

MINUTES

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

THURSDAY, MAY 26, 2016

PUBLIC BUSINESS SESSION: 10:30 a.m.

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

OPENING:

- Call to Order: Mayor Brigham called the meeting to order at 10:30 p.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:

COMMUNICATIONS: None.

NEW BUSINESS:

1. City of Cloverdale Council's Strategic Planning Retreat- Second Session

Facilitator, Sue Haun, Strategies by Design, opened the Strategic Planning Retreat Workshop by welcoming everyone. Members of the public present were Toni Landucci, Jimmy Halliday, and Melanie Bagby. Ms. Haun presented the meeting agenda, which included:

A. Where We Are Now

- Results for Employee Survey, Customer Survey & Key Stakeholders Meeting
- SWOT Analysis & Forces of Change Context Map

B. Setting a Strategic Direction

- A Common Language
- Strategic Framework / Process
- Proposed Vision and Mission
- Strategic Focal Areas
- Define Outcomes / Performances Measures
- Establish Priorities

C. Next Steps for Finishing Strategic Plan and Development Implementation Plans

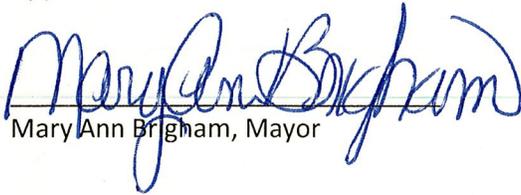
The City Council, City Senior Staff, and members of the public proceeded with the workshop, discussing the results of Employee Survey, Customer Survey and Stakeholders Meetings. Ms. Haun distributed a Performance Measures/Strategies Worksheet, Context Map, and Strategic Planning Process Plan (attached). The workshop continued with the group working to define and develop the strategic plan direction for the City.

ADJOURNMENT: Mayor Brigham adjourned the meeting at 3:24 p.m. to a regular meeting of the City Council and Cloverdale Community Development Successor Agency, Tuesday, June 14, 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 July 26, 2016, City Council meeting by the following voice vote (Ayes-5; Noes-0).

Ayes: Councilmember Palla, Vice Mayor Wolter, Councilmember Russell, Councilmember Cox, and Mayor Brigham
Noes: 0
Absent: 0
Recuse: 0

Approved:

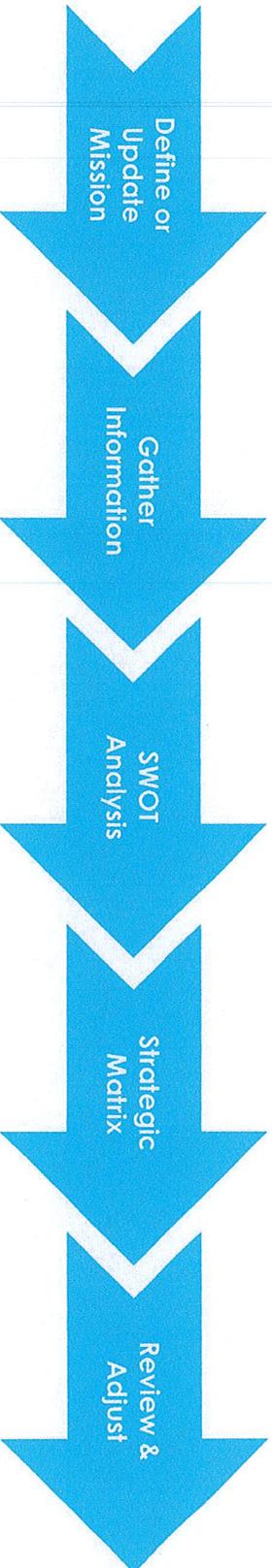

Mary Ann Brigham, Mayor

Attested:


Linda Moore, Deputy City Clerk

Strategic Planning Process

January – June



- Org. Purpose**
- Develop or Update the Mission Statement
 - Optionally, Develop Vision and Values Statements

- Gather Inputs**
- From all Stakeholders

- SWOT Analysis**
- Internal Analysis
 - Strengths
 - Weaknesses
 - External Analysis
 - Opportunities
 - Threats
 - Strategic Issues / Questions

- Strategic Matrix**
- Review Inputs
 - Define Outcomes & Objectives
 - Define Strategies
 - Define Action Plan

- Final Review**
- Review Outcomes, Objectives & Strategies
 - Identify Associated Plans (e.g., financial, staffing, etc.)
 - Define Implementation Framework

Where you are now

Where you are going & How you will get there

CONTEXT MAP

City of Cloverdale

May 26, 2016

Societal Trends	Political Factors	Economic Climate	Community Trends	Technology Factors	Citizen Needs	Uncertainties
<ul style="list-style-type: none"> • Social media growth • Less face to face interactions among younger generations • Expectation of instant response • Spending more than saving • Aging population with increasing number of 65+ by 2019 • Demand for quality services • Declining home ownership / transient population • Demand for transit oriented development • Extended families living together 	<ul style="list-style-type: none"> • Unfunded state and federal mandates • Voter apathy / limited citizen engagement • Distrust of government • Polarization of political views / lack of compromise • City Council dynamics • Resistance to taxes and fees 	<ul style="list-style-type: none"> • 8.9% unemployment rate in July 2014, higher than Sonoma County (5.8%) • Rising median income • 7.8% retail vacancy rate (above Sonoma County) • Upward trend in taxable sales • Regional competition • State limitations on local ability to raise revenue 	<ul style="list-style-type: none"> • 4% population growth predicted by 2019 • Increasing concentration of households in higher-income tiers by 2019 • Increasing median home price • Additional school choice • More rental housing available • Growing need for affordable housing choices • “Clustering” of cultural communities • Mass transit availability • Growing redevelopment opportunity 	<ul style="list-style-type: none"> • Rise of social media and the need to manage and respond to it • Cost of technology upgrades • Need to leverage IT for efficiency, effectiveness, responsiveness • Cyber security costs 	<ul style="list-style-type: none"> • Public safety • Future water supply • Customer service • Recreation • Roads and sidewalks • Parks / green space • Good educational opportunity • Transportation options, including for the aged • Clean community • Housing diversity and supply 	<ul style="list-style-type: none"> • Financial / economic outlook • Water needs • State infringement on ability to raise revenue • Ability to deliver services to a growing population / sustainability? • Catastrophic events

Sources: COC SWOT Analysis, 2015 Cloverdale Local Economic Profile