



AGENDA
REGULAR MEETING OF THE CITY COUNCIL AND
JOINT MEETING OF THE CLOVERDALE COMMUNITY DEVELOPMENT SUCCESSOR AGENCY BOARD OF DIRECTORS

TUESDAY, SEPTEMBER 27, 2016

PUBLIC BUSINESS SESSION: 6:30 p.m.

**PUBLIC BUSINESS SESSION LOCATION: CLOVERDALE PERFORMING ARTS CENTER, 209 N. CLOVERDALE BLVD.,
CLOVERDALE, CA 95425**

The Cloverdale City Council welcomes you to its meetings that are typically scheduled for the 2nd and 4th Tuesday of the month. Your interest and participation are encouraged and appreciated. ***Please silence all pagers, cellular telephones and other communications devices upon entering the meeting.***

ADDRESSING THE CITY COUNCIL:

When asked to do so by the Mayor, those wishing to address the City Council are asked to step up to the podium. Speak directly into the microphone so everyone in the audience can hear your comments and so they'll be recorded into the official record. State your name and City of Residence for the record. Per City Council Policy, three (3) minutes are typically allotted to each speaker. However, Council may at its discretion revise the amount of time allotted. Public comments will normally be received after staff presentations on an agenda item and before the City Council starts deliberations. A Talking Tips sheet is available for your use.

We may disagree, but we will be respectful of one another.
All comments will be directed to the issue at hand, and addressed to the City Council.
Personal attacks are unacceptable.

DISABLED OR SPECIAL NEEDS ACCOMMODATION: In compliance with the Americans with Disabilities Act, if you need assistance to attend or participate in a City Council meeting, please contact the City Clerk's office at 894-2521. Notification at least 48-hours prior to the meeting will assist the City Clerk in assuring that reasonable accommodations are made to provide accessibility to the meeting.

WAIVER WARNING: If you challenge decisions/directions of the City Council in court, you may be limited to raising only those issues you or someone else raised at public hearings(s) described in this Agenda, or in written correspondence delivered to the City of Cloverdale at, or prior to, the public hearing(s).

CONVENE PUBLIC BUSINESS SESSION – 6:30 p.m.

OPENING:

- Call to Order
- Pledge of Allegiance
- Roll Call
- Conflict of Interest Declaration
- Agenda Review – Regular Session (Changes and/or Deletions)

PUBLIC COMMENTS:

Any person wishing to speak to the City Council on any item not listed on the agenda may do so at this time. Members of the public have the right to speak on any items on the Council Agenda during that item. Pursuant to the Brown Act, the City Council is not allowed to consider issues or take action on any item not listed on the agenda. Each person wishing to speak must go to the podium when advised by the Mayor and speak directly into the microphone.

PROCLAMATIONS / PRESENTATIONS:

1. **Proclamation for Fall Prevention Awareness Week** *(Page 1)*
2. **Proclamation honoring Mr. Arturo Ibleto upon his 90th Birthday for his lifetime of achievements** *(Page 3)*
3. **Proclamation proclaiming October 5 through October 15, 2016, as International Jack London Museum Remembrance Days** *(Page 5)*
4. **Strategic Planning Presentation** *(Page 7-66)*

CONSENT CALENDAR:

All items under Consent Calendar will be considered together by one action of the Council unless any Council Member or member of the public requests that an item be removed and considered separately.

5. **Minutes of Previous Meeting September 13, 2016 – Moore** *(Page 67-92)*
6. **Ordinance 709-2016, approving Council Compensation - Cayler** *(Page 93-99)*

COMMUNICATIONS: None.

Council may discuss at this time written communications sent to Council members since the last council meeting. Written communication to be discussed will be listed below, if any.

PUBLIC HEARINGS: None

NEW BUSINESS: None

SUBCOMMITTEE ITEMS: None

SUBCOMMITTEE REPORTS: (VERBAL REPORTS: 15 minutes)

- Airport (Chair, Councilmember Cox and Vice Mayor Wolter) - Next Meeting: October 4, 2016, 9:00 a.m.
- Finance, Administration & Police (Chair, Mayor Brigham and Vice Mayor Wolter) - Next Meeting: October 13, 2016, 2:00 p.m.
- Planning & Community Development (Chair, Vice Mayor Wolter and Mayor Brigham) - Next Meeting: October 12, 2016, 4:00 p.m.
- Public Works (Chair, Councilmember Russell and Councilmember Cox) - Next Meeting: November 22, 2016, 10:30 a.m.
- Joint City/Fire District (Chair, Councilmember Palla and Mayor Brigham) - Next Meeting: TBA.

- Joint City/School District (Chair, Councilmember Palla and Councilmember Cox) – Next Meeting: November 28, 2016, 5:00 p.m.

COUNCIL REPORTS (INCLUDING STUDENT LIAISON): (VERBAL REPORTS: 15 minutes)

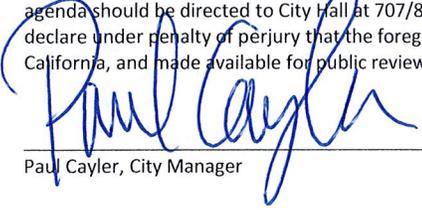
LEGISLATIVE REPORT:

CITY MANAGER/CITY ATTORNEY REPORT:

COUNCIL DIRECTION ON FUTURE AGENDA ITEMS:

ADJOURNMENT: Adjourn to a regular meeting of the City Council and Cloverdale Community Development Successor Agency, Tuesday, October 11, 2016, for Closed Session at 5:30 p.m. (at the City Hall Conference Room 124 N. Cloverdale Blvd., Cloverdale, CA 95425) and Public Business Session at 6:30 p.m. (at the Cloverdale Performing Arts Center 209 N. Cloverdale Blvd., Cloverdale, CA 95425).

The City does not transcribe its proceedings. Anyone who desires a verbatim record of this meeting should arrange for attendance by a court reporter or for other acceptable means of recordation. Such arrangements will be at the sole expense of the individual requesting the recordation. Questions about this agenda should be directed to City Hall at 707/894-2521. State of California, County of Sonoma, City of Cloverdale. CERTIFICATION I, Paul Cayler, do hereby declare under penalty of perjury that the foregoing agenda was posted on the outdoor bulletin board at the City Hall, 124 N. Cloverdale Blvd., Cloverdale, California, and made available for public review, prior to or on this 22nd day of September, 2016, at or before 5:00 p.m.



Paul Cayler, City Manager

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Proclamation of the City Council of the City of Cloverdale Proclaiming September 22 through September 28, 2016, as “Falls Prevention Awareness Week” in Cloverdale, California

Whereas, falls are the leading cause of injuries-related deaths in California requiring hospitalization or treatment with the vast majority of these falls occurring among older individuals; and

Whereas, falls are preventable when education, awareness, and interventions are put in place; and

Whereas, the nationally ranked evidenced based "A Matter of Balance" program is sponsored by the Sonoma County Area Agency on Aging with partner agencies and trained volunteers to raise seniors’ confidence about their balance and increase their activity levels to reduce risk of falls; and

Whereas, injuries from falls are a community health problem with many organizations, agencies, health care providers, and individuals working to raise awareness, provide resources to prevent falls, and help those who suffer from complications from falls; and

Whereas, the first day of autumn, September 22, 2016, has been declared “National Falls Prevention Awareness Day”, and the 2016 theme is “Ready, Steady, Balance: Prevent Falls in 2016”; and

Whereas, by legislative resolution of 2008, California has established the first week of autumn as “Falls Prevention Awareness Week”;

Now, Therefore, Be It Resolved that the week of September 22 through September 28, 2016, is hereby proclaimed as "Falls Prevention Awareness Week" in Cloverdale.

September 27, 2016

Mayor Mary Ann Brigham

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**CITY OF CLOVERDALE
CITY COUNCIL**

**A PROCLAMATION OF THE CITY COUNCIL OF THE CITY OF CLOVERDALE
HONORING MR. ARTURO IBLETO UPON HIS NINETIETH BIRTHDAY FOR HIS LIFETIME OF ACHIEVEMENT IN
SONOMA COUNTY**

Whereas, Arturo Ibleto was born to Italian parents in Argentina on October 2, 1926, and grew up in the Liguria region of northern Italy, where at age 17 he was conscripted into Mussolini's army and risked his life fleeing to join the Italian Resistance, which slowed and frustrated the German Army; and

Whereas, having survived eight days of hiding in a hole outside of his home with no food and water with enemy troops camped feet away, and having endured combat, despots, and constraints on personal freedom, Arturo left his home and family in 1949 to Sonoma County; and

Whereas, as a young immigrant who spoke no English, Arturo Ibleto took whatever work he could find and distinguished himself as an innovator, leader, and supreme achiever; and

Whereas, among his entrepreneurial efforts were a butcher shop, Christmas tree lot, limousine service and other enterprises which led to Ibleto's Spaghetti Palace at the Sonoma County Fairgrounds founded in the early 70s, and to Pasta King foods and catering, which introduced generations of initially reluctant diners to the splendor of pesto and polenta; and

Whereas, Arturo Ibleto established himself as a premier caterer, purveyor of freezer-case Italian foods, and winegrower, while always answering the many needs of Sonoma County and the world by providing free meals to fundraising events that raised many hundreds of thousands of dollars for causes throughout the community, and for disaster relief in places, like Japan, the Philippines and Nepal.

Therefore, Be It Resolved that the City Council of the City of Cloverdale does congratulate Mr. Arturo Ibleto on his 90th birthday, and proclaims its appreciation of his lifetime of achievement and generosity, as well as his steadfast commitment to the inestimable value of freedom, hard work and common sense.

Mary Ann Brigham, Mayor

Date

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**PROCLAMATION
OF THE CITY OF CLOVERDALE
COUNTY OF SONOMA, STATE OF CALIFORNIA
PROCLAIMING OCTOBER 5 THROUGH OCTOBER 15, 2016 AS
INTERNATIONAL JACK LONDON MUSEUM REMEMBRANCE DAYS**

Whereas, the United States of America and the Dominion of Canada share a common continent and history; and

Whereas, the historical benefits of mutual exploration have profoundly influenced both cultures; and

Whereas, the renowned writer Jack London has historical significance as an adventurer, explorer and chronicler of the times for Sonoma County and the Canadian Yukon; and

Whereas, the life of Jack London has created a common bond between Sonoma County, California and Dawson City, Yukon Territory, Canada; and

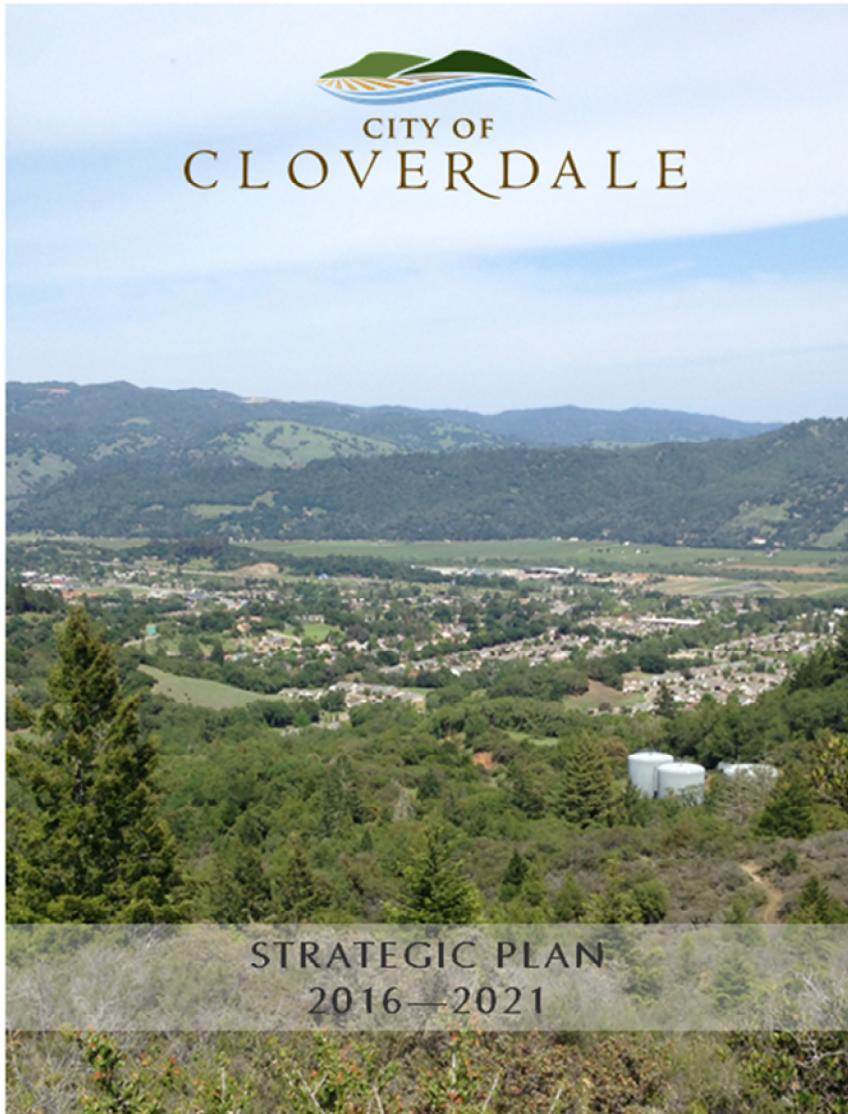
Whereas, the Cloverdale History Museum's Fall 2016 Jack London Classic Lecture and Film Series honors the centennial of his death and includes, Ms. Lulu Keating, representative from the Jack London Museum in Dawson City, Yukon Territory, Canada; and

Now therefore be it resolved, that the City of Cloverdale hereby proclaims October 5 through October 15, 2016, as a period of remembrance to celebrate the importance of the life and work of the author Jack London, and reaffirms its commitment to the preserving the significant relationship of the past with the present.

September 27, 2016

Mayor Mary Ann Brigham

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STRATEGIC PLAN
2016—2021

CITY OF CLOVERDALE STRATEGIC PLAN 2016 - 2021

Sue Haun, M.A., Consultant-Facilitator

Strategies 
BY DESIGN

September 27, 2016

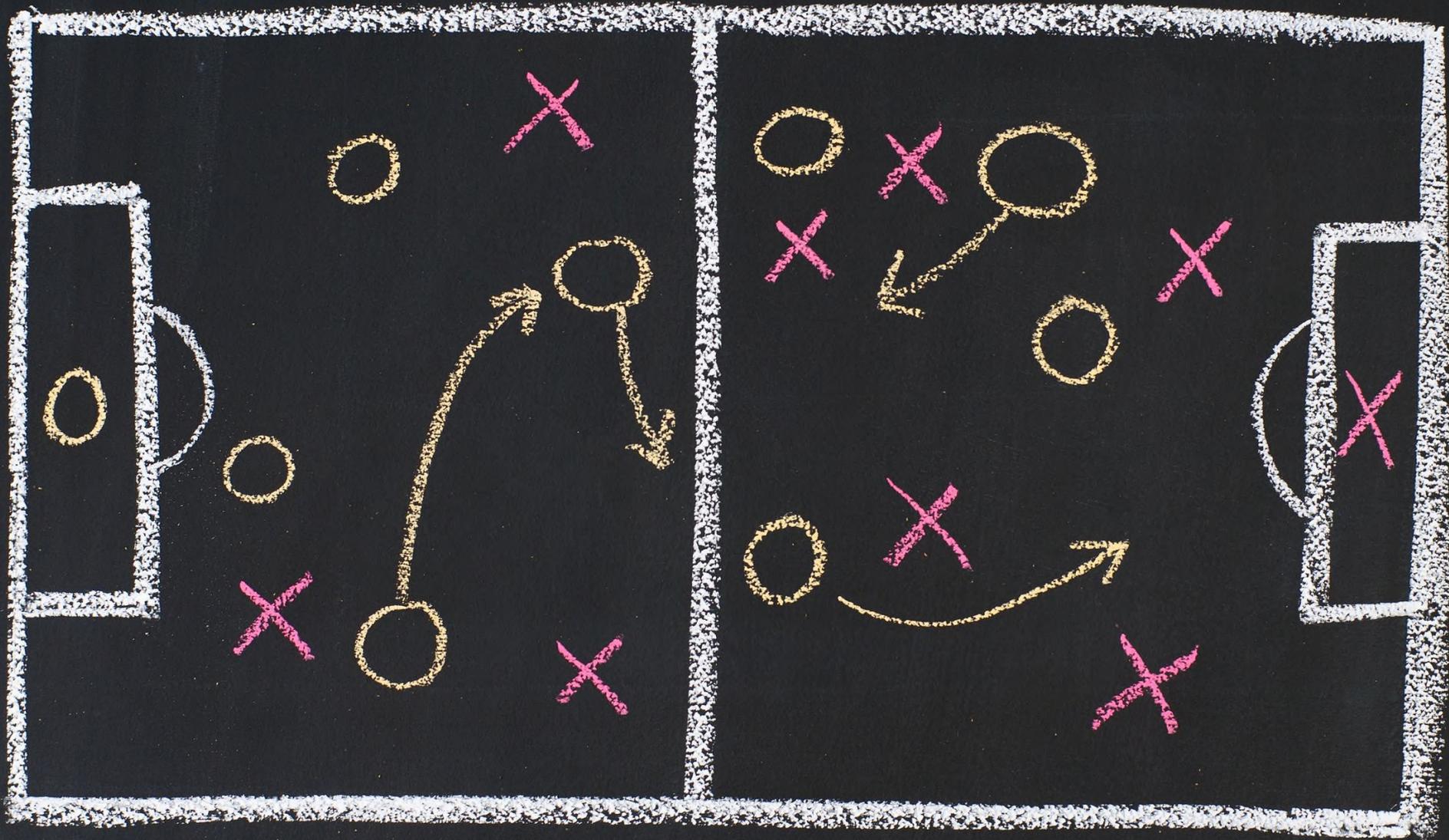


City of Cloverdale

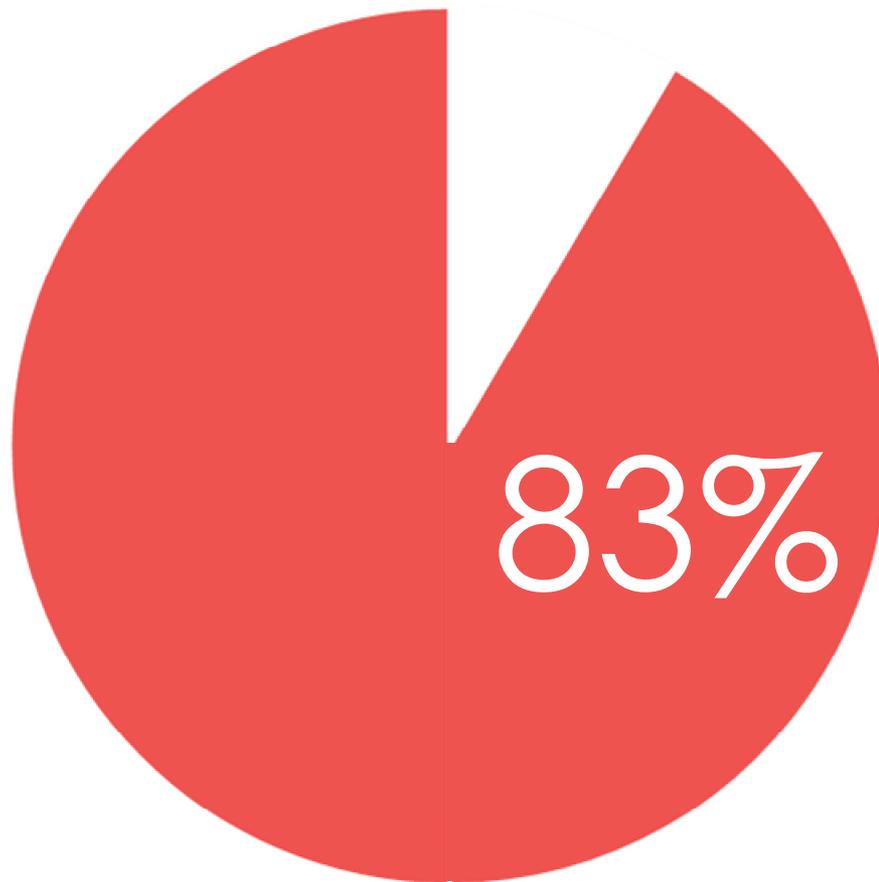
Strategic Plan 2016-2021



- **Overview of Strategic Plan Framework**
- **Next Steps & Implementing the Plan**
- **Questions**



What's Working? What Needs Improvement?



Employees

What's Working? What Needs Improvement?

240

City Customers

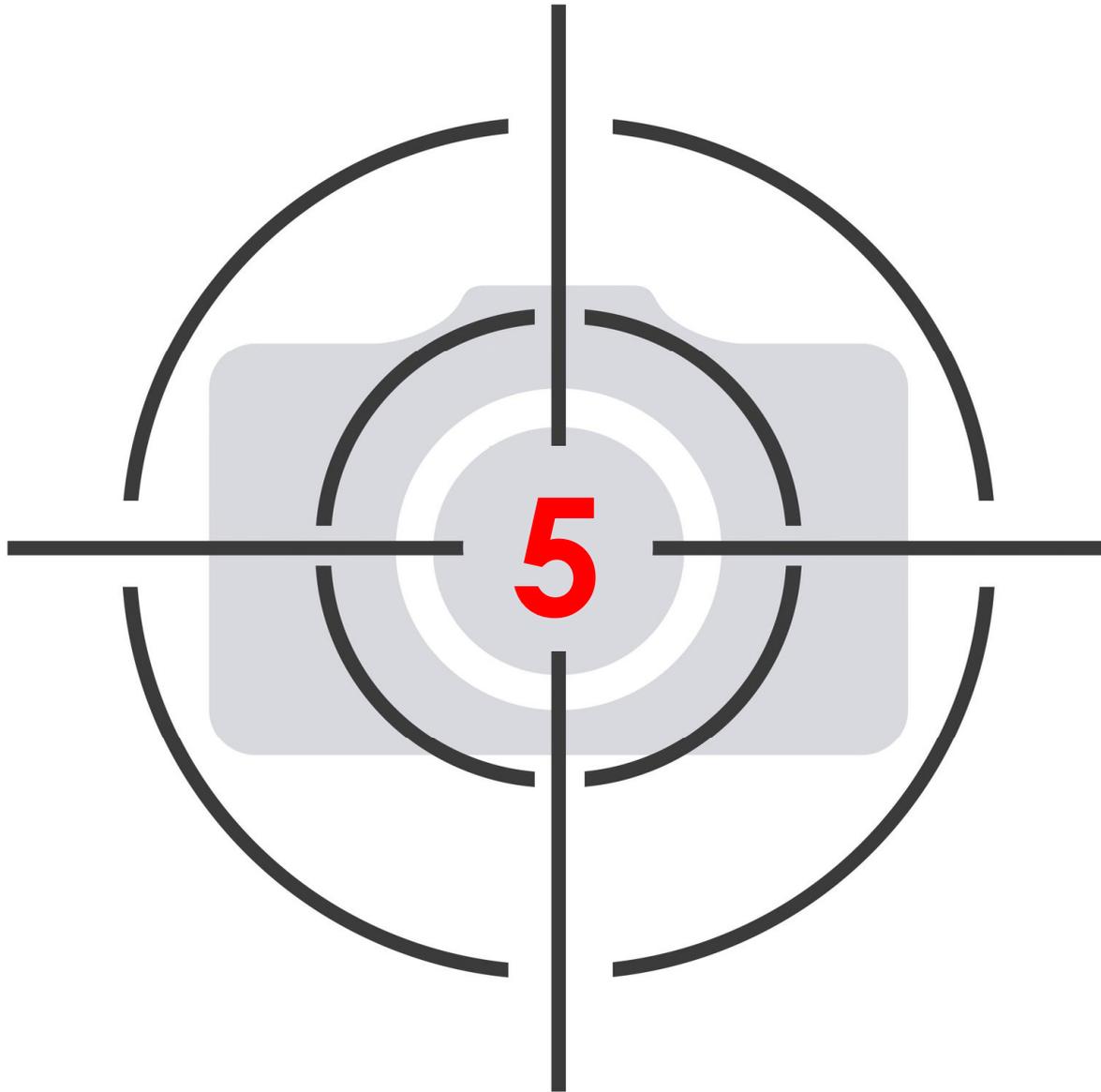
What's Working? What Needs Improvement?

21

Key Community Leaders









12 Most Important Performance Measures

Results-Oriented Government

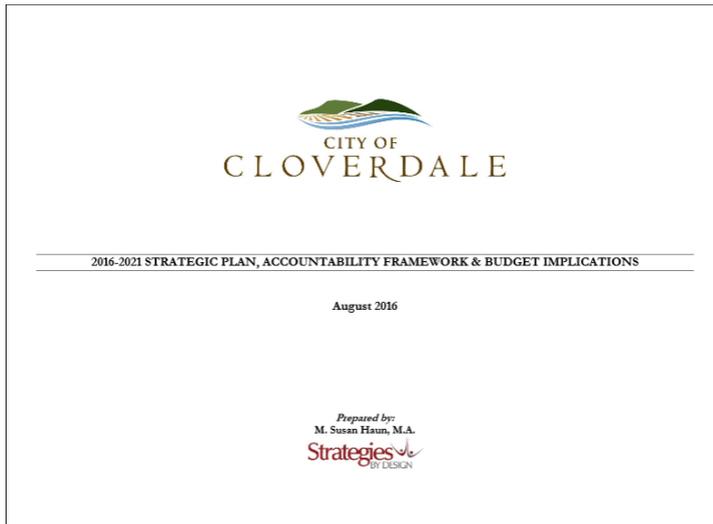


A Comprehensive Set of

Strategies



Implementation & Accountability Framework



- Leads / Person **Responsible** for EACH Strategy
- Council **Committee**, as applicable
- **Budget** Implications
- Broad **Time Frames** to Start

Next Steps



- **Action** Plans
- Customer **Survey**
- Monthly Review, **Progress** Checking & Evaluation
- Quarterly/Semi-Annual **Reports**
- **Alignment** with Annual Budget Process



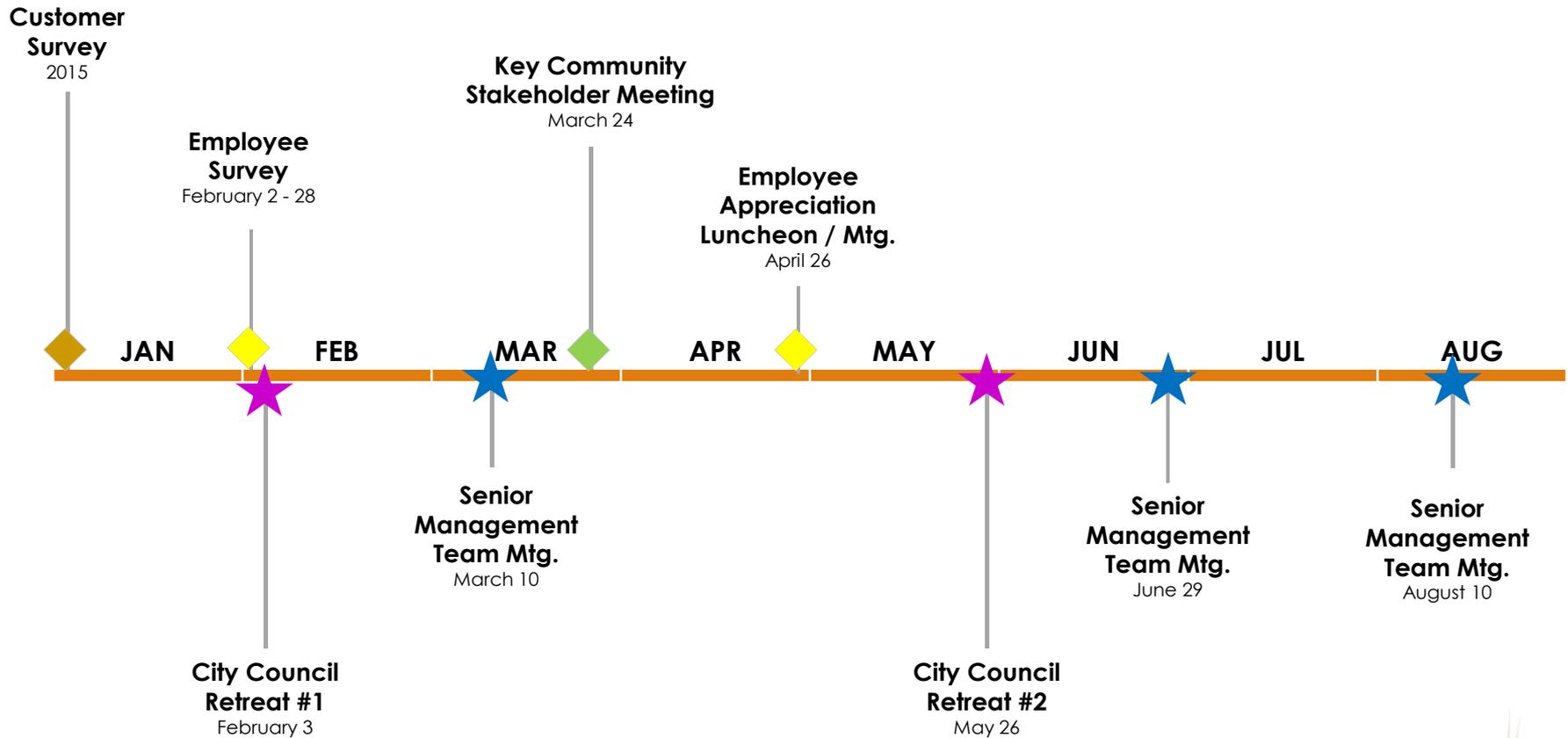
"What gets measured gets done."

John E. Jones



Strategic Planning Timeline

JAN – AUG 2016



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CITY OF
CLOVERDALE



STRATEGIC PLAN
2016—2021



A Message From The City Manager

In 2015, the City of Cloverdale embarked on a strategic planning process to establish our priorities for the subsequent five-year period. What follows is our Strategic Plan 2016-2021.

Our goal was to build on our accomplishments and to measure, in a quantifiable manner, our ability to deliver quality service through clearly definable strategic focal areas and performance measurements. Key to our strategic planning process was obtaining broad participation from the community to define what is important in terms of the quality of life in the city of Cloverdale. Our planning process included the following:

- Compiling existing information, including a community survey to which almost 250 residents responded to find out how satisfied citizens were with City services and the most important issues to address;
- A survey of the City's employees to identify what's working, what's not working and what needs improvement;
- A forum with 21 community stakeholders to evaluate City services and solicit suggestions for change;
- Meetings with the Cloverdale City Council members and Senior Management Team to identify strengths, weaknesses, opportunities and threats facing the City; and
- City Council and the Senior Management Team meetings to explore the implications for the City.

With this information serving as the basis for our decision-making, we redefined our Vision and Mission, and established five specific focal areas for our strategic plan:

- ◇ A Safe Community
- ◇ A Strong & Diverse Economy
- ◇ A Well-Maintained Infrastructure
- ◇ Thriving, Livable Neighborhoods
- ◇ A High-Performing Organization

The completion of this plan is a testament to the desire and commitment of the City Council, the organization, and the community to enhance the quality of life for our residents and patrons. As the City implements the various strategies and projects outlined in this document, City staff will continue to work diligently to build upon the partnerships we have with our community. Our organization faces many challenges, such as limited resources and staffing. However, I firmly believe this *Strategic Plan 2016-2021* will allow us to achieve an even higher level of service despite such challenges. Together, we can make Cloverdale even better.

Sincerely,

A handwritten signature in black ink that reads "Paul Cayler". The signature is written in a cursive, slightly slanted style.

Paul Cayler
City Manager

Cloverdale City Council



Mayor
MaryAnn Brigham



Vice Mayor
Augustine "Gus" Wolter



Council Member
Carol Russell



Council Member
Robert "Bob" Cox



Council Member
Joseph "Joe" Palla

Our Vision

A safe, vibrant and engaged community with a full range of business, housing, cultural and recreational opportunities for all.

Our Mission

To provide outstanding municipal services and programs, and to promote the safety, health, economic prosperity and quality of life in our community.

Senior Management Team

Paul Cayler
City Manager

David Kelley
Assistant City Manager /
Community Development
Director

Joanne Cavalleri
City Finance Manager

Stephen Cramer
Chief of Police

Mark Rincón
Public Works Director

STRATEGIC AREA No. 1

A SAFE COMMUNITY

Performance Measurement 1a

Reduce the level of violent crime in Cloverdale by 1% annually and property crime by 3% annually.

Strategies

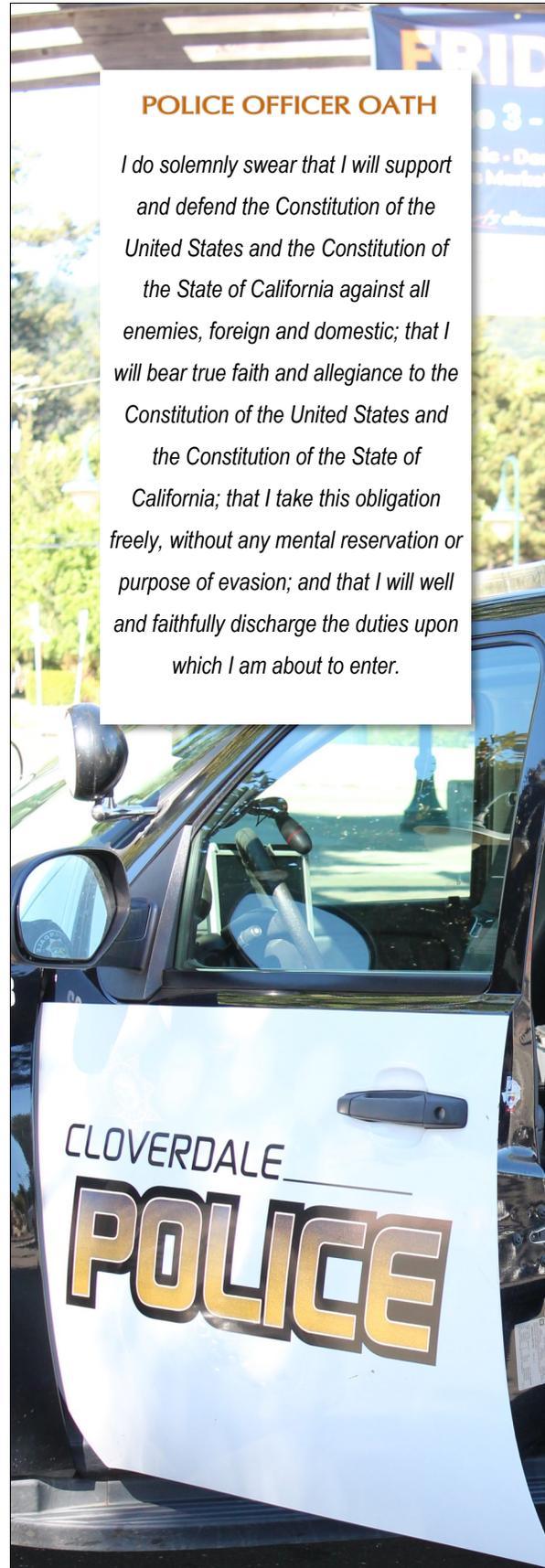
1. The Police Chief will analyze community crime problems weekly (e.g., arrests, traffic stops, reports taken, total incidents, graffiti, vandalism), analyze high crime areas, respond to changing crime trends, calls for service, and direct Sergeants and Patrol Officers regarding the targeted enforcement focus.
2. Officers will provide targeted enforcement of crime trends and neighborhood problems (e.g., assaults, traffic enforcement, marijuana cultivation, transient issues, abatement) and increase patrols per shift to proactively increase police presence, saturate the designated areas and reduce calls for service.
3. Officers will conduct foot patrols of the downtown area once a week, and proactively engage the downtown community by checking in with each business.
4. Sergeants will analyze cases that are returned from the District Attorney's office (e.g., rejected, dismissed or needs

PART 1 VIOLENT / PROPERTY CRIME		
	2014	2015
VIOLENT CRIMES		
HOMICIDE	0	0
RAPE	3	2
ROBBERY	3	5
ASSAULT	9	8
TOTAL	15	15
PROPERTY CRIMES		
BURGLARY	36	22
LARCENY / THEFT	120	88
VEHICLE THEFT	15	10
TOTAL	171	120
TOTAL VIOLENT AND PROPERTY CRIMES		
	186	135

further information), determine the cause, and identify solutions to increase clearance rates, and direct officers.

5. Officers will target repeat offenders by following their arrests through the Integrated Justice System and, once released, monitor arrestees to ensure compliance with probation.
6. Officers will follow-up on cold property crimes within two weeks in an attempt to identify a suspect and make an arrest.
7. Officers will complete an activity log every 30 minutes per shift to regularly communicate status with dispatch.
8. Coordinate with Sonoma County Multi-Agency Gang Network Enforcement Team (MAGNET) on gang-related issues when necessary to address emerging issues, and others agencies, e.g., Sonoma County Sheriff's Department, for strategic and tactical crime fighting.

9. The Department will notify residents about events, breaking news, emergency situations and other public safety alerts through Nixle email notification system, Nextdoor private social network for neighborhoods, social media, and through press releases.
10. Officers will conduct proactive code enforcement regarding blighted properties, and initiate a warning and/or enforcement, as well as proactively notify Public Works regarding street light outages.
11. Dispatch will reduce the average response times from call create time to dispatch time for: Priority One calls (in-progress, violent crime, injury traffic collision) – less than 1 minute 90% of the time; Priority Two calls (in-progress property crime, no-injury) – less than 3 minutes; and Priority Three calls (cold calls and follow-up) – less than 15 minutes.
12. The Department will distribute an Activity, Incidents and Arrests Report weekly to the media, City Administration and the City Council, and provide a crime trend summary, including crime incidents and arrests, in the Annual Report.
13. Officers will expand the number of Neighborhood Watch Groups by presenting the “Watch” concept and helping neighborhoods get organized, as well as support existing Groups by attending meetings and discussing community safety issues.



14. Maintain Drug Abuse Resistance Education (DARE) and Gang Resistance Education and Training (GREAT) programs, as well as School Resource Officer presence on campus and at school-related activities to promote gang resistance and drug awareness among youth.
15. Coordinate with other City Departments (e.g., Admin and Liaison Committee), Cloverdale Fire Protection District and county agencies, e.g., Sonoma County Sheriff's Department, Sonoma County Department of Health Services, etc. regarding mutual aid, information sharing and training on disaster preparedness, EOC exercises, readiness and emergency response (including clarifying roles and responsibilities).

brochures (e.g., Small Business Prevention Guide), presentations, and/or print media.

4. Expand community-oriented policing/partnerships to include the business, LGBT, Latino and Native American communities.
5. Plan and provide specialized security services, e.g., foot patrol, for Friday Night Live and other local community events.
6. Conduct an Open House annually and increase the number of community events hosted by the Police Department

Performance Measurement 1b

Decrease the fear of crime in Cloverdale to 10% as measured by an annual Community Survey.

Strategies

1. The Department will include in an annual City Community Survey questions to gauge resident's views on crime and the fear of crime, as well as satisfaction with police services.
2. Increase resident participation in police-information programs (e.g., Facebook, Twitter, Nixle, and Nextdoor).
3. Share prevention/safety information with the community monthly through the Department's website, social media,



ANNUAL INCIDENTS

2015 14,136

2014 15,041

(e.g., Coffee With a Cop, Fireside Chat or Star Wars Movie Night) to build relationships and promote community/police partnerships.

7. Increase the number of youth involved in police programs by implementing a Cadet/Explorer Program and

maintaining law enforcement-related electives (e.g., Introduction to Law Enforcement) at the high school.

8. Conduct a Citizen Academy every 2-3 years to acquaint individuals who are not sworn police officers with the activities of the Police Department including evidence collection, criminal procedures, and a ride-along with a police officer to experience a day in the life of a cop.
9. Conduct two Emergency Operations Center (EOC) meetings/exercises per year with the Cloverdale Fire District and City Departments, and coordinate with Sonoma County EOC, to enhance city-wide emergency preparedness.

* * * * *



STRATEGIC AREA No. 2

A STRONG & DIVERSE ECONOMY

Performance Measurement 2a

Increase travel, tourism and local shopping, as measured by an annual increase in sales tax, transient occupancy tax and property tax revenues, by 5%, 5% and 3%, respectively.

Strategies

1. Collaborate with Sonoma County Tourism, Cloverdale Chamber of Commerce and local businesses to implement the Cloverdale Marketing and Promotion Program which includes enhancing the county's GO LOCAL campaign, supporting a unified marketing message for the City, increasing networks among local and regional business in order to expand the local market, and seeking new opportunities through outreach to niche markets.
2. Establish a refreshed brand identity for the community of Cloverdale.
3. Minimize sales tax "leakage" by providing a broad cross-section and variety of retail businesses in the community through a targeted recruitment program, and by increasing the number of restaurants and other

local-serving businesses.

4. Host regular public events that showcase downtown merchants, music and food, e.g., Friday Night Live, Farmer's Market, etc. and collaborate with local businesses to conduct events that showcase their business, e.g., a beer fest by local breweries, skydiving at the airport, etc.
5. Utilize the airport for skydiving and other special and community events, and promote activities at the airport through the website, social media and/or print media.
6. Support existing partnerships (e.g., Cloverdale Arts Alliance, Cloverdale Chamber of Commerce, Citrus Fair, Sonoma County Tourism, local Cloverdale businesses, etc.) and develop new partnerships for promotional



FACT!

TOTAL ACTIVE BUSINESSES IN CLOVERDALE — 709! 2016

opportunities, such as event sponsorships, co-op promotions, collateral sponsorships, etc.

7. Meet at least quarterly with key stakeholders – including Chamber of Commerce Board of Directors, Business Round Table, Economic Development Board – to communicate, coordinate and conduct business outreach.
8. Establish local laws and ordinances regarding cannabis, determine which licenses are permitted locally (e.g., for cultivation, manufacturing, etc.), and ensure local policies and taxes are consistent with state law.
9. Implement parking improvements along the Boulevard that are compliant with the American's with Disabilities Act to increase access to local businesses by people of all abilities, and reduce parking-related costs for existing and new businesses.
10. Ease signage requirements by updating the City's Zoning Ordinance to provide flexible options for the types of signs businesses can use, sizes, designs and placement.
11. Update the zoning policy with input from the community to identify and implement strategies for enhancing the transient occupancy tax (TOT), and





educate the public regarding zoning regulations for the share economy, e.g., Airbnb, Vrbo and others, to ensure regulations are met and TOT is paid to the City.

12. Conduct a quarterly review of Sales Tax and biennial review of the Transient Occupancy Tax, provide a report to the City Council and publish a report on the City's website.

Performance Measurement 2b

Increase the number of new and renewed business licenses issued by 10%.

Strategies

1. Develop tax abatements, grants, and other special incentives to decrease vacant downtown commercial space and promote downtown development.
2. Work with building owners and realtors to address vacant commercial space by defining and promoting what Cloverdale has to offer.
3. Increase living wage jobs by recruiting industrial development, manufacturing and technology businesses to locate in the City.
4. Establish a Business Visitation Program to enhance lines of communication with Cloverdale's business community, learn about business concerns and issues, anticipate any needs or problems, and how the City can help businesses succeed.
5. Streamline the local permitting process to result in less time and costs by improving communication with permit applicants (e.g., single point of contact).





and permitting flow charts and checklists), especially for those applicants who have limited experience and staffing capacity, by standardizing the permitting process, by providing technical assistance as needed, and by developing an online application for routine permits.

6. Review the fee schedule annually and adjust fees based on actual costs.
7. Educate the community regarding the permit process and fee schedule at least annually via the website, social media and/or print media.
8. Reduce the time for plan-checking from 8-12 weeks to 2-4 weeks by identifying and contracting with multiple plan checkers to provide options for large development projects, and by building capacity to conduct counter plan checks for small to medium projects online.
9. Recover development costs by designing and implementing a Project Tracking Form/System to monitor development projects, document project changes and collect appropriate fees.
10. Distribute a Development Report (including building permit activity, current planning projects, changes in laws, an approved projects list, etc.) monthly to the City Council, and quarterly to the community and development-related partners (e.g., Chamber of Commerce, local building industry forums, community groups) through the Department's website, social media, presentations, and/or print media.
11. Review permits on a per application basis to maximize flexibility in zoning and planning requirements.

STRATEGIC AREA No. 3

A WELL-MAINTAINED INFRASTRUCTURE

Performance Measurement 3a

Decrease the amount of unaccounted for water to 10% or less, compared with the amount of water produced, on an annual basis.

Strategies

1. Repair water main breaks within an average of 72 hours and sewer obstructions within an average of 1 hour or less.
2. Conduct preventative maintenance as scheduled including a biennial check of the water system for leaks (by a contracted firm) and repair any leaks identified with 30 days.
3. To decrease unaccounted for water, replace an average of 5 old meters per month with newer, more accurate meters.
4. To promote water conservation, distribute the Water Conservation Rate Report (using 2013 as the base year) semi-annually to the City Council and educate the community on water conservation methods through the website, social media, notices in the utility bills, and/or print media.
5. Proactively monitor and manage water use efficiency quarterly or as needed by reviewing gallons used per day per capita to ensure

adequate water supply and support long term planning.

6. Maintain sufficient capacity to serve water in a safe and reliable manner, and ensure service request is consistent with adopted local plans and development regulations.
7. Protect water rights for the Russian River by participating in local water shed agency meetings and advocating for the City's interests.
8. Evaluate the Water/Waste Water Rate Study every 3 years to determine rate adjustments, if any, and ensure adequate resources to capture critical long-term capital needs.
9. Perform annual measurements to monitor and update the condition of assets - water supply, wastewater and collection/distribution systems - and ensure adequate funding for repair, rehabilitation, replacements and/or improvement costs in future budgets.
10. Implement an ArcGIS-based analytical asset management and capital planning



software, or similar tool, to develop a Deferred Maintenance Plan, and prioritize maintenance and replacement for infrastructure.

11. Complete Wastewater Treatment Plant renewal permit application (NDPES permit) when due, including new mandates.

Performance Measurement 3b

Increase the percentage of City roads that meet the Pavement Condition Index target of 70 to 5%.

Strategies

1. Develop and implement the City's Capital Improvement Program in coordination with the Deferred Maintenance Plan by scheduling priority projects with the Public Works Department on an annual basis utilizing ArcGIS-based analytical asset management and capital planning software, or similar tool.
2. Distribute biennial Pavement Condition Index (PCI) Report which indicates improvements in the streets and compares Cloverdale with other jurisdictions (Sonoma County Transportation Authority and Regional Climate Protection Agency) to the City Council and to the community via the website, presentations, and/or print media, as well as benefits and limitations of transportation/roads funding.
3. Evaluate the PCI Report to determine which roads need to be repaired, priorities for repair and funding sources; incorporate any changes into the Capital Improvement Program and/or Deferred Maintenance Plan.

4. Increase Transportation Capital Projects Funding by exploring different strategies to compensate for the decrease in gas tax revenues due to an increase in electric vehicle use; strategies may include a local tax, a reform of the state and federal gas tax, or a special road improvement tax, as examples.
5. Monitor and manage development impact fees biennially to support future growth and development of infrastructure in the City.

Performance Measurement 3c

Increase the number/percentage of city-owned buildings, parks, etc. that are well-maintained.

Strategies

1. Develop a complete inventory of all assets to determine the scope of improvements needed to sustain the City's current infrastructure investment.
2. Develop a five-year Deferred Maintenance Plan to strategize and finance funded and unfunded needs.
3. Develop a Capital Improvement Plan to identify capital projects and equipment purchases, a planning schedule, and options for financing the plan — including updating City Hall to meet current and future needs and compliance with codes, parking and plaza revision, and other projects.
4. Expand the General Fund to address Deferred Maintenance Backlog and select Capital Improvement Projects.
5. Construct a new and modernized public safety facility that is earthquake safe and that includes a secure entry point (sally port), interview rooms, secure area for police vehicles, and other modern features to enable police to better

THRIVING, LIVABLE NEIGHBORHOODS

Performance Measurement 4a

Increase the supply of affordable housing units, including very low, low and moderate income units, by 5% per year.

Strategies

1. Establish and update annually an Inclusionary Housing Ordinance In Lieu Fee to help finance affordable housing projects by the City; update Ordinance to affiliate affordable housing production and establish a nexus to extend Inclusionary Zoning Ordinance to rental housing projects.
2. Encourage construction of affordable and senior housing by providing technical assistance to developers to implement Density Bonus Provisions of the Zoning Ordinance in accordance with Government Code Section 69515.
3. Encourage construction of secondary units throughout the City by reducing regulatory barriers in the City's current Zoning Ordinance, particularly restrictions pertaining to setbacks (required distance of structures from property lines).
4. Update the City's Zoning Ordinance to decrease parking and increase density requirements.
5. Determine a preferred design (i.e., size and type of project) and implement affordable housing alternatives for city-owned land parcels (e.g., the Cherry Creek Property) that meets the needs of the community.
6. Research, identify and evaluate options citywide based on the building code regarding the re-use of commercial or industrial buildings that are currently underutilized or vacant for mixed-use residential projects.
7. Ensure compliance with the City's Housing Ordinance by requiring rental and ownership housing projects that meet specified criteria to provide a minimum of 15% affordable units.
8. To address substandard housing, implement a Code Enforcement Program that includes: 1) responding to complaints initiated by occupants of rental units, Code Enforcement staff, and other internal/external agencies; and 2) by actively enforcing the California Health and Safety code 17920.3 as well as other regulations relating to building violations, zoning violations and lack of proper maintenance to the dwelling units.
9. Maintain transitional housing locally (e.g., Wallace House and Cherry Creek) and coordinate with regional programs and services (e.g., Community Development Commission and County Social Services) to mitigate homelessness and support the homeless in the community.
10. Maintain the stock of existing affordable housing units (275 units) to assist working poor and veterans in the community.
11. Expand affordable housing opportunities for persons with special housing needs including the elderly, disabled, large families, farmworkers, homeless persons, households with extremely low to moderate income, and first-time home buyers.

Performance Measurement 4b

Increase the percentage of citizens that report regular leisure activity, and utilization of parks and programs by 5% annually.

Strategies

1. Develop new community and neighborhood parks and recreation amenities (including dog parks, skate parks, baseball fields and soccer fields, as well as trails and open spaces) by engaging the community to identify potential sites, developing preliminary plans and identifying funding sources for construction.
2. Support the construction, maintenance, improvement, and utilization of infrastructure for alternative means of transportation (e.g., bike lanes, walking trails, sidewalks) through grants and other dedicated funding sources.
3. Maintain and support local and regional transit services for city residents, including extending passenger rail service (SMART Train) to the City of



Cloverdale, by participating on the SMART Board of Directors, writing letters of support and utilizing funding provided by existing \$.005 sales tax.

4. Develop and Implement a “Complete Streets” transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.
5. In collaboration with the Public Works and Police Departments, manage traffic flow by analyzing traffic-related complaints quarterly, determine the need for calming strategies, as well as the appropriate long-term traffic calming solution (vertical deflections, horizontal shifts and roadway narrowings, etc.) to address the issue.
6. Mobilize community partnerships and resources to achieve equity and improve health of City residents by establishing a Local Health Action Network Chapter. A broad range of representatives, including Sonoma County, regional health organizations, local Latino populations and other health groups, will be included to implement and coordinate activities with Sonoma County Health Action.
7. Collaborate with the Arts Alliance and local artist groups to hold events celebrating art in the plaza, parks and other City-controlled open space.
8. Provide access to complementary services and public facilities, including access to healthy food options through farmer’s markets, community gardens, etc.

STRATEGIC AREA No. 5

A HIGH PERFORMING ORGANIZATION

Performance Measurement 5a

Increase sustained funding and revenue growth for city services, program activities and operations by 5%.

Strategies

1. Contain costs and increase operational efficiency by fostering a culture of continuous improvement, including strategic and tactical planning, and collaborative, creative problem-solving.
2. Identify best practices and opportunities for process improvement and automation across City departments in order to provide effective and efficient delivery of City services to the community.
3. Every department is responsible for aligning their work to support strategic plan implementation (five-year time horizon with annual updates) and performance measures.
4. Promote data-driven accountability by developing a citywide structure of accountability, championing the importance of collecting, managing and using data for continual process improvement
5. Align the annual budgeting process with the City's strategic plan and strategic performance measures, starting at the mid-year budget report and budget development process.
6. To achieve less than 1% difference between budgeted and actual expenses, review estimated revenues and prior year expenditures; prioritize department, city council and community wish lists.
7. Monitor expenditures and budget on a monthly basis, and revenues on a quarterly basis, to contain costs and address emerging issues.
8. Update existing Reserves Policy with the City Council and determine amount to set aside annually to increase the General Fund Balance from 13% to 25% (per current policy) and maintain adequate financial reserves.
9. Develop and deploy a long-range financial planning process, including an annual audit of Measure O and a strategy to address the possibility of it sun setting in 2023, to ensure financial sustainability.

Performance Measurement 5b

Increase transparency by 10% annually.

Strategies

1. Proactively communicate with Cloverdale residents in an effort to encourage participation in government processes; share information; and educate and engage the public via the website, social media, and the City Manager's/Department Reports.



2. Determine and implement a strategy to consolidate the City Manager's weekly report, and the bi-weekly/monthly reports regarding Public Safety, Community/Economic Development, Finances and Public Works into one report.
3. Increase updates to the website to a minimum of twice a month and social media posts to once a week.
4. Increase visitors to the City's website and the number of social media followers by promoting online services and encouraging e-access.
5. Provide annual budgets and report of expenditures on the website, in an easy to understand format, for public review and comment.
6. Provide easy access to information by the public by creating an electronic file for archived documents.
7. Identify an e-management system for the website that allows a variety of features such as online keyword searches and archived records, identify funding source, purchase equipment, then allocate resources to upload old paper documents.

2015 CUSTOMER SURVEY

HOW WOULD YOU RATE THE PROFESSIONALISM OF THE SERVICES YOU RECEIVED? *Good / Outstanding* **70%**

HOW WOULD YOU RATE THE OVERALL QUALITY OF THE SERVICE YOU RECEIVED? *Good / Outstanding* **63%**

8. Ensure all (100%) available board/ commission/committee member slots are filled by community members.
9. Post City Council agenda packets at least 72 hours in advance of meetings, minutes within 21 days, and audio recordings within 1 day of each meeting.
10. Work with cable provider to utilize channels for public broadcasting to televise City Council meetings live on cable and a YouTube link, identify equipment needed, staffing and funding sources.
11. Determine a strategy to upgrade City Council materials using Granicus for online agenda development and posting of minutes and other materials related to

the City Council meetings; identify funding sources and other resources.

Performance Measurement 5c

Increase community satisfaction of city services to 85% as measured by an annual community survey.

Strategies

1. The City of Cloverdale will conduct a community survey annually. The purpose of the survey is to gauge resident's satisfaction of all city services,

including police services and access to online services, e.g., paying utility bills, city council agendas and minutes, etc.

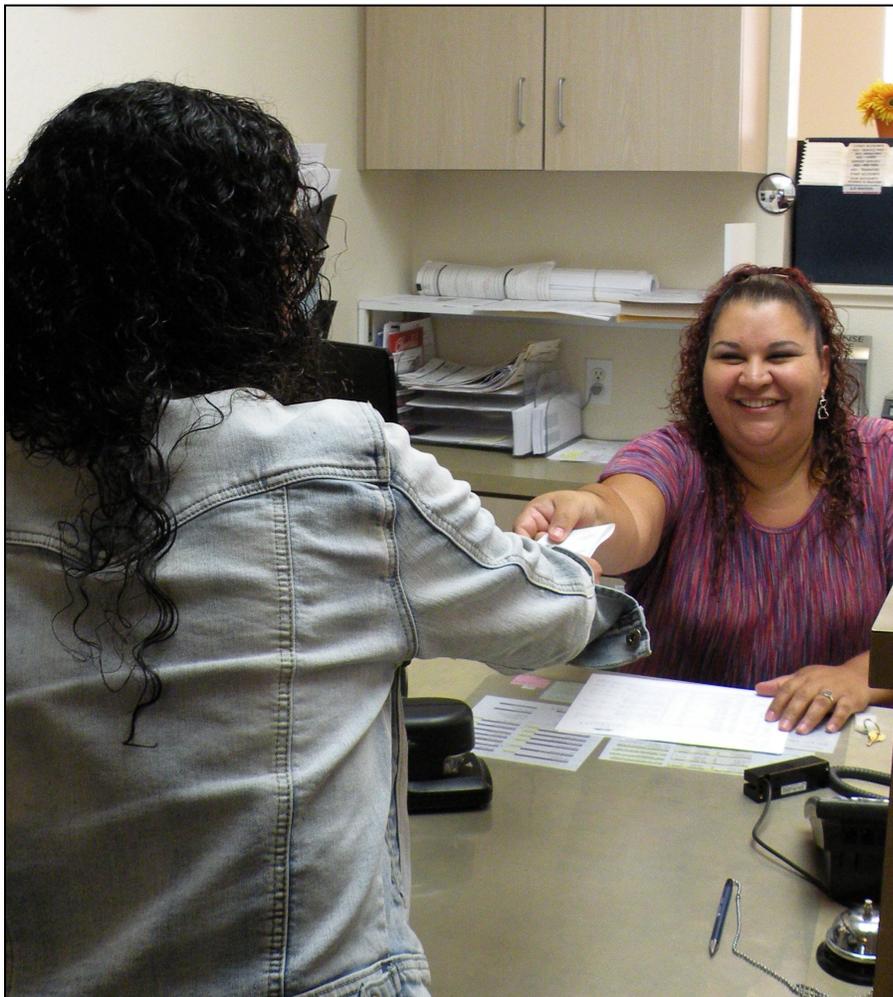
2. Increase the use of online services by residents by 10% per year (e.g., the number of online payments, the number of permit applications done online, and the number of business licenses paid online) by promoting online services to residents and ensuring user-friendly interfaces.

3. Expand the availability of online services for residents by 10% annually to include expanding access through the document/records management system to allow keyword searches for public

records request, ability for citizen's to alert the City regarding potholes, power outages, and issues with street lights (instead of the current report form).

4. Develop and implement a Customer Services Training module annually for all departments; identify the appropriate training resource, as well as funding source.

5. Complete the process of cataloguing and destroying records that no longer need to be physically maintained to provide easy access through document/records management system.



6. Submit nominations and applications for state and regional recognition projects that highlight Cloverdale and city staff as recognition awards become available.
7. Develop a recognition system, e.g., employee lunches, for acknowledging departments and/or employees for meeting strategic plan performance measures and increasing customer satisfaction.
8. Cross train to build city capacity to provide services and ensure a positive customer experience.
9. Conduct succession planning to ensure plans are in place to address potential vacancies for critical positions including, but not limited to, Senior Management positions.

* * * * *



CITY OF CLOVERDALE STRATEGIC PLAN 2016-2021

For more information, contact:

CLOVERDALE CITY HALL

124 N. Cloverdale Blvd. ~ Cloverdale, California 95425

Phone: (707) 894-2521 ~ Fax: (707) 894-3451

For additional copies of this plan visit www.cloverdale.net

PAUL CAYLER, CITY MANAGER



2016-2021 STRATEGIC PLAN, ACCOUNTABILITY FRAMEWORK & BUDGET IMPLICATIONS

August 2016

Prepared by:
M. Susan Haun, M.A.
Strategies 
BY DESIGN

Strategic Focal Area #1: A Safe Community

Performance Measure 1a. By June, 30, 2021, reduce the level of violent crime in Cloverdale by 1% annually and property crime by 3% annually (measured by the Uniform Crime Index and Records Integrated Management System, respectively).

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. The Police Chief will analyze community crime problems weekly (e.g., arrests, traffic stops, reports taken, total incidents, graffiti, vandalism), analyze high crime areas, respond to changing crime trends, calls for service, and direct Sergeants and Patrol Officers regarding the targeted enforcement focus.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
2. Officers will provide targeted enforcement of crime trends and neighborhood problems (e.g., assaults, traffic enforcement, marijuana cultivation, transient issues, abatement) and increase patrols per shift to proactively increase police presence, saturate the designated areas and reduce calls for service.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
3. Officers will conduct foot patrols of the downtown area once a week, and proactively engage the downtown community by checking in with each business.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
4. Sergeants will analyze cases that are returned from the District Attorney's office (e.g., rejected, dismissed or needs further information), determine the cause, and identify solutions to increase clearance rates, and direct officers.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
5. Officers will target repeat offenders by following their arrests through the Integrated Justice System and, once released, monitor arrestees to ensure compliance with probation.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
6. Officers will follow-up on cold property crimes within two weeks in an attempt to identify a suspect and make an arrest.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
7. Officers will complete an activity log every 30 minutes per shift to regularly communicate status with dispatch.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
8. Coordinate with Sonoma County Multi-Agency Gang Network Enforcement Team (MAGNET) on gang-related issues when necessary to address emerging issues, and others agencies, e.g., Sonoma County Sheriff's Department, for strategic and tactical crime fighting.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
9. The Department will notify residents about events, breaking news, emergency situations and other public safety alerts through Nixle email notification system, Nextdoor private social network for neighborhoods, social media, and through press releases.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
10. Officers will conduct proactive code enforcement regarding blighted properties, and initiate a warning and/or enforcement, as well as proactively notify Public Works regarding street light outages.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
11. Dispatch will reduce the average response times from call create time to dispatch time for: Priority One calls (in-progress, violent crime, injury traffic collision) – less than 1 minute 90% of the time; Priority Two calls (in-progress property crime, no-injury) – less than 3 minutes; and Priority Three calls (cold calls and follow-up) – less than 15 minutes.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
12. The Department will distribute an Activity, Incidents and Arrests Report weekly to the media, City Administration and the City Council, and provide a crime trend summary, including crime incidents and arrests, in the Annual Report.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
13. Officers will expand the number of Neighborhood Watch Groups by presenting the "Watch" concept and helping neighborhoods get organized, as well as	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
support existing Groups by attending meetings and discussing community safety issues.								
14. Maintain Drug Abuse Resistance Education (DARE) and Gang Resistance Education and Training (GREAT) programs, as well as School Resource Officer presence on campus and at school-related activities to promote gang resistance and drug awareness among youth.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
15. Coordinate with other City Departments (e.g., Admin and Liaison Committee), Cloverdale Fire Protection District and county agencies, e.g., Sonoma County Sheriff's Department, Sonoma County Department of Health Services, etc. regarding mutual aid, information sharing and training on disaster preparedness, EOC exercises, readiness and emergency response (including clarifying roles and responsibilities).	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing

Performance Measure 1b. By June 30, 2021, decrease the fear of crime to 10% as measured by an annual Community Survey (the survey is linked to the survey in SFA #5).

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. The Department will include in an annual City Community Survey questions to gauge resident's views on crime and the fear of crime, as well as satisfaction with police services.	PD	Finance, Admin & Police		X	\$500	Recurring	FY 2016-2017	Annually
2. Increase resident participation in police-information programs (e.g., Facebook, Twitter, Nixle, and Nextdoor).	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
3. Share prevention/safety information with the community monthly through the Department's website, social media, brochures (e.g., Small Business Prevention Guide), presentations, and/or print media.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
4. Expand community-oriented policing/partnerships to include the business, LGBT, Latino and Native American communities.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
5. Plan and provide specialized security services, e.g., foot patrol, for Friday Night Live and other local community events.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
6. Conduct an Open House annually and increase the number of community events hosted by the Police Department (e.g., Coffee With a Cop, Fireside Chat or Star Wars Movie Night) to build relationships and promote community/police partnerships.	PD	Finance, Admin & Police	X	X	Open House - \$200; Coffee With A Cop - \$200; Star Wars - \$300	Recurring	FY 2016-2017	Ongoing
7. Increase the number of youth involved in police programs by implementing a Cadet/Explorer Program and maintaining law enforcement-related electives (e.g., Introduction to Law Enforcement) at the high school.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
8. Conduct a Citizen Academy every 2-3 years to acquaint individuals who are not sworn police officers with the activities of the Police Department including evidence collection, criminal procedures, and a ride-along with a police officer to experience a day in the life of a cop.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing
9. Conduct two Emergency Operations Center (EOC) meetings/exercises per year with the Cloverdale Fire District and City Departments, and coordinate with Sonoma County EOC, to enhance city-wide emergency preparedness.	PD	Finance, Admin & Police	X				FY 2016-2017	Ongoing

Strategic Focal Area #2: A Strong & Diverse Economy

Performance Measure 2a. By June, 30, 2021, increase travel, tourism and local shopping, as measured by an annual increase in sales tax, transient occupancy tax and property tax revenues, by 5%, 5% and 3%, respectively. (Data sources: State Bureau of Equalization, City of Cloverdale and Sonoma County Assessor’s Office) (Report establishing baselines at June 30, 2016 will be available at the end of August. Resp.: Joanne.)

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Collaborate with Sonoma County Tourism, Cloverdale Chamber of Commerce and local businesses to implement the Cloverdale Marketing and Promotion Program which includes enhancing the county’s GO LOCAL campaign, supporting a unified marketing message for the City, increasing networks among local and regional business in order to expand the local market, and seeking new opportunities through outreach to niche markets.	CD	Planning & Community Development	X		Chamber of Commerce - \$18,000	Recurring	FY 2016-2017	Annually
2. Establish a refreshed brand identity for the community of Cloverdale.	CD	Planning & Community Development		X	\$7,500 - \$15,000	One-time	FY 2016-2017	FY 2016-2017
3. Minimize sales tax “leakage” by providing a broad cross-section and variety of retail businesses in the community through a targeted recruitment program, and by increasing the number of restaurants and other local-serving businesses.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
4. Host regular public events that showcase downtown merchants, music and food, e.g., Friday Night Live, Farmer’s Market, etc. and collaborate with local businesses to conduct events that showcase their business, e.g., a beer fest by local breweries, skydiving at the airport, etc.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
5. Utilize the airport for skydiving and other special and community events, and promote activities at the airport through the website, social media and/or print media.	CD	Airport		X	\$2,500 - \$5,000	Recurring	FY 2017-2018	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
6. Support existing partnerships (e.g., Cloverdale Arts Alliance, Cloverdale Chamber of Commerce, Citrus Fair, Sonoma County Tourism, local Cloverdale businesses, etc.) and develop new partnerships for promotional opportunities, such as event sponsorships, co-op promotions, collateral sponsorships, etc.	CD	Planning & Community Development	X - \$350	X	\$1,500 - \$2,500	Recurring	FY 2016-2017	Annually
7. Meet at least quarterly with key stakeholders – including Chamber of Commerce Board of Directors, Business Round Table, Economic Development Board – to communicate, coordinate and conduct business outreach.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
8. Establish local laws and ordinances regarding cannabis, determine which licenses are permitted locally (e.g., for cultivation, manufacturing, etc.), and ensure local policies and taxes are consistent with state law.	CD	Finance, Admin & Police	X				FY 2016-2017	FY 2017-2018
9. Implement parking improvements along the Boulevard that are compliant with the American’s with Disabilities Act to increase access to local businesses by people of all abilities, and reduce parking-related costs for existing and new businesses.	CD	Public Works		X	\$35,000 per space (est. 2-3 spaces)	One-time	FY 2016-2017	FY 2017-2018
10. Ease signage requirements by updating the City’s Zoning Ordinance to provide flexible options for the types of signs businesses can use, sizes, designs and placement.	CD	Planning & Community Development	X				FY 2016-2017	FY 2016-2017
11. Update the zoning policy with input from the community to identify and implement strategies for enhancing the transient occupancy tax (TOT), and educate the public regarding zoning regulations for the share economy, e.g., Airbnb, Vrbo and others, to ensure regulations are met and TOT is paid to the City.	CD	Planning & Community Development	X				FY 2016-2017	FY 2016-2017

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
12. Conduct a quarterly review of Sales Tax and biennial review of the Transient Occupancy Tax, provide a report to the City Council and publish a report on the City's website.	CD	Finance, Admin & Police	X				FY 2016-2017	Ongoing

Performance Measure 2b. By June 30, 2021, increase the number of new and renewed business licenses issued in Cloverdale by 10%. (Baseline at June 30, 2016 – 709 active business licenses; 383 are Cloverdale-based businesses. Target is 2% per year average, an additional 71 businesses, 780 total business licenses.)

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Develop tax abatements, grants, and other special incentives to decrease vacant downtown commercial space and promote downtown development.	CD	Planning & Community Development	X				FY 2016-2017	FY 2016-2017
2. Work with building owners and realtors to address vacant commercial space by defining and promoting what Cloverdale has to offer.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
3. Increase living wage jobs by recruiting industrial development, manufacturing and technology businesses to locate in the City.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
4. Establish a Business Visitation Program to enhance lines of communication with Cloverdale's business community, learn about business concerns and issues, anticipate any needs or problems, and how the city can help businesses succeed.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
5. Streamline the local permitting process to result in less time and costs by improving communication with permit applicants (e.g., single point of contact and permitting flow charts and checklists), especially for those applicants who have limited experience and staffing capacity, by standardizing the permitting process, by providing technical assistance as needed,	CD	Planning & Community Development	X				FY 2016-2017	FY 2016-2017

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
and by developing an online application for routine permits.								
6. Review the fee schedule annually and adjust fees based on actual costs.	CD	Finance, Admin & Police	X				FY 2016-2017	Annually
7. Educate the community regarding the permit process and fee schedule at least annually via the website, social media and/or print media.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
8. Reduce the time for plan-checking from 8-12 weeks to 2-4 weeks by identifying and contracting with multiple plan checkers to provide options for large development projects, and by building capacity to conduct routine permits for small to medium projects online.	CD	Planning & Community Development	X				FY 2016-2017	FY 2016-2017
9. Recover development costs by designing and implementing a Project Tracking Form/System to monitor development projects, document project changes and collect appropriate fees.	CD	Planning & Community Development	X				FY 2016-2017	FY 2016-2017
10. Distribute a Development Report (including building permit activity, current planning projects, changes in laws, an approved projects list, etc.) monthly to the City Council, and quarterly to the community and development-related partners (e.g., Chamber of Commerce, local building industry forums, community groups) through the Department's website, social media, presentations, and/or print media.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
11. Review permits on a per application basis to maximize flexibility in zoning and planning requirements.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing

Strategic Focal Area #3: A Well-Maintained Infrastructure

Performance Measure 3a. By June, 30, 2021, decrease the amount of unaccounted for water to 10% or less (compared with the amount of water produced) on an annual basis.

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Repair water main breaks within an average of 72 hours and sewer obstructions within an average of 1 hour or less.	PW	Public Works	X				FY 2016-2017	Ongoing
2. Conduct preventative maintenance as scheduled including a biennial check of the water system for leaks (by a contracted firm) and repair any leaks identified with 30 days.	PW	Public Works	X				FY 2017 - 2018	Biennially
3. To decrease unaccounted for water, replace an average of 5 old meters per month with newer, more accurate meters.	PW	Public Works	X				FY 2016-2017	Ongoing
4. To promote water conservation, distribute the Water Conservation Rate Report (using 2013 as the base year) semi-annually to the City Council and educate the community on water conservation methods through the website, social media, notices in the utility bills, and/or print media.	PW / Admin	Public Works	X				When is next due	Semi-annually
5. Proactively monitor and manage water use efficiency quarterly or as needed by reviewing gallons used per day per capita to ensure adequate water supply and support long-term planning.	PW	Public Works	X				FY 2016-2017	Ongoing
6. Maintain sufficient capacity to serve water in a safe and reliable manner, and ensure service request is consistent with adopted local plans and development regulations.	PW / Admin	Public Works	X				FY 2016-2017	Ongoing
7. Protect water rights for the Russian River by participating in local water shed agency meetings and advocating for the City's interests.	PW / Admin	Public Works	X				FY 2016 – 2017	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
8. Evaluate the Water/Waste Water Rate Study every 3 years to determine rate adjustments, if any, and ensure adequate resources to capture critical long-term capital needs.	PW	Finance, Admin & Police	X				FY 2018 - 2019	Every 3 Years
9. Perform routine measurements to monitor and update the condition of assets - water supply, wastewater and collection/distribution systems - and ensure adequate funding for repair, rehabilitation, replacements and/or improvement costs in future budgets.	PW	Public Works	X				FY 2016-2017	Annually
10. Implement an ArcGIS-based analytical asset management and capital planning software, or similar tool, to develop a Deferred Maintenance Plan, and prioritize maintenance and replacement for infrastructure.	PW	Public Works		X	\$2,500	Recurring	FY 2016-2017	Ongoing
11. Complete Wastewater Treatment Plant renewal permit application (NDPES permit) when due, including new mandates.	Admin	Public Works	X				FY 2016 - 2017	Next Ap. Due Nov. 2017

Performance Measure 3b. By June 30, 2021, increase the percentage of City roads that meet the PCI target of 70 (a “Very Good” rating) to 5%, as measured by the Biennial Pavement Condition Index Report. (Baseline at June 30, 2016 is 67 PCI, a “Fair” rating.)

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Develop and implement the City’s Capital Improvement Program in coordination with the Deferred Maintenance Plan (see performance measure 3a above) by scheduling priority projects with the Public Works Department on an annual basis utilizing ArcGIS based analytical asset management and capital planning software, or similar tool.	PW	Public Works		X	See 3a.10	Recurring	FY 2016-2017	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
2. Distribute biennial Pavement Condition Index (PCI) Report which indicates improvements in the streets and compares Cloverdale with other jurisdictions (Sonoma County Transportation Authority and Regional Climate Protection Agency) to the City Council and to the community via the website, presentations, and/or print media, as well as benefits and limitations of transportation/roads funding.	Admin	Public Works	X				FY 2017 - 2018	Biennially
3. Evaluate the PCI Report to determine which roads need to be repaired, priorities for repair and funding source(s); incorporate any changes into the Capital Improvement Program and/or Deferred Maintenance Plan.	PW	Public Works	X				FY 2017 - 2018	Biennially
4. Increase Transportation Capital Projects Funding by exploring different strategies to compensate for the decrease in gas tax revenues due to an increase in electric vehicle use; strategies may include a local tax, a reform of the state and federal gas tax, or a special road improvement tax, as examples.	Admin	Public Works	X				FY 2016- 2017	Ongoing
5. Monitor and manage development impact fees biennially to support future growth and development of infrastructure in the City.	Admin / CD	Public Works	X				FY 2016- 2017	Biennially

Performance Measure 3c. By June 30, 2021, increase in the number/percentage of city owned buildings, parks, etc. that are well-maintained [and up-to-date/modern] (as measured by a decrease in the Deferred Maintenance Plan Backlog and completion of Capital Improvement Projects).

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Develop a complete inventory of all assets to determine the scope of improvements needed to sustain the City's current infrastructure investment.	PW	Public Works	X				FY 2016- 2017	FY 2016 - 2017

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
2. Develop a five-year Deferred Maintenance Plan to strategize and finance funded and unfunded needs.	PW	Public Works	X				FY 2016-2017	FY 2016 - 2017
3. Develop a Capital Improvement Plan to identify capital projects and equipment purchases, a planning schedule, and options for financing the plan – including updating city hall to meet current and future needs and compliance with codes, parking and plaza revision and other projects.	PW / Admin	Finance, Admin & Police	X				FY 2016-2017	FY 2017 - 2018
4. Expand the General Fund to address Deferred Maintenance Backlog and select Capital Improvement Projects (see this under SFA #5).	Admin	Finance, Admin & Police	X				FY 2016-2017	Ongoing
5. Construct a new and modernized public safety facility that is earthquake safe and that includes a secure entry point (sally port), interview rooms, secure area for police vehicles, and other modern features to enable police to better respond and coordinate public safety services during major events and/or critical incidents (USDA funding).	Admin / PD	Finance, Admin & Police		X	Est. \$17million, USDA Funding	One-time	FY 2016 – 2017	FY 2020 - 2021

Strategic Focal Area #4: Thriving, Livable Neighborhoods

Performance Measure 4a. By June, 30, 2021, increase the supply of affordable housing units, including very low, low, and moderate income units by 5% per year to 344 units. (Baseline: 275 units at June 30, 2016.)

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Establish and update annually an Inclusionary Housing Ordinance In Lieu Fee to help finance affordable housing projects by the City; update Ordinance to affiliate affordable housing production and establish a nexus to extend Inclusionary Zoning Ordinance to rental housing projects.	CD	Planning & Community Development	X				FY 2016-2017	Annually
2. Encourage construction of affordable and senior housing by providing technical assistance to developers to implement Density Bonus Provisions of the Zoning Ordinance in accordance with Government Code Section 69515.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
3. Encourage construction of secondary units throughout the City by reducing regulatory barriers in the City's current Zoning Ordinance, particularly restrictions pertaining to setbacks (required distance of structures from property lines).	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
4. Update the City's Zoning Ordinance to decrease parking and increase density requirements.	CD	Planning & Community Development	X				FY 2016-2017	FY 2016 - 2017
5. Determine a preferred design (i.e., size and type of project) and implement affordable housing alternatives for city-owned land parcels (e.g., the Cherry Creek Property) that meets the needs of the community.	CD	Planning & Community Development	X				FY 2016-2017	FY 2016 - 2017
6. Research, identify and evaluate options citywide based on the building code regarding the re-use of commercial or industrial buildings that are currently underutilized or vacant for mixed-use residential projects.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
7. Ensure compliance with the City’s Housing Ordinance by requiring rental and ownership housing projects that meet specified criteria to provide a minimum of 15% affordable units.	CD	Planning & Community Development	X				FY 2016 – 2017	Ongoing
8. To address substandard housing [and meet the national average (80%) of houses identified as non-compliant with the minimum housing code brought into compliance on an annual basis] by implementing a Code Enforcement Program that includes: 1) responding to complaints initiated by occupants of rental units, Code Enforcement staff, and other internal/external agencies; and 2) by actively enforcing the California Health and Safety code 17920.3 as well as other regulations relating to building violations, zoning violations and lack of proper maintenance to the dwelling units.	CD	Planning & Community Development	X				FY 2016-2017	Annually
9. Maintain transitional housing locally (e.g., Wallace House and Cherry Creek) and coordinate with regional programs and services (e.g., Community Development Commission and County Social Services) to mitigate homelessness and support the homeless in the community.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
10. Maintain the stock of existing affordable housing units (275 units) to assist working poor and veterans in the community.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
11. Expand affordable housing opportunities for persons with special housing needs including the elderly, disabled, large families, farmworkers, homeless persons, households with extremely low to moderate income, and first-time home buyers.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing

Performance Measure 4b. By June, 30, 2021, increase the percentage of citizens that report regular leisure activity, and utilization of parks and parks programs by 5% annually. (Establish baseline with year 1 survey.)

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Develop new community and neighborhood parks and recreation amenities (including dog parks, skate parks, baseball fields and soccer fields, as well as trails and open spaces) by engaging the community to identify potential sites, developing preliminary plans and identifying funding sources for construction.	CD			X	\$25,000 and up per park	Recurring	FY 2016-2017	Ongoing
2. Support the construction, maintenance, improvement, and utilization of infrastructure for alternative means of transportation (e.g., bike lanes, walking trails, sidewalks) through grants and other dedicated funding sources.	CD		X TDA Funds		\$35,000 annually	Recurring	FY 2016-2017	Ongoing
3. Maintain and support local and regional transit services for city residents, including extending passenger rail service (SMART Train) to the City of Cloverdale, by participating on the SMART Board of Directors, writing letters of support and utilizing funding provided by existing \$.005 sales tax.	CD		X				FY 2016-2017	Ongoing
4. Develop and Implement a “Complete Streets” transportation policy and design approach that requires streets to be planned, designed, operated, and maintained to enable safe access for all users, including pedestrians, bicyclists, motorists and transit riders of all ages and abilities.	CD / PW		X				FY 2016-2017	FY 2017 - 2018
5. In collaboration with the Public Works and Police Departments, manage traffic flow by analyzing traffic-related complaints quarterly, determine the need for calming strategies, as well as the appropriate long-term traffic calming solution (vertical deflections, horizontal shifts and roadway narrowings, etc.) to address the issue.	CD / PD		X				FY 2016-2017	Every 3 Years

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
6. Mobilize community partnerships and resources to achieve equity and improve health of City residents by establishing a Local Health Action Network Chapter. A broad range of representatives, including Sonoma County, regional health organizations, local Latino populations and other health groups, will be included to implement and coordinate activities with Sonoma County Health Action.	CD	Planning & Community Development	X				FY 2017-2018	Ongoing
7. Collaborate with the Arts Alliance and local artist groups to hold events celebrating art in the plaza, parks and other City-controlled open space.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing
8. Provide access to complementary services and public facilities, including access to healthy food options through farmer's markets, community gardens, etc.	CD	Planning & Community Development	X				FY 2016-2017	Ongoing

Strategic Focal Area #5: A High-Performing Organization

Performance Measure 5a. By June, 30, 2021, increase sustained funding and revenue growth for city services, program activities and operations by 5% (aligned with SFA #2).

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Contain costs and increase operational efficiency by fostering a culture of continuous improvement, including strategic and tactical planning, and collaborative, creative problem-solving.	All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Ongoing
2. Identify best practices and opportunities for process improvement and automation across City departments in order to provide effective and efficient delivery of City services to the community.	All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Annual Review
3. Every department is responsible for aligning their work to support strategic plan implementation (five year time horizon with annual updates) and performance measures.	All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Annual Review
4. Promote data-driven accountability by developing a citywide structure of accountability, championing the importance of collecting, managing and using data for continual process improvement	All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Ongoing
5. Align the annual budgeting process with the City's strategic plan and strategic performance measures, starting at the mid-year budget report and budget development process.	Admin, All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Annually
6. To achieve less than 1% difference between budgeted and actual expenses, review estimated revenues and prior year expenditures; prioritize department, city council and community wish lists.	Finance, Admin, All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Annually

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
7. Monitor expenditures and budget on a monthly basis, and revenues on a quarterly basis, to contain costs and address emerging issues.	Finance, All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Ongoing
8. Update existing Reserves Policy with the City Council and determine amount to set aside annually to increase the General Fund Balance from 13% to 25% (per current policy) and maintain adequate financial reserves.	Finance	Finance, Admin & Police	X				FY 2016-2017	FY 2016 - 2017
9. Develop and deploy a long-range financial planning process, including an annual audit of Measure O and a strategy to address the possibility of it sun setting in 2023, to ensure financial sustainability.	Finance	Finance, Admin & Police	X				FY 2017 - 2018	FY 2022 - 2023

Performance Measure 5b. By June 30, 2021, increase transparency by 10% annually (as measured by participation in government processes through boards, commissions and committees; public hearings; community meetings; presentations; social media friends/followers; and City Manager’s Weekly Report email distribution list).

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. Proactively communicate with Cloverdale residents in an effort to encourage participation in government processes; share information; and educate and engage the public via the website, social media, and the City Manager’s/Department Reports.	All Depts. (Senior Management Team)		X				FY 2016-2017	Ongoing
2. Determine and implement a strategy to consolidate the City Manager’s weekly report, and the bi-weekly/monthly reports regarding Public Safety, Community/Economic	All Depts. (Senior Management Team)		X				FY 2016-2017	FY 2016 - 2017

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
Development, Finances and Public Works into one report.								
3. Increase updates to the website to a minimum of twice a month and social media posts to once a week.	All Depts. (Senior Management Team)		X				FY 2016-2017	Ongoing
4. Increase visitors to the City's website and the number of social media followers by promoting online services and encouraging e-access.	Admin		X				FY 2016-2017	Ongoing
5. Provide annual budgets and report of expenditures on the website, in an easy to understand format, for public review and comment.	Finance		X				FY 2016-2017	Annually
6. Provide easy access to information by the public by creating an electronic file for archived documents.	Admin		X				FY 2016-2017	FY 2016 - 2017
7. Identify an e-management system for the website that allows a variety of features such as online keyword searches and archived records, identify funding source, purchase equipment, then allocate resources to upload old paper documents.	Admin			X	TBD	One-time	FY 2017 – 2018	FY 2020 - 2021
8. Ensure all (100%) available board/commission/committee member slots are filled by community members.	Admin	Finance, Admin & Police	X				FY 2016-2017	Ongoing
9. Post City Council agenda packets at least 72 hours in advance of meetings, minutes within 21 days, and audio recordings within 1 day of each meeting.	Admin	Finance, Admin & Police	X				FY 2016-2017	Ongoing
10. Work with cable provider to utilize channels for public broadcasting to televise City Council meetings live on cable and a YouTube link,	Admin	Finance, Admin & Police	X				FY 2016-2017	FY 2016 - 2017

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
identify equipment needed, staffing and funding sources.								
11. Determine a strategy to upgrade City Council materials using Granicus for online agenda development and posting of minutes and other materials related to the City Council meetings; identify funding sources and other resources.	Admin	Finance, Admin & Police		X	Est. \$50,000	One-time	FY 2019 – 2020	FY 2020 - 2021

Performance Measure 5c.

By June 30, 2021, increase Community Satisfaction of City Services to 85% (“outstanding” and “good” rating) as measured by an annual survey of city residents.

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
1. The City of Cloverdale will conduct a community survey annually. The purpose of the survey is to gauge resident’s satisfaction of all city services, including police services and access to online services, e.g., paying utility bills, city council agendas and minutes, etc.	Admin	Finance, Admin & Police	X				FY 2016-2017	Annually
2. Increase the use of online services by residents by 10% per year (e.g., the number of online payments, the number of permit applications done online, and the number of business licenses paid online) by promoting online services to residents and ensuring user-friendly interfaces.	Admin	Finance, Admin & Police	X				FY 2016-2017	Ongoing
3. Expand the availability of online services for residents by 10% annually to include expanding access through the document/records management system to allow keyword searches for public records request, ability for citizen’s to alert the City regarding potholes, power outages,	Admin	Finance, Admin & Police	X				FY 2016-2017	Ongoing

STRATEGIES:	Resp Dept.	Council Committee	Funded	Unfunded	Estimated Cost	One-time / Recurring	Projected Start	Projected Completion
and issues with street lights (instead of the current report form).								
4. Develop and implement a Customer Services Training module annually for all departments; identify the appropriate training resource, as well as funding source.	Admin / HR	Finance, Admin & Police		X	TBD	One-time	FY 2016-2017	Annually
5. Complete the process of cataloguing and destroying records that no longer need to be physically maintained to provide easy access through document/records management system.	Admin	Finance, Admin & Police	X				FY 2016-2017	Ongoing
6. Submit nominations and applications for state and regional recognition projects that highlight Cloverdale and city staff as recognition awards become available.	Admin	Finance, Admin & Police	X				FY 2016-2017	Ongoing
7. Develop a recognition system, e.g., employee lunches, for acknowledging departments and/or employees for meeting strategic plan performance measures and increasing customer satisfaction.	All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Ongoing
8. Cross train to build city capacity to provide services and ensure a positive customer experience.	Admin / HR	Finance, Admin & Police	X				FY 2016-2017	Ongoing
9. Conduct succession planning to ensure plans are in place to address potential vacancies for critical positions including, but not limited to, all Senior Management positions.	All Depts. (Senior Management Team)	Finance, Admin & Police	X				FY 2016-2017	Annually



**DRAFT MINUTES
REGULAR MEETING OF THE CITY COUNCIL AND
JOINT MEETING OF THE CLOVERDALE COMMUNITY DEVELOPMENT SUCCESSOR AGENCY BOARD OF DIRECTORS**

TUESDAY, SEPTEMBER 13, 2016

**PUBLIC BUSINESS SESSION: 6:30 p.m.
PUBLIC BUSINESS SESSION LOCATION: CLOVERDALE PERFORMING ARTS CENTER, 209 N. CLOVERDALE BLVD.,
CLOVERDALE, CA 95425**

CONVENE PUBLIC BUSINESS SESSION – 6:30 p.m.

OPENING:

- Call to Order: Mayor Brigham called the meeting to order at 6:30 p.m.
- Pledge of Allegiance
- Roll Call: Present- Vice Mayor Wolter, Councilmember Cox, Councilmember Russell, and Mayor Brigham;
Absent- Councilmember Palla
- Conflict of Interest Declaration: None
- Agenda Review – Regular Session (Changes and/or Deletions): None

PUBLIC COMMENTS:

Shawn Bovee, Cloverdale, announced that a group of young people were present to discuss the skate park. The Mayor suggested they not wait for the agenda item to present. The group came forward to speak in support of the skate park, including: Madelyn Hale (parent of two small children), Charisa and Natalia Choan, Allison and Jacob Buell (age 5), Johnathan Ward, and Samantha Elbeck (age 5). Mr. Bovee also submitted 20 letters written in support of the skate park (attached).

PROCLAMATIONS / PRESENTATIONS: None

CONSENT CALENDAR:

1. **Minutes of Previous Meeting June 28, 2016**
2. **Minutes of Previous Meeting August 30, 2016**

Action: Motion was made by Vice Mayor Wolter to approve the consent calendar; seconded by Councilmember Cox. The motion passed by roll call vote: 4-ayes (Vice Mayor Wolter, Councilmember Cox, Councilmember Russell, and Mayor Brigham); 0-noes; 1-absent (Councilmember Palla).

COMMUNICATIONS: None.

PUBLIC HEARINGS:

3. **Consideration of a Tentative Parcel Map, PUD Permit, Zoning Ordinance Amendment and Map Amendment application (ZOA/TM/PUD 023-2015) to amend the zoning designation from the Planned Development (P-D/15 Rink Mixed Use Project) Zoning District to the Two-Family Residential (R-2) Zoning District to allow for a small lot single-family detached four-lot subdivision with an exception to the minimum lot size and lot depth for the 0.52-acre parcel at 531 N. Cloverdale Boulevard (APN 001-021-021)**

Assistant City Manager/Community Development Director, David Kelley, gave the background and an overview of the project and introduced Associate Planner, Rafael Miranda, who discussed the details of the project and presented the recommendations of the Planning Commission. Mr. Kelley closed the staff presentation recommending Council open the public hearing and take testimony; adopt Resolution 070-2016, adopting a (MMRP) for a Tentative Parcel Map, PUD Permit, Zoning Ordinance Amendment and Zoning Map Amendment; adopt Resolution 071-2016, approving a Tentative Parcel Map, PUD Permit, Zoning Ordinance Amendment and Zoning Map Amendment; introduce and waive the first reading of an ordinance rezoning the 0.52-acre parcel located at 531 N. Cloverdale Boulevard from “P-D/15 Rink Mixed use” to “R-2 – Two Family Residential”, and deleting the Planned Development “P-D/15 Rink Mixed Use Project” Zoning District from Section 18.08.020 of the Zoning Ordinance.

Discussion ensued regarding property use and the limited parking available for the project.

Public Hearing Comments:

Dyanne Stenson, Cloverdale, commented that she lives next door and expressed concerns about the density of the project and the close proximity of the units to her home. She questioned why R-1 Zoning was not used, commenting that R-2 zoning would allow duplexes, which would result in even more crowding and parking issues.

Steve Emerson, stated that he lives next door and also has concerns about density, traffic, and parking.

Melanie Bagby, Cloverdale, asked for clarification about the proposed zoning and voiced apprehension about changing the zoning.

Mardi Grainger, Cloverdale, suggested creating a horseshoe of 6- 8 small units for senior housing.

Shawn Bovee, Cloverdale, asked if the developer had ever discussed more than four units. Mr. Kelley responded that there has been no discussion for more than four units.

The Council discussed the density and parking challenges, with Councilmember Russell stating she would like to discuss the details of the project and possible options with the developer. The Council discussed the desire to move forward with the project, noting there would be a Major Design Review, which would give the Council and the public opportunity for further input.

Action: Motion was made by Councilmember Cox to approve the 070-2016, adopting a Mitigated Negative Declaration and Mitigation Monitoring and Reporting Program (MMRP) for a Tentative Parcel Map, PUD Permit, Zoning Ordinance Amendment and Zoning Map Amendment for the 0.52-acre parcel located at 531 N. Cloverdale Boulevard (APN 001-021-021); seconded by Vice Mayor Wolter. The motion passed by roll call vote: 3-ayes (Vice Mayor Wolter, Councilmember Cox, and Mayor Brigham); 1-no (Councilmember Russell); 1-absent (Councilmember Palla).

Action: Motion was made by Vice Mayor Wolter to approve the Resolution 071-2016, approving a Tentative Parcel Map, PUD Permit, Zoning Ordinance and Map Amendment to rezone the 0.52 acres parcel located at 531 N. Cloverdale Boulevard (APN 001-021-021); seconded by Councilmember Cox. The motion passed by roll call vote: 3-ayes (Vice Mayor Wolter, Councilmember Cox, and Mayor Brigham); 1-no (Councilmember Russell); 1-absent (Councilmember Palla).

The Council introduced and waived the first reading of an ordinance amending the adopted Zoning Map and Zoning Ordinance, Title 18 of the Cloverdale Municipal Code, to rezone a 0.52-acre property from “P-D/15 Rink Mixed Use” to “R-2 Two-Family Residential” and eliminate “P-D/15 Rink Mixed Use” from Section 18.08.020 of the zoning ordinance for the Rink Parcel Map Project located at 531 N. Cloverdale Boulevard (APN 001-021-021).

NEW BUSINESS:

- 4. Action on Resolution No. 072-2016, awarding the contract for the purchase of one police vehicle to the Ford Store of San Leandro and authorizing the City Manager, or his designee, to purchase a 2017 Ford Explorer Police Interceptor Utility Model police vehicle, and associated necessary equipment, in an amount not to exceed sixty thousand dollars (\$60,000)**

Chief Cramer presented this item, reporting that the last new police vehicle was purchased in 2015. He stated that the department has 14 vehicles in service, noting that 5 of the vehicles are in need of replacement due to excessive mileage and expensive repairs. He requested the Council adopt the Resolution which would award the contract for the purchase of a police vehicle to the Ford Store of San Leandro. City Manager Cayler acknowledged that the police fleet is aging and reported that City Staff will continue to pursue avenues to purchase additional police vehicles.

PUBLIC COMMENTS: None

Action: Motion was made by Councilmember Russell to approve Resolution 072- 2016, awarding the contract for the purchase of a police vehicle to the Ford Store of San Leandro and authorizing the City Manager, or his designee, to purchase a 2017 Ford Explorer Police Interceptor Utility Model police vehicle, and associated necessary equipment, in an amount not to exceed sixty thousand dollars (\$60,000); seconded by Councilmember Cox. The motion passed by roll call vote: 4-ayes (Vice Mayor Wolter, Councilmember Cox, Councilmember Russell, and Mayor Brigham); 0-noes; 1-absent (Councilmember Palla).

5. Discussion of revised Conceptual Master Site Plan Drawings for the “Thyme Square” Property prepared by Stromberg Architects and provide comments to City staff on the revised design alternative

Assistant City Manager/Community Development Director Kelley discussed the previous three conceptual plans developed for Thyme Square property and the current proposed site plan. He recommended that the City Council review the revised conceptual master site plan drawings prepared by Stromberg Architects for the Thyme Square project and provide comments to City staff on the revised conceptual design for the property.

Councilmember Russell expressed appreciation for the collaboration and cooperation in developing this project. Designated parking and signage was discussed as well as the need for a bathroom and fencing for the skate park. Discussion ensued regarding the change in location for the affordable housing component. The Council provided suggestions and voiced overall approval of the conceptual plan and moving forward with the next steps, which will include preliminary engineering for the establishment of the legal lot descriptions, lot plans and plans for work on Washington Blvd.

PUBLIC COMMENTS:

Jeanne Cox, Cloverdale, questioned the parking availability along Cloverdale Blvd. from the traffic signal heading south. City Manager Cayler responded that to his knowledge it is currently a parking zone, adding that taking action to prohibit parking is not part of this plan at this time.

Mardi Grainger, Cloverdale, asked for clarification about the affordable housing funding source and questioned the need for retail stores, suggesting instead to expand the Skate Park or create a green space exercise area.

Shawn Bovee, Cloverdale, thanked the Council for the progress towards bringing a skate park to Cloverdale and requested to be involved in the development process moving forward.

Matt Stromberg, architect for Alexander Valley Health Care, thanked City Staff and Council, stating that Alexander Health Care is excited to be joining this site.

SUBCOMMITTEE ITEMS:

6. Action on Resolution No. 073-2016, declaring eight (8) out-of-service patrol vehicles as surplus property and authorize the City Manager, or his designee, to release the vehicles to a local salvage company for disposal, at no cost to the City

Chief Cramer explained the request to release the old out-of-service patrol vehicles to salvage, explaining that the vehicles are broken down beyond repair and have been scavenged for extra parts to use on other vehicles and, as such, are of little value. He recommended that the Council adopt the Resolution declaring the eight vehicles as surplus property to be released to a local salvage company.

PUBLIC COMMENTS: None

Action: Motion was made by Councilmember Russell to approve Resolution 073-2016, declaring eight (8) out-of-service patrol vehicles as surplus property and authorize the City Manager, or his designee, to release the vehicles to a local salvage company for disposal, at no cost to the City; seconded by Councilmember Cox. The motion passed by roll call vote: 4-ayes (Vice Mayor Wolter, Councilmember Cox, Councilmember Russell, and Mayor Brigham); 0-noes; 1-absent (Councilmember Palla).

SUBCOMMITTEE REPORTS: (VERBAL REPORTS):

- Airport (Chair, Councilmember Cox and Vice Mayor Wolter) - Next Meeting: October 4, 2016, 9:00 a.m.
- Finance, Administration & Police (Chair, Mayor Brigham and Vice Mayor Wolter). The subcommittee met and discussed Police vehicles and the reserve policy - Next Meeting: October 13, 2016, 2:00 p.m.
- Planning & Community Development (Chair, Vice Mayor Wolter and Mayor Brigham). The subcommittee met and discussed the Thyme Square project - Next Meeting: October 12, 2016, 4:00 p.m.
- Public Works (Chair, Councilmember Russell and Councilmember Cox) - Next Meeting: September 27, 2016, 10:30 a.m.
- Joint City/Fire District (Chair, Councilmember Palla and Mayor Brigham). The subcommittee met and discussed emergency preparedness and an earthquake tabletop exercise– the Next Meeting: TBA.
- Joint City/School District (Chair, Councilmember Palla and Councilmember Cox) – Next Meeting: September 19, 2016, 5:00 p.m.

COUNCIL REPORTS (INCLUDING STUDENT LIAISON):

Councilmember Russell announced that she is Vice Chair for SETA/RCPA Board and has been asked by the Chair to join an ad hoc committee to look at timing for an extension to Measure M sales tax. She provided data on the Water Bill Saving Act, the Better Community Alliance partner agreement, and Sonoma County’s Transportation Plan- Moving Forward 2040.

Councilmember Cox stated, as Director of Sonoma Clean Power, he attended a meeting where affordable electric cars for the North County were discussed. He stated, with all the available discounts, a \$30,000 car could be purchased for less than \$10,000.

LEGISLATIVE REPORT: None

CITY MANAGER/CITY ATTORNEY REPORT: Assistant City Manager Kelley announced that the Planning Commission recommended approval of the annexation of the Nu Forest and associated properties; therefore, this project will be coming before the Council at a meeting in October.

COUNCIL DIRECTION ON FUTURE AGENDA ITEMS: None

ADJOURNMENT: Mayor Brigham adjourned the meeting at 8:23 p.m. to a regular meeting of the City Council and Cloverdale Community Development Successor Agency, Tuesday, September 27, 2016, for Closed Session at 5:30 p.m. (at the City Hall Conference Room 124 N. Cloverdale Blvd., Cloverdale, CA 95425) and Public Business Session at 6:30 p.m. (at the Cloverdale Performing Arts Center 209 N. Cloverdale Blvd., Cloverdale, CA 95425).

To have a skate park in Cloverdale would be legit. I know how to skateboard and I think I could get better at it if we had a skate park. I've also see a lot of skate boarders in Cloverdale and I think they would like to have a skatepark here too!! The nearest skatepark is in healdsburg. Not everyone has a way of transportation to healdsburg or windsor. They can probably also add a shack bar or even just a vending machine and use the money to improve more things in the city. A skatepark would be a great idea because you also get to be more active and stop being on a screen 24/7. It would also be a nice place to hang out, skateboard, and just relax. Skateboarding is fun because you can learn new tricks or techniques to get better at skateboarding. Also for those who don't know how to skateboard can learn. I think a skate park can be good for all ages and this town would be happy to have it.

By:

Selena Arcos

To the city of doverdale.

Please, Please build a skate park in doverdale because kids who want to go somewhere to go on your scooter, skate board, or their bike they could go to a different city but, if there's a skate park here then we don't need to go so far away so, please build a skate park.

Sincerley,

Torcc Hatcher 10 Years old

A Skate park would be good
in Cloverdale because excercise is
major key. Another reason is it
can expose people to new things.

Alyssa Maffett

It would be dope if we
had a skate park ~~here~~ because
there is nothing to do here in
Doverdale. You would make the
skater children happy if you do
it. Our job would be easier if
you just did this.

- Vanessa

Having a skatepark here in Cloverdale is a great idea. I feel if having a skatepark would get kids out way more. On top of that it would keep the current skaters off the streets. It would also help out because not all kids can get a ride to Healdsburg or Windsor for a skatepark, so they end up staying inside or going on main streets. Having a skatepark is a rad idea and would make alot of kids happier (and parents) It may also attract more people to come into Cloverdale, which means more money for our town.

-Shelbi Kammondy

I think we should have a skatepar
k in Cloverdale because it's better
then driving to Healdsburg to go
to one. Lets just say this would
other people want kids/ teens riding
on things you like. That's when
a skatepark comes in handy. There's
nothing to do really in cloverdale
except for parks or the movies.
Lets add one more thing to
that list by getting a skatepark

Skating is a very fun thing to do. It also gets people out and active. Having a skatepark would give people another reason to really get out and exercise. Getting a skatepark can even attract more people. I don't know about you but after I get done being outside, I go eat or have a nice drink. (which means having people go to our local food joints and making more money for our town and our towns business'. We need a skatepark here in Cloverdale. Less skaters on the streets, and more active people!

-Vivianna McKinney

Dear People of cloverdale

My name is Patrick Kings
recently my friends have been doing bad
things due to lack of activities and
we all enjoy riding on any wheels.
So come on now you know
what is right.

Sincerely
the soil
Kings Son

Dear, Cloverdale City Council.

Hi My name is Keoki Bovee. My absolute favorite thing to do is skate board. I am one of the many kids that love to skate, scooter, and bike.

Skating in cloverdale is very difficult.

My friends and I are often kicked out and yelled at for skating on some

ones property. My friends I even built a skatepark ourselves in the field in

between Washington middle school and the cloverdale market. For a while kids

had somewhere to go, to have fun and

enjoy themselves. Even parents and cloverdale locals showed support. The small park

lasted for the summer of 2015. Until

it was torn down and taken apart.

Once again we were left without anywhere to go. That's why all we

want is a skatepark. We would

have some where to go again. Kids would

rejoice. It could possibly even bring business to local stores and gas stations. IF

we had a skatepark we would stay in

town. All summer I rode the bus to headsburg

Just for the skate park.

So instead of that all we want is
a skate park. We as a community of
kids "just want somewhere to go."

Sincerely Keati Bane

I think we should have a skate park in Cloverdale because, many kids in Cloverdale go to Healdsburg to the skatepark there.

I think we should also have one here because, many parents dont want to drive and pick up their kids from Healdsburg.

Another reason to have a skatepark is because we would have more people come to Cloverdale. If we have more people in Cloverdale we would have more people move to Cloverdale and buy houses here.

- Masha Gernshteyn

Personally I think a skate park
would be great. Not only would it
keep kids from riding on the side-
walks, there are so many kids
that would use it. Honestly our town
needs something like that, that
could be fun.

— Kayla King

To the city of Cloverdale,

We would all love it if we could have a skatepark in Cloverdale because we all like to ride but when we want to go somewhere to ride, we would have to go to a different city or town to find one. Then we need to eat in a different town and the money is being spent somewhere else and no one really likes to do that. It should only be open certain hours and if it gets trashed, it would be shut down until it gets clean. All of the kids should be responsible of keeping it usable and clean.

Sincerely,

Tylie Hatcher

10 years old.

Cloverdale Skate Park - kostudioart1@gmail.com - Gmail

Inbox | x



to me

Dear City Council members,

I am submitting this letter to communicate my full support of the proposed Skate Park in Cloverdale.

The kids need this, and it's up to our community to provide a safe place for them to spend time. A Skate Park would be the IDEAL way to offer our kids a good environment in which to thrive.

Please vote in favor of the Skate Park in Cloverdale.

Thank you!

Sincerely,

Patty Watt



Skateboard Park - kostudioart1@gmail.com - Gmail

Inbox | x

to me

I am so glad a skateboard park is finally being built in Cloverdale, it is long overdue..... This will be a great place for the kids to go and have clean fun, plus the exercise they will be getting. Much better than sitting home on their electronic devices.

I am in favor wholeheartedly for this park and will support it whenever I can. Would like to know if donations will be collected once this project gets underway. Please let me know. I belong to a non-profit organization that might be able to help.

Cloverdale is finally doing the right thing in helping our kids have a safe place of their own.

GO SKATEBOARD PARK!!!!!!!!!!

SUSAN WENDT



CLOVERDALE

Cloverdale Skate Park - kostudioart1@gmail.com - Gmail

Inbox | x

to me

I am a long time resident of Cloverdale (since 1973) and am definitely in support of the proposed skate park for our community! I have two great- grandsons who will put it to good use!

Patricia Snider



[Click here to Reply or Forward](#)

1.51 GB (10%) of 15 GB used

CLOVERDALE

September 7, 2016

Cloverdale City Council,

I am writing in support of a skate park for Cloverdale.

The youth of Cloverdale deserve a safe place to ride scooters and skateboards. For the past two summers my 13 year old son has been riding the County transit bus to Healdsburg to use their skate park. According to the rules, scooters that do not fold are not allowed on the bus and he has been denied a ride on occasion.

Please consider the needs of our youth as you make important decisions.

Rachel Adams
31966 McCray Road
Cloverdale

Skate Park - kostudioart1@gmail.com - Gmail

Inbox | x



to me

Dear Council members,
Please include me as a full supporter of the Cloverdalw Skate Park.
Phil Watt
Cloverdale Resident



Skatepark - kostudioart1@gmail.com - Gmail

Inbox | x

to me

My name is Chrissy Hart a cloverdale resident in favor and support of the skate park. I have a 6 yr old and 11 yr old and would love to have this in our town. I drive weekly to Healdsburg for my kids to have fun at their skatepark. Over the summer I was driving to other cities too. Santa Rosa and even Marin County. When I'm in these other towns and cities I'm also spending money there too. When in Healdsburg I'm eating at big Johns weekly. I would much rather stay in our home town and spend money here.

Thank you

Chrissy Hart



[Click here to Reply or Forward](#)

1.51 GB (10%) of 15 GB used



Ipolani Bovee <kostudioart1@gmail.com>

Skatepark

1 message

Toni Pate <[REDACTED]>
Reply-To: "[REDACTED]" <[REDACTED]>
To: "Kostudioart1@gmail.com" <Kostudioart1@gmail.com>

Tue, Sep 13, 2016 at 12:38 PM

To whom it may concern,

My family supports the development of a skatepark in Cloverdale! Having a 6 year old daughter who loves to skateboard I think it would be an amazing asset to this community and it's youth. This community has been in need of more activities for the youth for a long time. I hope that the city council sees the community coming together for this skatepark and what amazing things it could do for our town. I have lived in this town my whole life and this skatepark is needed!

Thank you for your time,

Toni Sack

[Sent from Yahoo Mail on Android](#)



Ipolani Bovee <kostudioart1@gmail.com>

Skate Park

1 message

Allison Elbeck <allisonelbeck@gmail.com>
To: kostudioart1@gmail.com

Mon, Sep 12, 2016 at 9:08 PM

To Whom it May Concern,

My two children, Jacob and Samantha are 11 and 5 years of age. Jacob and Samantha thoroughly enjoy skating, bmx and scootering at both the Ukiah Skatepark and the Santa Rosa Skatepark very much, but are upset about the travel time that it takes to get there.

While at the skatepark each of them are surrounded by other skateboarders, BMX riders, scooter riders, wheelchairs and aggressive inline skaters of all different ages.

The sense of community that a skatepark provides them is a blessing, they all join together to help keep the park clean, they all take turns though the half-pipes, quarter pipes, spine transfers, handrails, funboxes, vert ramps, pyramids, banked ramps, full pipes, pools, bowls, snake runs, stairsets, and any number of other objects, more experienced folks help coach the beginners of all ages and provide

each other with positive feedback for both their efforts and their successes equally.

A skatepark is extremely easy to maintain and most require little or no maintenance. Unlike playgrounds which quickly become boring for youth, skateparks allow children and adults to stay physically active and the learning ceiling seems limitless. Cloverdale is very limited in the number of things the youth of our community have to do and a skatepark would be a fun, healthy way for the community to be active.

Best Regards,

Allison Elbeck

[\(707\)235-4387](tel:(707)235-4387)

PS-

"Can we please have a skatepark? They are so much fun and we really want to be able to go everyday!" -Samantha (age 5)

"I really want to be able to practice more and if there was a skatepark here I could, so please let us have a skatepark!" -Jacob (age 11)



**City Council
Agenda Item Summary**

Agenda Item: 6
Meeting Date: September 27, 2016

Agenda Section Consent	Staff Contact Paul Cayler, City Manager Jose M. Sanchez, City Attorney
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Agenda Item Title
Second Reading of Ordinance No. 709-2016, Amending Cloverdale Municipal Code Section 2.04.010 to Increase Council Member Compensation

Summary

The City Council requested options for compensation. Staff presented the information to the Finance Committee. After deliberation, the Finance Committee directed staff to prepare and bring an ordinance before the entire Council for consideration and possible action. Staff presented Ordinance 709-2016, to the Council on August 23, 2016, wherein the Council waived the first reading.

California Government Code Section 36516(a) provides that council members in cities with a population up to 35,000 may receive \$300 per month in salary. On March 25, 1998, the City Council of Cloverdale adopted an ordinance setting the salary for the Council Members at \$300 per month. This was an increase from the Council’s previous compensation of \$150 per month. Council Member salaries have stayed at \$300 per month since 1998.

Under Government Code Section 36516(a)(4), the City Council can adopt an ordinance increasing council members’ salaries by a maximum of five percent (5%) of the salary amount per calendar year from the operative date of the last adjustment of salary in effect when the ordinance or amendment is enacted. It has been 17 years since the operative date of the last adjustment of salary (presumably December 1998). The proposed ordinance would increase Council Members’ salaries by five percent (5%) of \$300 for each year since 1998. Accordingly, the proposed ordinance will increase Council Members’ salaries \$255 per month, for a new salary of up to \$555 per month.

The City Council has the option of adopting the attached ordinance implementing the \$255 per month increase to Council Compensation, or decide to implement an amount less than the two hundred fifty five. The \$255 serves as a maximum allowed.

Any salary increase adopted by the City Council cannot take effect until after one or more members of the City Council begins a new term. (Gov’t Code § 36516.5.) For this reason, a salary increase adopted now would not take effect until Council Members are sworn in after the 2016 election – expected to be at the regular Council Meeting of December 13, 2016.

Budget/Financial Impact

Adoption of this Ordinance will increase City Council Compensation from \$300 per month to \$555 per month.

Subcommittee Recommendation: None

Council discussed compensation during the budget process with consensus to proceed with the proposed ordinance.

Recommended Council Action

Staff recommends adoption of Ordinance No. 709-2016, Amending Cloverdale Municipal Code Section 2.04.010 to Increase Council Member Compensation

Attachments:

1. Ordinance No. 709-2016, of the City of Cloverdale, Amending Cloverdale Municipal Code Section 2.04.010, "Compensation for Council Members," to Increase Council Member Compensation
2. Ordinance No. 525-98
3. Proof of Publication

2690366.3

**CITY OF CLOVERDALE
CITY COUNCIL
ORDINANCE NO. 709-2016**

**AN ORDINANCE OF THE CITY OF CLOVERDALE AMENDING CLOVERDALE
MUNICIPAL CODE SECTION 2.04.010 “COMPENSATION FOR COUNCIL
MEMBERS” TO INCREASE COUNCIL MEMBER COMPENSATION**

WHEREAS, California Government Code Section 36516(a) provides that council members in cities with a population up to 35,000 may receive three hundred dollars (\$300) per month in salary; and

WHEREAS, on March 25, 1998, the City Council of the City of Cloverdale adopted Ordinance No. 525-98 setting the compensation for Council Members in the amount of three hundred dollars (\$300) per month in accordance with the Government Code. The new compensation was effective as of December 1998; and

WHEREAS, under Government Code Section 36516(a)(4), the City Council can adopt an ordinance increasing council members’ salaries by a maximum of five percent (5%) of the salary amount per calendar year from the operative date of the last adjustment of salary in effect when the ordinance or amendment is enacted; and

WHEREAS, members of the City of Cloverdale’s Council have not received an increase in compensation since Ordinance No. 525-98 was adopted in 1998; and

WHEREAS, under Government Code Section 36516(a)(4), Council’s salary can be increased by five percent (5%) of three hundred dollars (\$300) for the past seventeen years resulting in an increase of two hundred and fifty-five dollars (\$255) per month; and

WHEREAS, Government Code Section 36516.5 states that a salary increase cannot become effective until at least one council member begins a new term of office; and

WHEREAS, two Council members are up for election in November of 2016; and

WHEREAS, the City Council desires to increase council members’ salaries as provided for in Government Code Sections 36516(a)(4), 36516(c) and 36516.5.

**THE CITY COUNCIL OF THE CITY OF CLOVERDALE DOES ORDAIN AS
FOLLOWS:**

SECTION 1. Amendment to Section 2.04.010.

The Cloverdale Municipal Code, Chapter 2.04, “City Council,” Section 2.04.010 is amended as follows:

“2.04.010 Compensation for Council Members.

From and after the effective date of the ordinance adopting this section (Ordinance No. 709-2016), each member of the City Council shall receive the sum of five hundred and fifty-five dollars (\$555) per month compensation pursuant Government Code Section 36516.”

SECTION 2. Effective Date of Salary Increase.

Pursuant to Government Code Sections 36516(c) and 36516.5, members of the City Council of the City of Cloverdale shall receive a total salary of five hundred and fifty-five dollars (\$555) per month beginning on the date council members are sworn into office on December 13, 2016 following certification of the November 2016 election.

SECTION 3. Severability.

If any section, subsection, sentence, clause, or phrase of this ordinance is for any reason held to be unconstitutional or invalid, such decision shall not affect the validity of the remaining portion of this ordinance. The City Council hereby declares that it would have passed this ordinance and every section, subsection, sentence, clause or phrase thereof, irrespective of the fact that any one or more sections, subsections, sentences, clauses, or phrases be declared unconstitutional or invalid.

SECTION 4. Effective Date of Ordinance.

This Ordinance shall become effective upon one or more members of the City Council of the City of Cloverdale beginning a new term of office pursuant to Government Code Section 36516.5. This Ordinance shall be published once before the expiration of fifteen (15) days after said passage, with the names of the Council Members voting for or against the same, in a newspaper of general circulation published in the County of Sonoma, State of California.

I hereby certify that the foregoing is a true and complete copy of an ordinance duly and regularly adopted by the City at a regular meeting thereof held on September 27, 2016, by the following vote:

PASSED, APPROVED AND ADOPTED this 27th day of September, 2016 by the following roll call vote: (X-ayes; X-noes)

- AYES:**
- NOES:**
- ABSTAIN:**
- ABSENT:**

APPROVED:

ATTEST:

MaryAnn Brigham, Mayor

Linda Moore, Deputy City Clerk

CITY OF CLOVERDALE
CITY COUNCIL
ORDINANCE NO. 525-98

AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CLOVERDALE REPEALING
CLOVERDALE MUNICIPAL CODE SECTION 2.04. 01 0 AND ADDING A NEW SECTION
2.04. 01 0 ADOPTING THE COMPENSATION SCHEDULE FOR COUNCIL MEMBERS
UNDER GOVERNMENT CODE SECTION 36516(a)

WHEREAS, after conducting a survey of compensation for elected officials in Sonoma County, it was determined that Cloverdale City Council member compensation of \$150.00 a month is substantially lower than the average;

WHEREAS, Government Code Section 36516 provides that a city council may, by ordinance, adopt a salary for council member service;

WHEREAS, Government Code Section 36516(a) sets forth a schedule of compensation based on population which is presently \$300.00 for cities with a population of 35,000 or less;

WHEREAS, the City Council now desires to adopt said schedule;

NOW, THEREFORE, THE CITY COUNCIL OF THE CITY OF CLOVERDALE DOES ORDAIN AS FOLLOWS:

Cloverdale Municipal Code Section 2.04.010 and the underlying ordinance is hereby repealed.

A new Section 2.04.010 of the Cloverdale Municipal Code is added as follows:

"2.04.010 Compensation for Council Members:

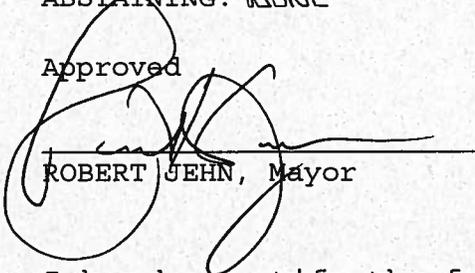
From and after the effective date of the ordinance adopting this section, each member of the city council shall receive the sum of Three Hundred Dollars (\$300.00) per month compensation as provided by Government Code Section 36516(a)."

EFFECTIVE DATE. This ordinance of the City of Cloverdale shall become effective upon one or more members of the City Council of the City of Cloverdale beginning a new term of office pursuant to Government Code Section 36516.5. Before the expiration of fifteen (15) days after its passage, this ordinance shall be published in a newspaper of general circulation published and circulated within the City of Cloverdale, along with the names of the members of the City Council voting for and against its passage.

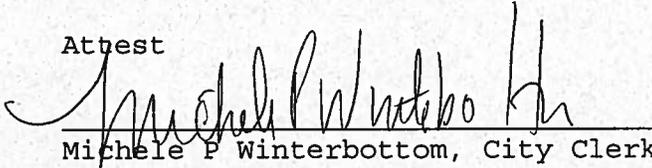
INTRODUCED by the City Council of the City of Cloverdale, on this 25th day of February, 1998, and PASSED and ADOPTED on the this 25th day of March, 1998, by the following roll call vote. (5-0)

AYES: COUNCILMEMBERS TEAGUE, KINSEY, CHASE, SINK AND MAYOR JEHN
NOES: NONE
ABSENT: NONE
ABSTAINING: NONE

Approved


ROBERT JEHN, Mayor

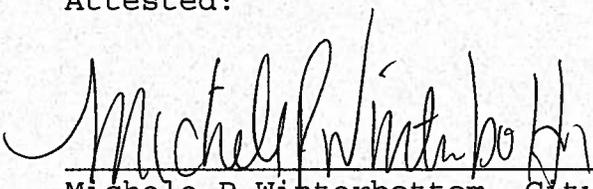
Attest


Michele P Winterbottom, City Clerk

I hereby certify the foregoing Ordinance 525-98 was introduced on this 25th day of February 1998, and passed and adopted by the City Council of the City of Cloverdale on this 25th day of March 1998, by the following roll call vote: (4-0)

AYES IN FAVOR: Councilmembers Teague, Kinsey, Chase and Mayor Jehn
NOES: None
ABSENT: Councilmember Sink
ABSTAIN: None

Attested:


Michele P Winterbottom, City Clerk

PUBLISH: Sept. 8, 15, 22, 2016
The Cloverdale Reveille

No. 1728

NOTICE OF PROPOSED ORDINANCE

The following is a summary of an ordinance proposed for adoption by the City Council of the City of Cloverdale at its meeting of September 27, 2016.

ORDINANCE NO. 709-2016 AN ORDINANCE OF THE CITY COUNCIL OF THE CITY OF CLOVERDALE

AMENDING CLOVERDALE MUNICIPAL CODE SECTION 2.04.010 "COMPENSATION FOR COUNCIL MEMBERS" TO INCREASE COUNCIL COMPENSATION

The full text of the proposed ordinance is available in the City Clerk's office, 124 N. Cloverdale Blvd., Cloverdale, CA 95425.

PUBLISH: Sept. 15, 2016
The Cloverdale Reveille