



MINUTES
SPECIAL MEETING OF THE CITY COUNCIL AND
JOINT MEETING OF THE CLOVERDALE COMMUNITY DEVELOPMENT SUCCESSOR AGENCY BOARD OF DIRECTORS

WEDNESDAY, FEBRUARY 3, 2016

PUBLIC BUSINESS SESSION: 10:00 a.m.

**PUBLIC BUSINESS SESSION LOCATION: CLOVERDALE LIBRARY, CONFERENCE ROOM, 401 N. CLOVERDALE BLVD.,
CLOVERDALE, CA 95425**

CONVENE PUBLIC BUSINESS SESSION – 10:00 a.m.

OPENING:

- Call to Order: Mayor Brigham called the meeting to order at 10:07 a.m.
- Roll Call: Councilmember Palla, Vice Mayor Wolter, Councilmember Cox, Councilmember Russell, and Mayor Brigham
- Conflict of Interest Declaration: None
- Agenda Review – Regular Session (Changes and/or Deletions): None

PUBLIC COMMENTS: None

COMMUNICATIONS: None

NEW BUSINESS:

1. City of Cloverdale Council's Strategic Planning Retreat

Mayor Brigham introduced and welcomed meeting facilitator, Sue Haun, from Strategies by Design.

Sue Haun explained strategic planning as the process of looking at where an organization is currently, where you want to take the organization, setting a very intentional destination, and then mapping out how to get there. She stated that it is a multi-year, multi-priority plan, which is much more than annual goal setting. She commented that the process includes reviewing the organization's mission and gathering input from stakeholders, analyzing the organizations strengths, weaknesses and identifying opportunities and threats (SWOT) to create an action plan.

The retreat workshop included discussion on:

A. Vision

- Vision/ Process Defined
- Discuss/ Define Vision for the City of Cloverdale

B. Mission & Key Service Areas

- Introduction/ Process Defined
- Review Mission
- Define Key Service Areas/ Strategic Focal Areas/ Framework

C. Where We Have Come From- 2012 -2016 Accomplishment & Challenges

- Process Defined
- Top 2-3 Prouds & Sorries
- Implications Moving Forward for Strategic Plan

D. Where We Are Now – SWOT analysis

- Definitions – Strengths, Weaknesses, Opportunities, Threats
- Strengths/ Weaknesses

E. Next Steps, Wrap Up

- Next Steps- Gathering Data, Definitions of Strategic
- Evaluation of the Day

The workshop participants included the City Council, Senior City Staff (City Manager Cayler, Police Chief Cramer, Finance Manager Cavallari), and members of the public (Tony Landucci, LaReva Myles, Paula Wren, and Roz Katz). From the group discussion, Ms. Haun developed the attached matrix, which represents the group's input on internal and external strengths, weaknesses, opportunities, and threats. Ms. Haun noted that the matrix is incomplete since it is the first step in the strategic planning process. She reported that meetings with the Senior Management Team and key community stakeholders will be scheduled to provide information that will be added to the SWOT Matrix for review at the Council's second strategic planning session anticipated to occur in May.

ADJOURNMENT: Mayor Brigham adjourned the meeting at 3:52 p.m. to a regular meeting of the City Council and Cloverdale Community Development Successor Agency, Tuesday, February 9, 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).

These minutes were approved at the April 12, 2016, City Council meeting by the following voice vote: (Ayes-5; Noes-0).

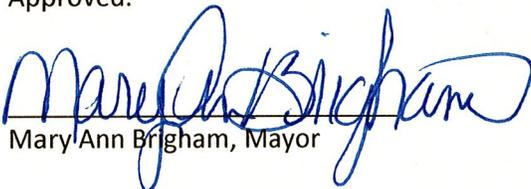
Ayes: 5-Councilmember Palla, Vice Mayor Wolter, Councilmember Russell, Councilmember Cox, and Mayor Brigham

Noes: 0

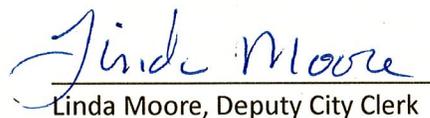
Absent: 0

Recuse: 0

Approved:


Mary Ann Brigham, Mayor

Attested:


Linda Moore, Deputy City Clerk