



Workshop Meeting A G E N D A



IMPERIAL BEACH CITY COUNCIL REDEVELOPMENT AGENCY PLANNING COMMISSION PUBLIC FINANCING AUTHORITY

JANUARY 12, 2010 – 5:30 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

1. GOAL SETTING WORKSHOP. (0100-10)

City Manager's Recommendation: Review and discuss goals.

ADJOURNMENT

Copies of this notice were provided on 01-08-10 to the San Diego Union-Tribune and I.B. Eagle & Times.

AFFIDAVIT OF POSTING)
STATE OF CALIFORNIA)
CITY OF IMPERIAL BEACH)

I, Jacqueline M. Hald, City Clerk of the City of Imperial Beach, hereby certify that the Agenda for the Workshop Meeting as called by the City Council, Redevelopment Agency, Planning Commission, and Public Financing Authority of Imperial Beach was provided and posted on January 8, 2010. Said meeting to be held at 5:30 p.m., January 12, 2010, in the in the Community Room, 825 Imperial Beach Boulevard, Imperial Beach, California. Said notice was posted at the entrance to the Community Room and the City Council Chambers on January 8, 2010 at 11:30 a.m.

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: Goal Setting Workshop- January 12, 2010
DATE: January 7, 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.)

For your January Workshop you may wish to review your goals and address the following:

1. Are the goals still relevant and important to you?
2. Are there goals that should be deleted?
3. Are there new goals you'd like to add?
4. Is progress satisfactory on your goals?
5. Which goals do you want to concentrate on during 2010? (When it's January 1, 2011, what would you like to say made 2010 a good year?)

Let me stress that this workshop is Council's chance to discuss what's important to you.

Observations on your current goals are:

Quality of Life

High Priority

1. Code Enforcement- Staff needs to present Council with options for systematic code enforcement
2. Public Safety- We've sought and received grants for public safety. Examples are:
 - Alcohol check points, tsunami warnings, gangs, border crimes (Operation Stone Garden)
 - Also reduced Sheriff costs- 2 positions
 - CLETAC cities agreed to hire a consultant to review Sheriff's allocated costs
3. Maintain existing public facilities/infrastructure- Public Works does a good job on this.

4. Parking Enforcement- CSO's have stepped up their enforcement
 - Animal Control Officer will spend part of her time on parking enforcement
 - Pending deal with Port on parking lots
5. Sign Ordinance- Not done
6. Imperial Beach Bikeable Community-
 - Eco Bikeway application
 - Applied for funds for enhanced entry to Bayside Bikeway at 10th Street
 - Working on Bikeway Village
7. Beautification plan for Imperial Beach Blvd. and 13th Street
 - Façade Improvements at 2 corners
 - But Overall Plan- Not Done
8. Increase Recreation through partnerships with schools-
 - More offered at Sports Park, but not assertive enough on partnerships with schools
9. Skate Park- progress made; will 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

Medium Priority

12. Funding for Carnation Ave. Street End- Not pursued; Navy hasn't agreed to right-of-way
13. Sand renourishment- Continue to seek smaller projects for sand renourishment
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
15. Clean and Green program continues
16. Tennis Court site not pursued vigorously
17. Educate public about climate change-Not done
18. Seek opportunities for xeriscape-
 - Front of Municipal Complex
 - Median on South Seacoast Drive
 - Artificial turf soccer field
19. Regulation of smoke shops-
 - Ordinance Adopted
20. Imperial Beach Walkable community-
 - Old Palm and Seacoast Drive improvements
21. Low/moderate income housing-
 - Completed Housing Element

Fiscal Sustainability

High Priority

1. Retail tax audit- haven't done
2. Seek development of hotel- not successful so far
 - Still working on Seacoast Inn
3. Seek retail development- continue work on 9th and Palm Ave
4. Careful spending- Some Examples:
 - Reduced Sheriff expenditures
 - Animal Control/CSO should save money
 - Built reserves so we had funds for capital improvements
 - Potential SANDPIPA savings and refund
 - No salary increases during two year contracts; one-time stipends approved by Council
 - Unfilled positions
5. RDA Bond-
 - Decided to wait
6. Pursue cost saving energy efficiencies in buildings-
 - New roof and A/C and heating at City Hall
 - More to be done
 - Low carbon footprint
7. Improve revenue collection of fees/taxes-
 - Big increase in collection of business license fees for rental units
8. Consider tax initiative for 2010 ballot-
 - Council decided not to place question on ballot
9. Develop plan to maintain infrastructure with non-RDA funds- still to do

Medium Priority

10. Review level of franchise fees- Not done
11. Increase building and development fees- Not done
12. Improve Ecotourism-
 - Worked on bikeway and hiking path concept from Silver Strand State Park south to the Estuary
 - Bikeway Village
13. Market City- Press releases on many different subjects; lack systematic theme
14. Consider raising taxes- Idea was considered and dropped
15. RDA Investments- major ones will be 9th and Palm and possibly a hotel
16. Contract out services- No major changes. We contract many services
17. More equitable sales tax distribution- No change

Priority Development Opportunities

High Priority

1. Seacoast Inn- Working on Code Enforcement and Financing for new hotel
2. 9th and Palm- Working with Sudberry
3. A site on Old Palm site- Not done
4. A site on Seacoast Drive- Not done
5. Mundt property – Just discussions with Mr. Mundt
6. El Camino/ Bernardo Shores- worked with potential buyers of El Camino

Medium Priority

8. Palm Ave Master Plan- Concept plan completed - Sought funding for environmental analysis; Will seek it again

Goals 7, 9-12- Not done

Pond 20- Not much interest from Port or developers

In addition to the goals Council approved last year staff has worked on many other goals within the context of your big three areas. Examples include work on the franchise fee with EDCO to cover storm water management, the pavement management study, modifications to the Marine Life Protection Area, improved financial management, intergovernmental matters with the Navy, SANDAG, CLETAC, MTS, Metro Waste and other cities, special events, and the study on Commercial Zoning. These activities contain the important and no-so important; all of them add up to a staff working hard to serve Council and Imperial Beach.

We look forward to meeting your goals and the challenges of 2010.



**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:

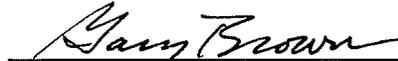
No direct fiscal impact. Staff resources will be allocated toward the accomplishment of these goals with specific expenditures brought back for Council approval as appropriate.

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

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

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

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

H-I-G-H

M-E-D

L-O-W

City of Imperial Beach

City Council Strategic Goals 2009-2014

Fiscal Sustainability

- 1 • Consider conducting retail sales tax audits 3
 - 2 • Seek Development of Hotels 3
 - 3 • Seek Development of Retail 3
 - 4 • Careful Spending 3
 - 5 • Consider RDA bond 2.8
 - 6 • Pursue cost saving energy conservation in our buildings 2.6
 - 7 • Improve revenue collection of existing fees/taxes 2.6
 - 8 • Consider placing a tax initiative on the 2010 ballot 2.6
 - 9 • Develop plan to maintain infrastructure with Non-RDA money source 2.6
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- 10 • Review level of all franchise fees 2.4
- 11 • Increase building/development and other fees as appropriate 2.4
- 12 • Continue to seek ways to improve ecotourism 2.4
- 13 • Continue to look for ways to market City 2.4
- 14 • As a last resort – consider raising taxes 2.25
- 15 • Continue to look for ways to get greatest return on RDA investments 2.2
- 16 • Consider contracting out some city services 2
- 17 • Work with SANDAG and others on changing state law to create greater sales tax distribution equity 2

HIGH

MEM

City of Imperial Beach
City Council Strategic Goals 2009-2014

Priority Development Opportunities

**H
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H**

- 1 • Seacoast Inn 3
 - 2 • 9th and Palm 3
 - 3 • Focus on one site on Old Palm 2.8
 - 4 • Focus on one site on Seacoast 2.8
 - 5 • Hotel development on Mundt property (IB Blvd. & Seacoast) 2.8
 - 6 • El Camino/ Bernardo Shores/ Adjacent Hwy 75 parcels 2.6
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- 7 • Restaurants 2.4
 - 8 • Palm Avenue Master plan (implement at least one phase) 2.4
 - 9 • 13th Street and Imperial Beach Blvd. 2.2
 - 10 • West Side of Seacoast Drive 2.2
 - 11 • East Side of Seacoast Drive 2
 - 12 • Other parcels on Seacoast (between IB Blvd. and Old Palm) 2
 - 13 • Pond 20 2
-

**L
O
W**

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

Council Ranking

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

Quality of Life

HIGH

- 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

MED.

- 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

LOW

- 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
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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
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**M
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- 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

HIGH

- 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
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MED

- 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
-

LOW

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