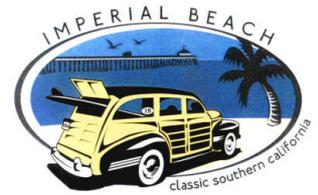




A G E N D A
IMPERIAL BEACH CITY COUNCIL
REDEVELOPMENT AGENCY
PLANNING COMMISSION
PUBLIC FINANCING AUTHORITY



MAY 28, 2008
WORKSHOP – 9:00 A.M.

Community Room
(Behind Council Chambers at City Hall)
825 Imperial Beach Blvd.
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.

WORKSHOP CALL TO ORDER BY MAYOR

ROLL CALL BY CITY CLERK

COMMUNICATIONS FROM CITY STAFF

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. Review of City Council Goals and Survival Plan. (0100-10 & 0620-90)
- 2.* State Budget. (0390-86)
- 3.* Commercial Zoning Study Update. (0610-90)
- 4.* Palm Avenue Master Plan Status. (0600-20)
- 5.* 9th and Palm Ave. Update. (0600-20)
- 6.* Review of Bayside Plans. (0600-90)

* No Staff Report.

MAYOR/COUNCIL ANNOUNCEMENTS/REPORTS

ADJOURNMENT

Copies of this notice were provided on 05-22-08 to the San Diego Union-Tribune, I.B. Eagle & Times, and I.B. Sun.

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

I, Jacqueline M. Hald, CMC, 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 May 22, 2008. Said meeting to be held at 9:00 a.m., May 28, 2008, in the Community Room (behind Council Chambers at City Hall), Imperial Beach, California. Said notice was posted at the entrance to the City Council Chambers and the Community Room on May 22, 2008 at 10:00 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.



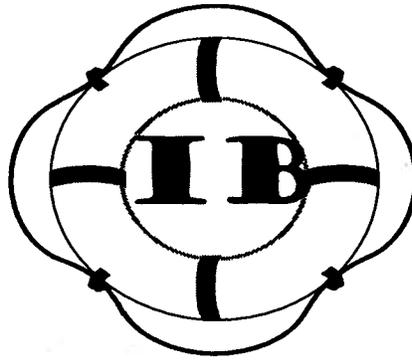
CITY OF IMPERIAL BEACH

TO: City Council
FROM: Gary Brown, City Manager
SUBJECT: May 28, 2008 Workshop
DATE: May 21, 2008

As you can see from the agenda most of the topics are about redevelopment and Community Development. You also had asked to review the Survival Plan and goals.

As usual, we'll also be available to discuss any other topics you have on your mind.

HELP



SURVIVE

Survival Plan Elements
Adopted by City Council 11/7/01

Goal: I.B. Survival!

Balanced financial sustainability for the City of Imperial Beach, providing effective, efficient service and maintaining small town atmosphere.

Leadership, Direction, Strategy:

- Survival Plan adoption
- Annual Work Plan adoption
- Vision Plan implementation, review, adoption and annual update
- Fiscal Planning / Analysis
 1. Quarterly Update of Five-Year Financial Forecast Model
 2. Continued Adoption of Multi-Year Operating Budgets
 3. Continued Adoption of Multi-year Capital Improvements Budget
 4. Continued Adoption of Multi-year labor association contracts
 5. Identification of potential revenue sources/options and prioritization of expenditures/options (listing specific program/service impacts); annual expenditure caps
 6. Identification of challenges/threats to organizational survival
 7. Study of dis-incorporation process and scenarios
- Intergovernmental Assistance
 1. Council driven workgroup of relevant Federal, State, local elected officials
 2. Development of intergovernmental lobbying plan (including local fiscal reform)
 3. Lobbying assistance of local groups and citizens (I.B. Army)
- Public Involvement/Information
 1. Development and funding of comprehensive public information/involvement program
 2. Annual Survival Plan update
 3. Development of ongoing information program to area elected officials and employee groups
 4. Comprehensive citizen survey

*5/28/08 Workshop
Item 1*

Survival Plan Elements (continued)

Adopted by City Council 11/7/01

Page 2

Plan Elements

- * Implementation of City-Wide Redevelopment Agency Plans and Programs, (i.e., identification of project sites; development of commercial/housing rehabilitation programs
- * Change of eminent domain language for original Redevelopment Agency boundaries to allow use on commercially zoned properties
- * Hotel Redevelopment Strategy; code changes, etc.
- * Implementation of Full Cost Recovery Fee Study
- * Amortization Program for Non-Conforming Uses
- * Smart Growth Development Standards for Palm Avenue Corridor
- * Pond 20 MOU Implementation; special legislation for designation as Model Smart Growth Development Site
- * Long-Term Ream Field Use Strategy
- * State/local fiscal reform/protection
- Border Field State Park Use Study
- Relocation of Public Works Yard/Bayfront Greenbelt
- * AB 93 Monitoring; Legislative Amendments
- * Port CIP Enhancement
- * Enhanced Port Service Contract MOU's/Ground Lease
- * ALS Emergency Response Service
- Pursuance of Revenue Sharing Act Funds
- Pursuance of Special Federal Legislation to mitigate Federal Government Impacts, i.e., Public Law 81-874
- Sports Park Enterprise Approach
- Continued Grantsmanship Development
- Continued Comprehensive Business License Collection
- Comprehensive T.O.T. Collection
- Logo Licensing
- Comprehensive Marketing Program
- Ongoing Efficiency/Service Improvement Reviews
- Conservative Labor Negotiations
- Surplus Property Sales
- Zoning Code Update
- Old Palm Area Specific Plan
- Continued Neighborhood Revitalization
- Continued Code Enforcement
- Parking Enhancement
- Continued Comprehensive Border Sewer Strategy
- Eco-tourism Strategy

* *priority*



STAFF REPORT
CITY OF IMPERIAL BEACH

TO: HONORABLE MAYOR AND CITY COUNCIL
FROM: GARY BROWN, CITY MANAGER

MEETING DATE: February 7, 2007
ORIGINATING DEPT: Office of the City Manager

SUBJECT: Goals for 2007-2008

BACKGROUND & DISCUSSION:

We discussed strategic goals at Council's December 12th Workshop. Please see the attached December 6 and December 13 memos.

It would help us focus on Council's goals if they are reviewed and adopted by you in one document. Therefore, I've tried to group your goals from the workshop into three areas and placed actions within the three:

1. Achieve Financial Stability
2. Increase Revenues
3. Complete Master Plans

I hope this memo based upon your workshop discussion will serve as our guide over the next two years and focus our work. Also keep in mind that staff will continue to provide core services such as fire and emergency response, building safety, code enforcement, facilities maintenance, wastewater management, environmental, parks, traffic control, and public safety.

Under "Achieve Financial Stability" are the following:

1. Improve management of financial reports; streamline accounting and management reports
2. Improve processes between planning and finance such as issuing licenses, on-line payments, and accepting credit cards
3. Provide financial status reports in a more timely manner
4. Update ABC allocation
5. Improve tracking of 5 year CIP
6. Constantly evaluate services – bring back to basics; can we afford them?
 - Look for efficiencies
 - What services can be eliminated?
7. Explore tax increase – ballot measure 2008
8. Issue another bond if needed and feasible
9. Stabilize long term Sheriff's costs – negotiate JPA with Sheriff
10. Explore ways to provide Fire and emergency response services more efficiently
11. Review options related to Social Security

Under "Increase Revenues" are grouped:

1. Ensure adequate Port funding for maintenance and public safety
2. Seek non-city funds for environmental mandates or reduce the mandates
3. Get at least one of the following to break ground:

*5/28/08 Workshop
Mem 1*

- a) Seacoast Inn
- b) Hotel on Mundt property
- c) 9th/Palm
4. Look for other redevelopment opportunities on: Palm and Old Palm, Seacoast Drive in-fill sites and IB Blvd. and 13th Street
5. Ensure that the City is receiving proper TOT
6. Consider raising fees for various City services*
7. Get ecotourism information on line and link to other development projects
8. Seek ways to protect ocean water quality and the beach which are fundamental to the City's economy.

*This one wasn't mentioned at your December workshop, but comes from earlier discussions.

"Complete Master Plans" includes:

1. Commercial Zoning Study
2. Bay front Mater Plan
3. Palm Avenue Study
4. Revise 5 year CIP

There were a few other ideas that might be placed under "Improve quality life":

1. Build tennis courts and a skate park (Tennis courts may not be a high priority.)
2. Meet housing goals for low and moderate income people
3. Build a greenbelt along Elm from 7th to 13th Street (This may not be a high priority.)

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA):

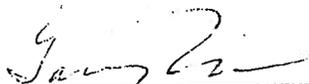
Not defined as a project.

FISCAL IMPACT:

None by adopting goals, but certain actions should improve our fiscal condition.

CITY MANAGER'S RECOMMENDATION:

Please review and comment on the above goals and establish some or all of them as strategic goals for the next two years.



Gary Brown, City Manager

Attachments:

1. Memo dated December 6, 2006
2. Memo dated December 13, 2006

Return to Agenda

CITY OF IMPERIAL BEACH

TO: CITY COUNCIL
FROM: GARY BROWN, CITY MANAGER
SUBJECT: WORKSHOP ON TUESDAY, DECEMBER 12
9:00 AM, DEMPSEY HOLDER SAFETY CENTR
DATE: DECEMBER 6, 2006

We'd like to focus this workshop on discussing and naming strategic goals for 2007. Given our community's needs, but poverty of resources, our key challenge is to narrow our sights on the few important goals you would hope to achieve over the next year or two. Place yourself two years from now and ask yourself, "What am I proud to have achieved over the last two years?"

Let's ask ourselves also, "What can we do Now to achieve these goals?" I suggest this because setting strategic goals is not just about long-range dreams; it's taking steps now to achieve those dreams.

By the end of our discussion, I hope we'll have arrived at the few, most important, goals you hope to achieve over the next few years. It would be most helpful if we could establish a few key actions under major topics. For example, under economic development you might say, "Concentrate on three things: Seacoast Inn, the Mundt Property, and develop a new approach to 9th/Palm."

❖ History

It's important to get a sense of the City's past in order to envision its future. Therefore, attached for your review are:

1. An Organization Chart
2. City Council Workshop Memo of 11/4/05
3. April 7, 2005 Goal Setting Workshop Memo
4. Survival Plan Elements – adopted on 11/7/01

❖ Today

We have a fairly full plate of challenges, goals, and questions to address including:

1. Economic Development
-

- a. Seacoast Inn
- b. Mundt Property (northwest corner of Seacoast Drive and Imperial Beach Blvd)
- c. 9th and Palm (Council to decide on next steps)
- d. Review of Commercial Zoning (contract to go to Council soon)
- e. Planning for Old Palm and Palm Avenue
- f. Ecotourism – marketing and website
- g. RFP/Q out on El Camino Hotel site

2. Fiscal

- a. Prepare balanced budget for 7/07 to 6/09
- b. Consider a ballot measure to increase revenue (hire tax consultant?)
- c. Issue another redevelopment bond?
- d. Seek personnel savings in Fire and Public Works Departments
- e. Improve information and operations within Finance Department
- f. Legal actions elsewhere may affect stormwater management budget
- g. Pump station #9
- h. Demands for Redevelopment funds
- i. Review of CIP to be presented to Council

3. Public Safety

- a. Sheriff's contract
- b. Port contract still pending

4. Environmental

- a. EDCO rate increase
- b. Recycling – meet state mandates
- c. Stormwater Management – RWQCB – new permit
- d. Sand Replenishment

- ❖ Corps of Engineers project
- ❖ Alternative system – Mr. Wade has recently found out about another method to retain sand
- e. Ocean water quality – Japanese credit plants, Bajagua
- f. Sewer rate increase
- g. Replace one truck and modify two others to meet air quality standards
- h. Ecotourism bikeway

5. Construction

- a. Street lighting – on hold
- b. Alley Paving – work with areas that wanted it?
- c. Phase III Street Work – in design
- d. Veterans Park – underway – proceed with signage?
- e. NOLF entry – underway
- f. Find alternative site for PW facility?
- g. Renovations to City Hall, community room and Council Chambers – underway
- h. Skate Park - need to design
- i. Palm Avenue Street End – Port is re-engineering to put out for bids

6. Other Planning efforts

- a. Housing Element
- b. Bayfront Master Plan

7. Basic Business

- a. Maintain infrastructure (streets, pipes, sidewalks, parks) and facilities
- b. Process development – plan reviews, inspections, zoning
- c. Code enforcement
- d. Maintain financial and information processing

- e. Keep good records of City business – City Clerk
- f. Respond to fires and medical emergencies
- g. Keep the beach and coastal facilities in good shape
- h. Sheriff's services
- i. Fire inspections
- j. Lifeguards
- k. Special events
- l. Animal Control
- m. Senior Citizens Program
- n. Recreation activities such as baseball, softball and teen center
- o. Overall staffing- retain and attract good staff

(Activities under one main item overlap into another. For example, a new Seacoast Inn under Econ Dev affects our fiscal resources.)

Please carefully consider your dreams, goals and a few specific actions for our City, and come prepared to discuss them at this Tuesday's workshop.

CITY OF IMPERIAL BEACH

TO: CITY COUNCIL
FROM: GARY BROWN, CITY MANAGER
SUBJECT: NOTES FROM COUNCIL WORKSHOP
ON DECEMBER 12, 2006
DATE: DECEMBER 13, 2006

NAZIE TASHAKORIAN

Strengthen Ordinances
Review sign ordinance related to political signs

FRED McLEAN

Economic Stability
Eco-tourism
Bay front Plan
Tennis courts
Skate Park

FRANK SOTELO

Stabilize Sheriff contract/costs
Explore fire consolidation efficiencies
Study responsibilities/consolidate – look for efficiencies

JERRY SELBY

Hotel
Old Palm infill
Route 75 Corridor
Low/mod housing
Eco-tourism infrastructure
9th and Palm

JIM JANNEY

Finances – need to know where we are at all times; need good updated analysis
Businesses that generate dollars
Commercial zoning study – speed up, complete as soon as possible

GARY BROWN

Tax increase
Staffing compensation to attract and retain good people
What could be eliminated? Certain services, time constraints of staff, free services

JEANETTE LADRIDO

5-year CIP – better tracking of money
New Bond issue?
Streamline accounting processes and management reports
Update ABC allocation
Better management of finance reports

PATRICIA McCOY

Ensure adequate funding from Port
Stabilize costs – sheriff, benefits, compensation
Public safety
Hotels – keep working on them
Eco-tourism – seek grants
Commercial zoning study

TOM RITTER

Financial stability
Hotel
9th and Palm
Commercial zone study
Public Safety funding
Seacoast Infill Development

JACQUE HALD

Evaluate services – can we afford them?
Ballot measure 2008

MAYDA WINTER

Sheriff JPA to negotiate
Two significant revenue-generating projects - groundbreaking
Negotiate long-term port (5-year) MSA
Improve processes between Finance and Planning; issuing licenses, take credit cards, on-line payments
All master plans done

HANK LEVIEN

5-year CIP done on time
New RDA bond
Develop next 5-year CIP
Financial stability
Solution to environmental mandate funding
Greenbelt along Elm from 7th to 13th Street

LORIE BRAGG

Seacoast Inn
Mundt Property
IB & 13th - Plan and develop
Palm Ave
Bayside masterplan

GREG WADE

Increase revenues
 Seacoast Inn
 Mundt property
 Short-term Rental TOT
Eco-tourism
Get out of Social Security – RDA corp
Sand replenishment
Commercial zoning study
Facilitate redevelopment on appropriate sites
Masterplan efforts: Bayside, Palm Ave, revise 5-year Implementation plan
Update Econ Dev plan – redirect funds from 9th and Palm as needed
9th and Palm – identify and work with developer