

MINUTES
GARDEN GROVE CITY COUNCIL
AND
GARDEN GROVE AGENCY FOR COMMUNITY DEVELOPMENT

An Adjourned Regular Meeting of the City Council of the City of Garden Grove and the Garden Grove Agency for Community Development was called to order in Room 342, Third Floor, of the Crystal Cathedral, 12141 Lewis Street, in Garden Grove, on Saturday, March 11, 2006, at 8:10 a.m.

ROLL CALL: PRESENT: (4) MAYOR DALTON, COUNCIL MEMBERS KREBS, NGUYEN, ROSEN

ABSENT: (1) COUNCIL MEMBER LEYES (Joined the meeting at 8:30 a.m.)

ROLL CALL: PRESENT: (4) CHAIR NGUYEN, MEMBERS DALTON, KREBS, ROSEN

ABSENT: (1) MEMBER LEYES (Joined the meeting at 8:30 a.m.)

PUBLIC INPUT ON CLOSED SESSION ITEM

There was no input from the public concerning the Closed Session item.

ADJOURN TO CLOSED SESSION

At 8:11 p.m., under the Ralph M. Brown Act, the Mayor announced that the meeting was being adjourned to Closed Session under the Ralph M. Brown Act to meet with its negotiator (City Manager Matthew Fertal) regarding the status of labor negotiations with the Employee Association, Employee League, Garden Grove Police Association, Police Middle Management, Garden Grove Firefighters Local 2005, and non-represented Management and Central Management employees.

COUNCIL MEMBER LEYES JOINED THE MEETING AT 8:30 A.M.

RECONVENE IN OPEN SESSION

At 9:15 a.m., the meeting was reconvened with Mayor Dalton and all Council Members, and Chair Nguyen and all Agency Members in attendance, and it was announced that no reportable action was taken.

ORAL COMMUNICATIONS - PUBLIC

There were no oral communications from the public.

PRESENTATION OF THE ORGANIZATION'S STRATEGIC PLAN BASED ON THE CITY COUNCIL'S ADOPTION OF THE COMMUNITY VISION PLAN (F:127.8)

The City Manager/Director provided an overview of the Strategic Plan and PowerPoint presentation to be presented. He recapped that in 2004, the City Council authorized a community study to determine what issues were most important to Garden Grove residents. Over the following year-and-a-half, opinions were gathered through focus groups, surveys, an open house, and a community forum. The results were developed into a Community Vision Statement, Guiding Principles, and Strategic Goals, which were adopted in March 2005 by the City Council.

The City Manager/Director noted that upon adoption of the Vision Statement and Strategic Goals, he directed staff to develop a Strategic Plan to achieve the goals. He stated that the Strategic Plan was to be a working document for staff and that implementation of the Strategic Plan would be incorporated into the City's Fiscal Plan and would rely heavily on the City's progress in the area of economic development.

The presentation was then turned over to the Department Directors and Assistant to the City Manager who spoke about the various elements of the Strategic Plan. The Administrative Services Director highlighted details related to the Community Visioning Project and the development and adoption of the Community Vision Statement, Guiding Principles, and Strategic Goals. It was specifically pointed out that the Vision Statement and Strategic Plan goals mirror the Community's vision in the following seven key areas (along with the organization's vision with regard to Organizational Development): Public Safety, Economic Development, Neighborhoods, Arts/Culture/Diversity, Transportation and Infrastructure, Communications and Governance, and Quality of Life.

The Assistant to the City Manager explained the strategic planning process and identified the various staff committees that participated in the development of the Plan. It was emphasized that key staff and subject matter experts throughout the organization developed and reviewed each work item as well as the overall Strategic Plan.

The Police Chief highlighted the Strategic Plan goals for Public Safety and identified the various work items specific to the Police Department. Following the Chief's presentation, Council/Agency Member Krebs asked how many positions were planned to be added over the next five years. The Chief responded that 19 sworn positions and 12 civilian positions were planned, bringing total sworn staffing up from 162 to 181.

Mayor/Member Dalton questioned if the Department would be considering the recruitment of laterals. Chief Polisar commented on the importance of being able to recruit laterals and advised that Police Department staff would be making a presentation to the City Council on this issue in the next month.

Council/Agency Member Rosen asked if implementation of the Strategic Plan would eliminate the need for overtime. Chief Polisar explained that there would always be a need for overtime due to the nature of law enforcement. For example, if a murder occurs at 3:00 a.m., officers must respond.

Fire Chief Osborn identified the various Strategic Plan action items related to the Fire Department. He specifically noted that the Fire Department peaked in staffing 30 years ago and that the Plan called for replacing positions cut in prior years to ensure the protection of the public. He also pointed out that the Plan called for the addition of a grant writer/coordinator that would be shared between the Police and Fire Departments to assist in obtaining funding for various public safety programs and projects.

Council/Agency Member Krebs asked what the current emergency call response time is. Chief Osborn answered that it is 4.5 minutes. He noted however, that the times in areas serviced by Stations 6 and 7 (Resort Area) have slowed due to increased call loads. Chief Osborn stressed the importance of maintaining and improving emergency response times in all areas, as minutes and seconds can significantly affect lives and property. Council/Agency Member Leyes then asked when the response times were last calculated. Chief Osborn responded that they had been calculated in the past few months.

The Economic Development Director highlighted the Strategic Plan goals and work items related to Economic Development. He specifically noted that emphasis would be placed on pursuing new retail development, promoting and marketing the International West Master Plan, and facilitating new residential projects to recycle older blighted areas.

Mayor/Agency Member Dalton commented that he received a number of calls from Main Street residents concerning the "Sheldon Project" and noted a need for better communication. The City Manager/ Director responded that better communication with the Community and stakeholders has been identified as a work item to be addressed in a number of areas in the Strategic Plan. Staff will be working toward getting out in front of projects with as much information as possible, as soon as possible. Council/Agency Member Krebs commented that the community should be included in project discussions. Council/Agency Member Leyes noted that the City Council could adopt an ordinance if they want additional notification over and above what is currently required by law.

The Community Development Director identified the Strategic Plan goals and work items related to Neighborhoods. She particularly emphasized efforts that would be made to ensure the preservation of community pride and property values through an active code enforcement program. Steps that would be taken to ensure quality housing, without burdening existing residents, including updating the General Plan and creating a vision and implementation strategy for Garden Grove Boulevard were also highlighted.

Mayor/Member Dalton commented that at some point the City should determine what will be enforced and then be consistent in its enforcement. The City Manager/Director answered that this issue would be a good topic for a work session. Council/Agency Member Krebs asked if staff had considered moving Code Enforcement to the Police Department. The City Manager responded that the issue was being considered as part of the City's internal reorganization.

The Administrative Services Director identified the Strategic Plan goals and work items related to Arts, Culture, and Diversity. Efforts that would be made to enhance ethnic group participation in community-wide events and to increase inter-group cooperation and acceptance for the purpose of building a stronger community were particularly emphasized.

Council/Agency Member Rosen asked if the City had a role model, another City that had faced similar diversity challenges and had

achieved successes in this area. The Administrative Services Director noted that the majority of Southern California is very diverse and that many cities have faced similar challenges. There is no particular city that stands out as having "achieved success." However, she did note that many cities have budgets to address diversity needs.

Council/Agency Member Nguyen noted that the Parks, Recreation and Arts Commission might not be an appropriate commission to address cultural issues because there is no ethnic representation. Council/Agency Member Rosen noted that current Commission appointments were not made to address cultural issues. The City Manager/Director commented that staff will be working toward implementation of the Strategic Plan goals, and future appointments to the Commission can be made with this new area of focus in mind.

The Public Works Director highlighted the Strategic Plan goals and work items that would be addressed related to Transportation and Infrastructure. Measures to upgrade the sewer system, streets, 22 Freeway and on-ramps, Traffic Management Center, sidewalks, public buildings, water supply, and flood control system were specifically identified. Council/Agency Member Rosen commented that he had been advised that funding for flood control infrastructure could be part of the Governor's proposed bond measure.

The Administrative Services Director outlined the Strategic Plan goals and work items related to Communications and Governance. Particular emphasis was placed on ensuring timely, accurate, and useful communication of information on issues affecting the community and on enhancing the avenues for residents and the business community to provide input on public issues.

Council/Agency Member Nguyen commented that communications should address the broad group of residents and should focus beyond immediate neighborhoods on most issues. Council/Agency Members Rosen and Leyes expressed support for establishing an effective website for communicating with the community.

The Deputy City Manager identified the Strategic Plan goals and work items related to Quality of Life, pointing out specific efforts that would be made to ensure adequate, quality recreation facilities, and to ensure that Garden Grove is an aesthetically pleasing and attractive place for all groups in the community to live. Council/Agency Member Rosen noted that the OCTA Board recently allocated \$100,000 to each city to facilitate using the OCTA right-of-way to establish a Metrolink hook-up. He further commented that

the City should take this opportunity to look at what to do with the OCTA right-of-way and make a determination regarding whether it should be used for recreation or transportation.

The Deputy City Manager highlighted the Strategic Plan goal and work items pertaining to Organizational Development. Specific action items included balancing staffing and service levels to ensure Strategic Plan goals could be met, providing training opportunities to allow personal and professional development, enhancement of various employee programs (e.g., recognition and empowerment), and a space study to assess space and work group efficiency needs.

The City Manager/Director closed the presentation with a summary of the Strategic Plan work items to be completed each fiscal year along with the related costs. He noted that the Plan was aggressive and would require continued progress in the area of economic development for full implementation. Finally, he concluded that staff would come back to the City Council/Agency in late May with a budget presentation and proposed expenditures. At that time, the City Council/Agency would have the opportunity to provide their input related to various Strategic Plan expenditures.

ADJOURNMENT

At 12:04 p.m., the meeting was declared adjourned.

MARIA STIPE
ASSISTANT TO THE CITY MANAGER