



# Special Workshop Meeting A G E N D A



CITY OF IMPERIAL BEACH  
CITY COUNCIL  
PLANNING COMMISSION  
PUBLIC FINANCING AUTHORITY  
HOUSING AUTHORITY  
IMPERIAL BEACH REDEVELOPMENT AGENCY SUCCESSOR AGENCY

**JANUARY 30, 2013 – 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 HOUSING AUTHORITY,  
PLANNING COMMISSION, PUBLIC FINANCING AUTHORITY, AND THE IMPERIAL BEACH  
REDEVELOPMENT AGENCY SUCCESSOR AGENCY**

## **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. BRIEF BUDGET DISCUSSION. (0330-30)**
- 2. CITY COUNCIL VISION AND STRATEGIC GOALS. (0100-10)**
- 3. REPORT ON SEACOAST DRIVE LIGHTING AND AESTHETICS. (0720-30 & 0720-90)**

## **ADJOURNMENT**

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/s/  
Jacqueline M. Hald, MMC  
City Clerk

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.

**Any writings or documents provided to a majority of the City Council/Housing Authority/Planning Commission/Public Financing Authority/Imperial Beach Redevelopment Agency Successor Agency 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, California

OFFICE OF THE CITY MANAGER

825 Imperial Beach Blvd., Imperial Beach, CA 91932 Tel: (619) 423-8303 Fax: (619) 628-1395

**TO:** City Council  
**FROM:** Gary Brown, City Manager *GB*  
**SUBJECT:** Council Workshop  
**DATE:** January 30, 2013

We have three topics for the workshop:

- 1) a few staff comments about the next two year budget which will cover July, 2013 through June, 2015
- 2) an opportunity for Council members to express their individual and collective vision and goals, and
- 3) a report from consultants on their analysis of lighting and aesthetics on Seacoast Drive.

Let me comment on the second topic, your vision and goals. This workshop provides an opportunity for Council to state what it wants to achieve over the next two years or whatever timeframe you choose. The City's mission statement is: "To maintain and enhance Imperial Beach as 'Classic Southern California'; a beach-oriented community with a safe, small town, family atmosphere, rich in natural and cultural resources."

Over the years past City Councils stated many specific actions and goals under three main areas: fiscal sustainability, quality of life, and economic development. For example, in April, 2011 Council adopted goals for 2011-2015 and under "Fiscal Sustainability" Council had stated goals, a few of which were:

- 1) Achieve fiscal stability through June 30, 2013 with a balanced two year budget.
- 2) Complete labor negotiations.
- 3) Work with CLETAC on new Sheriff's contract for the period starting July 1, 2012.

Under "Quality of Life", Council had goals such as:

- 1) Bicycle Village – Secure the property and adopt zoning to allow the development.
- 2) Changes to Commercial Zoning – Complete CEQA analysis and write ordinances. Get ordinances to the Coastal Commission for their review.
- 3) Sand Replenishment

Under "Priority Development" a few of the goals were:

- 1) Start and finish construction of new hotel on Seacoast Inn site.
- 2) Complete DDA with Sudberry by the end of 2011 or re-start RFP process.
- 3) Pond 20 – Work with the Port and San Diego to re-assess development potential on the site.
- 4) Explore next steps to capitalize on opportunities presented by the new Seacoast Inn. Take these steps once they're identified.

Not mentioned in the above goals was the work related to phasing out redevelopment and protecting funding which took a large amount of staff time.

In the next six months, there's plenty to do including, but not limited to:

- 1) Complete agreements with the Port for provision of municipal services.
- 2) Adopt a balanced budget for 2013-2015.
- 3) Improve recreation services through a contract with the YMCA and cooperation with school districts.
- 4) Negotiate new multi-year agreements with labor organizations.
- 5) Develop long range cost estimates for maintaining City facilities, sewer, computers, streets, vehicles, and heavy equipment.
- 6) Wind-down redevelopment and preserve financial resources.
- 7) Complete work on Palm from 3rd to 7th.
- 8) Bid-out purchase of new fire truck.
- 9) Take actions on Seacoast Drive depending on Council direction.
- 10) Continue to push for developments at Bernardo Shores, 9th and Palm, and Bikeway Village.
- 11) Finalize commercial zoning changes at the Coastal Commission.

Beyond these short-term actions, I hope Council will express its key goals to achieve over the next two years. There are many undone things from the past and Council will have new ideas for the future.