



**VISALIA CITY COUNCIL STRATEGIC WORKSHOP
FEBRUARY 5 & 6, 2010**

Visalia Convention Center – 303 E. Acequia, Visalia, CA 93291

AGENDA

FEBRUARY 5, 2010

The City Council will raise and discuss issues that they believe are important to Visalia now and in the future. These items are expected to include, but may not be limited to those listed below. (It is expected that the Council will give direction on any of these items, but a final decision will occur at a future Council Meeting).

The following agenda items are not time specific. A break for a buffet dinner will be taken at approximately 5:00 p.m.

12:00 p.m. – **Lunch**

1:00 p.m. - **Opening Comments**

Bob Link, Mayor

Public Comment

Steve Salomon, City Manager

Mike Ramsey, Facilitator

1. GETTING BETTER ACQUAINTED

An exercise to strengthen communication among councilmembers and staff.

2. GENERAL OBSERVATIONS – Introduction by Facilitator

All council members acknowledge that having three new members may have changed the focus and direction this City Council will take. The Workshop will be a good place to discuss what that entails.

3. COMMUNICATION

The City needs to improve its communication strategies with the community. Openness and clarity are important to this City Council. Citizens should have easy access to accurate information so they can be informed and engaged on issues they care about. In order to further this objective, the City should look at additional outreach strategies, especially those that include contemporary mediums.

4. FINANCIAL

These difficult economic times will require the City Council to re-evaluate its goals and projects. We must live within our means. The City needs to incorporate business practices that are more streamlined and cost effective. Applying “value engineering” principles to the City’s work may help contain costs without decreasing the quality of its work.

5. LAND USE PLANNING

This may be the first time in years there is no councilmember whose work or professional training involves land use planning. How might that impact the City Council’s land use decision making?

1. What is the role of the City Council in relation to the Planning Commission?
2. What direction does the City Council want to give with regard to further studying the Business Research Park land uses at Plaza Drive between Highway 198 and Hurley?
3. To what extent is Agricultural Land Mitigation a viable and necessary strategy for Visalia at this time?

7:00 p.m. - Adjourn

FEBRUARY 6, 2010

8:00 a.m. – Continental Breakfast

8:30 a.m. - Convene Workshop

Welcoming Comments from Mayor Link

Public Comments

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6. POLICIES, PROJECTS and PROGRAMS of INTEREST

- a) West Visalia / Highway 198 scenic corridor plan: When will we have one? How should the City use land it currently owns along this corridor?
- b) Streamlining the planning and permitting process: What can be done to make the process work more quickly and predictably?
- c) FEMA: What continues to be done to assist community members whose residence is included in the 100 yr. flood plain?
- d) Gang Suppression: Which strategies are working and what needs to be added?
- e) Measure T: What can we actually pay for?

- f) How does Visalia maintain its Quality of Life with the lowest revenue categories base among our nearby communities and staffing numbers reduced to the 1990 level? What are the City Council's expectations in areas like the Capital Improvement Program, job creation, traffic circulation, public safety, etc?
- g) What is the role of the City's Economic Development effort in the community?
- h) Code Enforcement / Neighborhood Preservation: What improvements are we seeing?
- i) What is the City's role with regard to the homeless in the community?
- j) What is the likelihood that the City can sponsor and/or coordinate annual sporting events that will attract visitors to Visalia every year?
- k) Visitor and Shuttle Center: What role will this facility play in economic development? How can it be operationally structured so that the City is not funding the majority of the operating costs of this facility?

7. PRIORITIES EXERCISE

City Council members will list the City projects, programs and services that are of the greatest importance to them in 2010.

4:00 p.m. Adjourn Workshop

Breaks will be taken as needed, and a lunch break will occur around 12 noon.