

**MINUTES  
GOAL STUDY SESSION  
CAMARILLO CITY COUNCIL  
CAMARILLO SANITARY DISTRICT  
ADJOURNED REGULAR MEETINGS  
WEDNESDAY, FEBRUARY 5, 2014**

**CALL TO ORDER/ROLL CALL**

The meeting was called to order at 6:30 p.m. by Mayor Kildee with all Councilmembers present. The City Council was also sitting as the Camarillo Sanitary District (CSD). The meeting was held at the Camarillo Public Library in the Community Room, 4101 E. Las Posas Road, Camarillo, California.

Councilmembers Present: Kevin Kildee, Mayor  
Bill Little, Vice Mayor  
Charlotte Craven, Councilmember  
Jeanette McDonald, Councilmember  
Michael Morgan, Councilmember

Staff Present: Bruce Feng, City Manager  
Ronnie Campbell, Finance Director  
Tom Fox, Public Works Director  
Jeffrie Madland, City Clerk  
Dave Norman, Community Development Director  
Dan Paranick, Assistant City Manager  
Brian Pierik, City Attorney  
Guy Stewart, Police Department Commander  
John Thomas, Assistant General Services Director

**FLAG SALUTE**

Councilmember McDonald led the Pledge of Allegiance to the Flag.

**PUBLIC COMMENTS – None**

I. REVIEW 2013/2014 GOALS AND DISCUSS GOALS FOR FISCAL YEAR 2014/2015

City Manager Feng reviewed the 2013/2014 Objectives and provided updates on the City's progress. The City Council and staff discussed the goals and objectives for 2014/2015 as follows:

***FISCAL MANAGEMENT***

**GOAL:** It is the goal of the City Council to maintain sound and conservative financial practices to ensure the fiscal sustainability of the City.

## FY 13-14 Objectives

1. Update the General Fund Seven-year Fiscal Forecast for FY 13-14.
2. Develop a strategy to provide a sustainable balanced budget where recurring revenues meet recurring expenditures.

Finance Director Campbell gave a PowerPoint presentation on the City's current fiscal status, including an updated Fiscal Forecast for 2014-2019. The Council and staff discussed general fund operating transfers and reserve levels.

Public Works Director Fox noted there are many areas throughout the City which are not currently in the Citywide Landscape and Lighting District, causing a draw on the City's general fund. The Council supported looking into options for bringing those properties into the District.

Councilmember McDonald also recommended modifying the Library's service area to encompass the actual service area.

The Council supported the following objectives:

## FY 14-15 Objectives

1. Review general fund operating transfer funds to be more sustainable.
2. Review reserve policy for all funds.

## **COMMUNITY ENRICHMENT**

**GOAL: It is the goal of the City Council to provide a safe and enriched environment where people can live, work and play.**

## FY 13-14 Objectives

1. Consider options and opportunities for reuse of the old library site.
2. Enhance community safety through expanded public awareness and educational programs.
3. Plan City's 50<sup>th</sup> Anniversary Celebration.
4. Pursue findings of present and future operations at Dignity Health/St. Johns Pleasant Valley Hospital (SJPVH).

Councilmember McDonald suggested a public art program to increase the visibility of public art throughout the City and enrich the community. She also suggested an art contest in association with the City's 50<sup>th</sup> Anniversary.

The Council discussed public art and funding. The Council supported the following objectives:

FY 14-15 Objectives

1. Consider options and opportunities for reuse of the old library site.
2. Enhance community safety through expanded public awareness and educational programs.
3. Study feasibility of public art program.

***CALIFORNIA STATE UNIVERSITY CHANNEL ISLANDS***

**GOAL: It is the goal of the City Council to maintain a close working relationship with the University.**

FY 13-14 Objectives

1. Continue interaction with the University in regard to City, University and student issues such as student services, housing, and facilities.

The Council supported maintaining the objective as stated:

FY 14-15 Objectives

1. Continue interaction with the University in regard to City, University and student issues such as student services, housing, and facilities.

***LAND USE AND TRANSPORTATION***

**GOAL: It is the goal of the City Council to plan appropriate land uses, streets, bikeways, infrastructure, and transit system.**

FY 13-14 Objectives

1. Protect our greenbelts.
2. Improve parking and circulation at the transit station.
3. Enhance local transit and partner with others to enhance regional transit.
4. Develop comprehensive land use inventory.

Councilmember McDonald requested further review of the City's greenbelt agreements. She wanted to know what the City could do to reinforce the protections. City Manager Feng stated the City Attorney would provide a review prior to the close of the fiscal year.

Vice Mayor Little asked for an update on the expanded Dial-A-Ride program. Public Works Director Fox stated staff will be providing a review of the first six months of operation under the expanded service.

The Council did not approve any objectives for FY 14-15.

## ***ENVIRONMENT/RESOURCE MANAGEMENT***

**GOAL: It is the goal of the City Council to provide cost-effective, efficient services to the public while minimizing impacts on the environment.**

### **FY 13-14 Objectives**

1. Work with other governmental agencies on development of a regional water treatment plant.

Public Works Director Fox gave a PowerPoint presentation regarding (1) the City's current water status as a result of the drought and options for the City going forward and (2) regulations regarding water supply and new development.

The Council discussed water and energy efficiency and supported the following objectives:

### **FY 14-15 Objectives**

1. Continue to work with other governmental agencies on development of a regional water treatment plant.
2. Prepare a water master plan to provide guidance on meeting State mandates and to provide sufficient long-term water supply.
3. Begin providing recycled water service to Pleasant Valley Sports Fields and farmers.
4. Implement appropriate measures to compensate for short-term limited water supply and to address the State declared drought emergency.
5. Develop renewable energy plan for water reclamation plant including a study to identify renewable energy options and work with Edison to pursue financial incentives for renewable energy projects.
6. Investigate converting City owned street lights to LED (light emitting diode).

## ***COMMUNITY REDEVELOPMENT***

**GOAL: It is the goal of the City Council to provide opportunities to redevelop and develop commercial, industrial and residential areas to improve services, businesses and housing, and to deter and alleviate blight.**

### **FY 13-14 Objectives**

1. Implement ABx1 26 and AB 1484 to maximize community benefit.
2. Develop alternate methods to move forward with housing and non-housing projects without redevelopment property tax increment.
3. Evaluate the future role of the Citizens Advisory Committee.

Councilmember McDonald noted there are a lot of properties in the City that need to be rehabilitated. She suggested the City explore ways to expand the existing rehabilitation program to help properties that do not qualify for the current rehabilitation program, including commercial property, market rate rental property, and residential homes.

The Council felt further discussion was necessary regarding the FY 14/15 budget before committing to expanding the program and the idea was already addressed by the existing objectives. The Council supported retaining the first two objectives as stated:

#### FY 14-15 Objectives

1. Implement ABx1 26 and AB 1484 to maximize community benefit.
2. Develop alternate methods to move forward with housing and non-housing projects without redevelopment property tax increment.

#### ***ECONOMIC DEVELOPMENT***

**GOAL: It is the goal of the City Council to maintain a positive environment for new business, expansion and retention of existing businesses through staff assistance and providing efficient processing of proposals.**

#### FY 13-14 Objectives

1. Develop and implement strategy for economic development.

City Manager Feng stated the hoteliers are discussing either a 1% increase to the transient occupancy tax, which would require voter approval, or the formation of a Camarillo TBID (tourism business improvement district), which only requires approval of the hoteliers within the district. In either event, the City would work with the hoteliers to develop a visitor center.

The Council felt the TBID would be more successful and requested staff work with the hoteliers to develop options for a tourism program.

#### FY 14-15 Objectives

1. Develop and implement strategy for economic development.
2. Work with local hoteliers to develop options for tourism program.

#### ***COMMUNITY RELATIONS***

**GOAL: It is the goal of the City Council to maintain effective communication with the community.**

The Council did not approve any objectives for FY 14-15.

## **GOVERNMENTAL RELATIONS**

**GOAL: It is the goal of the City Council to maintain effective communications with local, state and federal elected representatives and other local public agencies including schools, parks, and special districts.**

### FY 13-14 Objectives

1. Be proactive in defending the City's interests.
2. Initiate a series of meetings with other local Camarillo governmental boards.

Vice Mayor Little supported retaining Objective No. 2 and wanted to include the local school districts.

The Council felt it created an awkward situation unless there is a specific issue of interest and preferred utilizing the Liaison Committee. The Council supported moving forward with the joint meeting with the Pleasant Valley Recreation and Park Board since it had already been calendared for April.

### FY 14-15 Objectives

1. Be proactive in defending the City's interests.

## **EMPLOYEE RELATIONS**

**GOAL: It is the goal of the City Council to maintain an effective workforce through competitive salaries, benefits, and training.**

The Council did not approve any objectives for FY 14-15.

## **II. DISCUSS PROJECTS, PROGRAMS AND ACTIVITIES FOR BUDGET YEAR 2014/2015**

Councilmember Craven wanted to be able to encourage business owners and residents to move toward drought tolerant landscaping. She felt it may require a review of internal policies. Lucie McGovern, Deputy Director of Public Works, stated the City has money in the budget to provide water surveys and recently received a grant that would allow staff to expand the program. The City proactively contacts customers with over 10,000 square feet of landscaping or a usage over 35 HCFs.

Councilmember Morgan stated he still had support for a Botanical Garden at the Camarillo Library.

Mayor Kildee noted there are a lot of boats, trailers, and Pods parked on the streets lately and asked that code enforcement and the police department look into it.

Mayor Kildee wanted to be able to move forward with the reuse of the Fire Station as soon as the City received the go ahead from the State.

III. ADJOURN

The meeting adjourned at 9:45 p.m.

ATTEST:

Jamaland  
City Clerk/Assistant Secretary

Kerrin Kellie  
Mayor  
Camarillo City Council

Jennifer L. McDonald  
Chairman  
Camarillo Sanitary District