.
- * Liberal use will be made of the consent calendar with the understanding any item can be pulled for further discussion.
- * If there is time before the meeting, Councilmembers will try to inform each other and the staff of items they wish to pull from the Consent Calendar.
- * Any item pulled from the consent calendar will be moved to the rear of the agenda.
- * Councilmembers should feel free to ask for a continuance if enough time has not been made available for that Councilmember to prepare.
- * The Mayor is responsible for maintaining the decorum and dignity of the meeting; the Mayor will receive the full support of the Council towards this end.
- * Offensive speech and language, yelling, excessive applause, and public outbursts will not be tolerated and the Mayor shall prevent such; the mayor will receive the full support of the Council towards this end.
- * Treat everyone with courtesy - derogatory, snappy, and sarcastic comments are inappropriate behavior.
- * Corrections to the minutes are passed to the City Clerk before the meeting.
- * The Mayor can survey the audience at any time, in order to move agenda items up or back, to meet the audience concerns.

Standards

Page 4

- * During times of high controversy or citizen agitation, a short recess will be called to allow a cooling off period; Councilmembers will assist in any way possible towards restoring calm. (Remember, we care and have respect for each other as a person.)
- * Attempts will be made to refer to citizens by surnames; there is familiarity with citizens (small town) which may interfere with the process of decision making.
- * Staff will not offer an opinion, if it appears that the Council concurs with written staff recommendation.
- * Council comments will be brief, to the point, and not redundant if they concur with what has already been said.
- * The above Standards of Conduct will not conflict and are subordinate with any previously established Council rules, procedures, or Ordinances.
- * We will not use these Standards of Conduct to beat each other about the head and shoulders with.

CITY OF IMPERIAL BEACH

COUNCIL POLICY

SUBJECT	POLICY NUMBER	EFFECTIVE DATE	PAGE
CODE OF ETHICAL CONDUCT FOR COUNCILMEN	104	2/18/69	1 of 3

ADOPTED BY RESOLUTION --- DATED February 18, 1969

Pursuant to minute action on February 18, 1968, it shall be the policy of the City Council that:

I. PURPOSE

- A. To provide a standard of moral values, responsibility, and personal conduct for the guidance of elected public officials.
- B. To enhance the prestige and improve the public image of the City of Imperial Beach and its City Council.
- C. To require that public officials be independent, impartial, and responsible to the people.
- D. To establish that the people have a right to expect that every public official will conduct himself in a manner that will tend to preserve public confidence in, and respect for, the government he represents.
- E. That government decisions and policy be made in the proper channels of the government structure.
- F. To resolve that public office shall not be used for personal gain or to avoid civic or legal responsibilities.

II. RESPONSIBILITIES OF PUBLIC OFFICE

- A. Public officials are servants of the public purpose and hold office for the benefit of the public.
- B. Public officials are bound to observe in their official acts the highest standards of morality and to discharge faithfully the duties of their office regardless of personal considerations, recognizing that the public interest must be their primary concern. Their conduct in both their official and private affairs should be above reproach.
- C. It shall be the responsibility of all Councilmen to consistently maintain the highest degree of veracity and to require the same of others in the discharge of public service.

III. POLITICAL ACTIVITY

- A. No public official shall promise an appointment to any municipal position as a reward for any political activity.

CITY OF IMPERIAL BEACH

COUNCIL POLICY

SUBJECT CODE OF ETHICAL CONDUCT FOR COUNCILMEN	POLICY NUMBER	EFFECTIVE DATE	PAGE
	104	2/18/69	2 of 3

ADOPTED BY RESOLUTION --- DATED February 18, 1969

- B. No public official shall use the prestige of his position by making verbal statements during the conduct of his official or public duties on behalf of any political party or any political candidate, or by indicating in any manner whatsoever during such times his opposition to or support of any political party, candidate, or by sending any written communication utilizing city stationery or the official seal of the City of Imperial Beach, or by otherwise indicating in such written communication that the position stated therein is stated by the official in his capacity as an official of the City of Imperial Beach.

IV. IMPARTIALITY

No official shall grant or make available to any person any consideration, treatment, advantage or favor beyond that which is the general practice to grant or make available to the public at large.

V. CONFLICT OF INTEREST

- A. No Councilman shall engage in any business or transaction or shall have a financial or other personal interest, direct or indirect, which is incompatible with the proper discharge of his official duties in the public interest or would tend to impair his independence of judgment or action in the performance of his official duties. Interest need not involve any direct financial aid upon the part of the public official. It may be any interest which would prevent him from exercising absolute loyalty and undivided allegiance to the best interest of the municipality her serves. He should be absolutely free from any influence other than that which may grow out of the obligations he owes the public. Personal, as distinguished from financial, interest includes an interest arising from blood or marriage relationships or close business or political association.
- B. No Councilman shall engage in or accept private employment or render services for private interests when such employment or service is incompatible with the proper discharge of his official duties or would tend to impair his independence of judgment or action in the performance of his official duties. In any instance where a private employer has matters to be considered by the City Council, a Councilman, if employed by him, should abstain from voting on said matter and refrain from participating in the deliberations. In the event that said employment has only a remote relationship with the matter being considered by the Council, the Councilman may, upon the approval of the Council, consider a vote on the matter if he shall first make full public disclosure of the nature and extent of such employment and services.

CITY OF IMPERIAL BEACH

COUNCIL POLICY

SUBJECT CODE OF ETHICAL CONDUCT FOR COUNCILMEN	POLICY NUMBER	EFFECTIVE DATE	PAGE
	104	2/18/69	3 of 3

ADOPTED BY RESOLUTION --- DATED February 18, 1969

- C. Whenever the performance of his official duties shall require any official to deliberate and vote on any matter involving his financial or personal interest, he shall publicly disclose the nature and extent of such interest and disqualify himself from participating in the deliberations as well as abstaining from voting.
- D. No Councilman shall appear in behalf of private interests before any agency of the City. He shall not represent private interests in any action or proceeding against the interests of the City in any litigation to which the City is a party. This paragraph shall not be construed as prohibiting the appearance of officials or employees when subpoenaed as witnesses by parties involved in litigation which also may involve the City of Imperial Beach.
- E. No Councilman shall accept any valuable gift, whether in the form of service, loan, thing, or promise, from any person, firm or corporation which to his knowledge is interested directly or indirectly in any manner whatsoever in business dealings with the City.
- F. Any Councilman who has a substantial or controlling financial interest in any business entity, transaction, or contract with the City or in the sale of real estate, materials, supplies, or services to the City shall make known such interest in any matter on which he may be called to act in his official capacity. He shall refrain from voting upon or otherwise participating in the transaction or making of such contract or sale. A Councilman shall not be deemed interested in any contract or purchase or sale of land or other thing of value unless such contract or sale is approved, awarded, entered into, or authorized by him in his official capacity.
- G. A Councilman who has a financial or other private interest in any legislation shall disclose on the records of the Council the nature and extent of such interest. This provision shall not apply if the Councilman disqualifies himself from voting and does not participate in the deliberations.

* * *

6. If a Councilmember learns that absence from a scheduled meeting is unavoidable, after the agenda has been posted, such Councilmember may make a request, in writing if possible, to the City Manager, that particular items be continued to a future meeting. The City Manager will forward such a request to the other Councilmembers, for consideration at the Council meeting.
7. A Council meeting will not be scheduled on the third Wednesday of December unless required for urgent City business.