

MINUTES
ALHAMBRA CITY COUNCIL
ALHAMBRA REDEVELOPMENT AGENCY
Joint Adjourned Regular Meeting
November 17, 2009
8:00 a.m.

ROLL CALL: At 8:30 a.m., on Tuesday, November 17, 2009, after continental breakfast and informal conversation which began at 8:00 a.m., the Alhambra City Council and the Alhambra Redevelopment Agency (ARA) met in Salon 4 of *Almansor Court*, 700 South Almansor Street, Alhambra, California.

CITY COUNCIL/ARA BOARD MEMBERS:

PRESENT: MESSINA, YAMAUCHI, PLACIDO
ABSENT: SHAM, AYALA

Officials Present: City Manager/ARA Executive Director Fuentes, City Attorney/Agency Counsel Montes, City Clerk/ARA Assistant Secretary Myles, Assistant City Manager/Personnel Director Bacio, Director of Development Services/ARA Executive Director Reynoso, Director of Finance Longballa, Library Director Hernandez, Chief of Police Hudson, Director of Utilities Swink, Fire Chief Stedman, Director of Community Services Jarvis, Director of Administrative Services Schultz, Director of Public Works Chavez and Assistant to the City Manager Hayashi, Assistant to the City Manager Keating, Administrative Analyst Paulson,

Also present were Marilyn Snider, Facilitator, Snider and Associates, and Gail Tsuboi, Recorder, Tsuboi Design.

NOTICE NO. N2M9-134: City Clerk/ARA Assistant Secretary Myles reported that she had duly given notice of this meeting pursuant to the order of the Mayor and ARA Chairman and in accordance with Section 54955 of the Government Code of the State of California.

OPEN STRATEGIC PLANNING RETREAT: At 8:30 a.m., Mayor **PLACIDO** opened the meeting, welcoming everyone in attendance.

ORAL COMMUNICATIONS: None

ARA/CITYCOUNCIL/MANAGEMENT STRATEGIC PLANNING RETREAT - F2M8-58

The City Council/Agency Board, City Manager, Department Heads and Facilitator Marilyn

Snider, assisted by Gail Tsuboi as Recorder, held a Strategic Planning Retreat, the purpose of which was to update the City's Strategic Plan which was originally developed in October, 1992, by reviewing that certain set of three-year (2008-2011) goals which were developed on December 4, 2008 and the six-month objectives set on the same date to implement the same and by identifying a new set of six-month objectives for each of these goals.

Continental breakfast and informal conversation began at 8:00 a.m., with the retreat beginning promptly at 8:30 a.m. At 10:15 a.m., a 15-minute recess was called and the retreat reconvened at 10:30 a.m. At 12:50 p.m., the participants broke for lunch and at 1:00 p.m. the retreat reconvened.

SUMMARY

The following **Mission Statement** was reviewed and found to be still on point:

The City of Alhambra is dedicated to responsive, creative leadership and quality services ensuring desirable neighborhoods and a supportive business environment while being sensitive to the diversity of our community.

Likewise, the following **Vision Statement** was reviewed and found to be still on point:

The City of Alhambra shall be the premier family-oriented and economically prosperous community in the San Gabriel Valley.

Additionally, the following **Core Values** (not in priority order) were reviewed and found to be still relevant:

The City of Alhambra values . . .

High level of customer service
High ethical standards
Professionalism
Commitment, responsibility and accountability
Compassionate, responsive service delivery
Innovation and creativity
Inclusiveness and diversity

The following **Three-year (2008-2011) Goals** (not in priority order) were likewise reviewed:

- Enhance commercial development, housing and jobs creation to ensure the long-term financial viability of the City
- Provide premier customer service
- Improve the pride, character and quality of our neighborhoods
- Improve and expand infrastructure and facilities, including recreation and leisure

- Achieve long-term financial viability

The Facilitator next led the participants in a “**brainstorming**” session to answer and/or discuss the following questions/topics:

1. What are the major accomplishments of the City of Alhambra since the June 3, 2009 strategic planning retreat?

- Created a Twitter account
- Took delivery on four Senior Ride vehicles
- In design review for the mixed-use development at Third St. and Main St.
- Almost completed the Fire Training Center Expansion Project
- Sold \$1.4 M worth of water rights
- Received over \$211,000 in private donations for the Civic Center Library
- State grant funds released for a variety of park projects
- Approved a budget for weekend (Friday & Saturday night) downtown entertainment
- Fire Department increased engine company inspections by 30%
- Extended the building entitlements for Target for another year
- In the process of adopting the Model Landscape Ordinance
- Continuing to work with a developer to bring back Baja Fresh restaurant
- Successfully completed Prop 1A bonding securitization
- Completed a draft energy audit for four community facilities
- Applied for and were awarded a \$794,700 grant from the Department of Energy for energy efficiency projects
- Ready to issue building permits to Volkswagen for construction of a new dealership
- Painted two blocks of Main St. in the downtown
- Renovated the parkway on the Palm St. side of Alhambra Park
- Sold the Hellman Library property to the Utilities Department
- Opened bidding on the Poplar St. Rehabilitation Project
- Replaced all firefighter SCBA equipment (Self-Contained Breathing Apparatus) with grant funding
- Re-opened Johnny Rockets and Quiznos
- Initiated HR Eden software system to track personnel activity
- Hosted Congressman Schiff’s town hall meeting on healthcare reform
- Out to bid on the Alhambra Golf Course restrooms project
- Almost completed two CERT courses
- Identified potential funds for the Story Park pool demolition
- Out to bid on the Alhambra Road street construction project
- The Police Department received \$300,000 for mobile video systems for patrol cars
- Succession planning was done to fill vacancies created through retirements
- Established the Alhambra Environmental Committee
- 38 Degrees restaurant opened
- Chase Bank opened
- Rehabbing 2 of our 5 first time homebuyer properties
- Awarded the contract for the Mission Road mural work
- Awarded economic stimulus funds of \$2.6 M for transportation projects

- Crime continues to decline - 3% this year-to-date
- Found a new yogurt shop for the Renaissance Plaza
- Library usage has increased by 45%
- Obtained electric vehicles for downtown patrol
- Approved a budget for downtown marketing
- Obtained cost estimates to remove gum from Valley Blvd.
- Completed a feasibility study on a cost recovery program for hazardous materials
- Under construction on the Palatine Water Line and street rehab
- Almost completed negotiations regarding the refuse contract extension recommendation
- Completed the Subway restaurant project on Main St.
- Adopted a budget without any layoffs or furloughs
- The Groundwater Treatment Facility is operational
- Received an energy award from the San Gabriel Valley Council of Governments
- Identified a developer for the former library site
- Conducted an H1N1 POD (Point of Distribution) and vaccinated 2,700 people
- Opening of Zen Terrace, a 69-unit condominium project
- Completed the bond process for the Atherton Baptist Homes Project
- Finished the Almansor Park Lower Lake Renovation Project
- The new walking track at Almansor Park is almost completed
- Created new internal contract procedures
- Initiated construction for the Gateway Plaza Project
- Completed the Fifth St. parking lot
- Paved 10 miles of residential streets
- The City was a finalist in the Los Angeles Economic Development Council competition as the most business friendly city in L.A. County
- Received homelessness prevention economic stimulus funds (ARRA) and have begun to disburse them
- Approved a budget for Phase II of the Downtown Painting Project
- Drafted a development agreement and reviewing the EIR for the PEO's Marguerite Gardens Project
- Revised the Disaster Preparedness Plan and it is in final review
- Completed a survey of nearby cities with property inspection programs
- Awarded a bid to repave the Alhambra Hills neighborhood
- Almost finished installing playground equipment at two parks with money from the state
- Automated bill paying at the Utilities Department
- Held a successful "Night Against Crime" baseball game
- Attracted the Boiling Crab (second location) to replace Angelina's Soul Food
- Provided NIMS (National Incident Management System) training for all middle and upper management
- Awarded CDBG-R grant funds and initiated three construction projects with the funds
- Public Works rehabilitated over 15,000 sq. feet of sidewalk

2. What are the City's internal weaknesses/challenges?

- Budgetary/financial challenges
- Low projected fund balance for sanitation fund
- Difficulty meeting expectations with reduced staff

- Lack of funding for cost-of-living increases
- Lack of staff has lead to more work with less staff
- Loss of institutional memory and experience
- Shaky morale
- Loss of personal touch when reaching out to citizens
- Lack of equipment
- Lack of funding for technology upgrades, e.g., agenda system and revenue
- Staff fearful of layoffs
- Complaints from the public regarding City's response to complaints
- Uncollected paramedic fees
- Too many potholes
- Lack of staff wanting to be promoted to a higher level
- Inability to fund PERS

3. What are the external factors/trends that will/might have a positive impact on the City of Alhambra in the coming year?

- Creative alliance with the Downtown Association
- Increased regional training for fire districts
- Economic stimulus funds
- Release of State grant funds
- State approval of private and public partnerships for transportation projects
- Receipt of Measure R money
- New governor in 2010
- Joint partnership with the School District on a mental health grant
- School District capital improvements
- Improved economy
- Continued UASI grant funding
- Arrival of major employers to the downtown for lunch business
- 2010 Census

4. What are the external factors/trends that will/might have a negative impact on the City of Alhambra in the coming year?

- Higher taxes
- Universal health care
- Continued State budget deficit
- Closure of automobile dealerships
- Vacant store fronts
- Lower MediCal and Medicare reimbursements
- Lack of commercial loan funding
- Lack of cooperation from Caltrans in getting projects approved
- Local elections (2010)
- New governor in 2010
- Census results causing adjustments in the number of representatives from California
- Increased fuel costs

- Runaway inflation
- Increase in Workers Compensation costs
- Water shortages
- Potential reduction in CDBG funding
- Increased demand for free public services
- Traffic congestion caused by Alameda Corridor East (ACE) Railroad reconstruction
- States filing for bankruptcy
- Retirements
- California becoming less desirable
- Municipal bankruptcies
- Increasing reliance on EMS for medical care
- Delays in reconstruction of Alhambra Place by developers
- Global warming
- Unfunded mandates
- Continued banking industry instability
- Trillion dollar federal deficit
- Increased unemployment
- Earthquakes
- More stimulus
- Swine Flu
- More big government
- Lack of economic stability
- More state and federal mandates
- Green mandates unaffordable
- Lack of people participating in the census
- Higher interest rates
- Threats to CalPERS, e.g., inability to fund
- Higher insurance costs
- Harder to obtain insurance
- Potential increase in crime
- Reduction in food
- Lack of a system to take care of the elderly
- State budget cuts resulting in the release of parolees
- Lack of affordable housing

AYALA: At 10:15 a.m. Mr. Ayala entered the room

**THREE YEAR GOAL: ENHANCE COMMERCIAL DEVELOPMENT, HOUSING AND JOBS
CREATION**

6-month objectives

1. By January 1, 2010, the City Manager and the Director of Development Services will finalize a development agreement with a national retail tenant for the 25, 000 square foot space at 2121 West Main Street.
2. By February 1, 2010, the Administrative Analyst as lead, working with the City Manager and Director of Development Services, will clean up the two storefronts

located at 41 and 43 West Main Street

3. By February 1, 2010, the Administrative Analyst as lead, working with the City Manager and Director of Development Services will finish Phase II of the Downtown Painting Project.
4. By February 1, 2010, the City Manager and Director of Development Services will ensure completion of the Volkswagen development.
5. By March 1, 2010, the City Manager and Director of Development Services will identify and present to the City Council for action a development agreement for a mixed use development of the old library site on Main Street.
6. By March 1, 2010, the City Manager and Director of Development Services, working with a developer, will submit a rehabilitation and development agreement to the City Council and Redevelopment Agency to develop the Alhambra Place Shopping Center.
7. By March 1, 2010, the City Manager and Director of Development Services will present to the City Council for action a development agreement for the redevelopment of the 45, 000 square foot space at the southeast corner of Atlantic Boulevard and Main Street with a major retailer(s).
8. By April 1, 2010, the City Manager and Director of Development Services will identify and present to the City Council for action four replacement tenants for the vacancies at 12, 11, 30 and 38 West Main Street
9. By April 1, 2010, the City Manager and Director of Development Services will recommend to the City Council for action a replacement tenant for one vacant space at the Renaissance Plaza.
10. By April 1, 2010, the City Manager and Director of Development Services will complete the EIR and the development agreement for California PEO's Marguerite Gardens Project.
11. By April 1, 2010, the Director of Development Services will assist the developer in submitting plans for planning entitlements for development of the Super A site.
12. By April 1, 2010, the City Manager and Director of Development Services will present to the City Council for action an agreement to bring a 150,000 square foot retail tenant to 3001 West Mission Road or another site in the Fremont Corridor area.
13. By April 1, 2010, the City Manager and Director of Development will identify a developer for the sites behind Rick's Burger and Charlie's Trio to build additional parking and housing and present to the City Council for action.
14. By April 15, 2010, the Director of Development Services as lead, working with the City Attorney and City Council will provide a training workshop for all Planning Commissioners to review their roles and responsibilities.
15. By April 30, 2010, the Director of Development Services and Assistant to the City Manager Keating will recommend to the City Council for action the selling of five

- affordable housing units to first time home buyers.
16. By April 30, 2010, the City Manager and Director of Development will close escrow on the mixed-use project at Third Street and Main Street.
 17. By April 30, 2010, Assistant to the City Manager Hayashi will notify the County of the City of Alhambra's participation in County-wide AB 811 Program of municipal financing and community-scale building retrofits.

THREE YEAR GOAL: PROVIDE PREMIER CUSTOMER SERVICE
6 month objectives

1. By February 15, 2010, the Director of Administrative Services will develop and present to the City Council promotional materials to highlight the City.
2. By February 15, 2010, the Director of Administrative Services and the City Attorney will present to the City Council for action a new Filming Ordinance.
3. By March 1, 2010, the Chief of Police as lead, working with the Director of Utilities and Fire Chief, will present to the City Manager an emergency notification system (reverse 911) for implementation, including funding.
4. By April 15, 2010, the Fire Chief and Director of Finance will develop a plan to increase the collection of paramedic fees and present the plan to the City Manager.
5. By April 30, 2010, the Director of Administrative Services and Finance Director will explore funding opportunities for technological support for the Office of the City Clerk for software and make a recommendation(s) to the City Manager for action.
6. By April 30, 2010, Director of Utilities as lead, working with Assistant to the City Manager Hayashi and the Administrative Analyst will invite utilities and solar vendors to a residential solar energy meeting for residents.
7. By April 30, 2010, the Assistant City Manager/Personnel Director/Risk Manager and Director of Administrative Services will provide customer service training seminars for all employees.
8. By April 30, 2010, the Fire Chief will complete two Community Emergency Response Team (CERT) training sessions for the public.
9. By April 30, 2010, the Fire Chief and Chief of Police will revise the Disaster Preparation Plan and present it to the City Council for action.
10. By April 30, 2010, the Director of Administrative Services and City Clerk will prepare an updated Records Retention Schedule for review by the City Manager and Department Heads.

THREE YEAR GOAL: IMPROVE THE PRIDE, CHARACTER AND QUALITY
OF OUR NEIGHBORHOODS

6 month objectives

1. By February 1, 2010, the Administrative Analyst, working with Councilmember Messina and the Alhambra Chamber of Commerce, will propose to the City Council for action the reestablishment of *Alhambra Beautiful*.
2. By February 1, 2010, Assistant to the City Manager Keating will develop a partnership with Home Depot or other stores to participate in home improvement projects for residents.
3. By February 1, 2010, the Director of Development Services will identify funding and develop a program to assist homeowners to replace or upgrade front yard fences and present to the City Council for action.
4. By April 1, 2010, the Director of Development Services as the lead, working with Assistant to the City Manager Hayashi will review the City's commercial and residential anti-security bars Ordinance and increase enforcement of the Ordinance.

THREE-YEAR GOAL: IMPROVE AND EXPAND THE INFRASTRUCTURE AND FACILITIES, INCLUDING RECREATION AND LEISURE

6 month objectives

1. By December 31, 2009, the Director of Community Services will complete the Alhambra Golf Course restrooms project.
2. By January 15, 2010, the Director of Public Works will award a contract for the Poplar Boulevard Rehabilitation Project.
3. By February 15, the City Council and Assistant to the City Manager Keating will identify a CDBG-funded street rehabilitation project and present a recommendation to the City Manager.
4. By February 1, 2010, the Director of Public Works will complete the CDBG-R Stimulus Act-funded ADA Handicap Ramp Project in the HUD-targeted area.
5. By March 1, 2010, the Director of Utilities as lead, working with the Director of Public Works and Director of Community Services will complete construction of Gateway Plaza Project.
6. By March 1, 2010, Assistant to the City Manager Keating will complete two CDBG-R-funded ADA improvement projects at Joslyn Center.
7. By March 1, 2010, the Director of Public Works will award the contract for Alhambra Road Rehabilitation Project.
8. By April 1, 2010, the Director of Public Works will complete the Alhambra Hills Street Rehabilitation Project.
9. By April 30, 2010, the Director of Community Services will Complete the State grant

(OGALS)-funded renovations of the Joslyn Center entry doors and interior paint and carpet; resurface basketball and tennis courts at all parks; install the gym floor at Granada Park; paint the interior of Almansor Gym; and paint the exterior of the Emery Park Community Center.

10. By April 30, 2010, the Director of Community Services will prepare a grant application for Prop 84 funds to renovate the Story Park pool area.
11. By April 30, 2010, Assistant to the City Manager Hayashi as lead, working with the Director of Community Services, will complete the bid package for the Energy Efficiency Stimulus Retrofit Project at the Joslyn Center.
12. By April 30, 2010, the Director of Public Works will present to the City Council for action a contract for construction of the Valley Boulevard Capacity Improvement Program (i.e., median project).

THREE-YEAR GOAL: ACHIEVE LONG-TERM FINANCIAL VIABILITY
6 month objectives

1. By March 1, 2010, the Director of Development Service as lead, working with the City Manager and Director of Finance, will research the feasibility of bonding excess tax increment and present to the ARA Board for consideration.
2. By April 1, 2010, the Personnel Director and City Manager, with input from Department Heads, will investigate and make appropriate recommendations to the City Council for action regarding a citywide two-tier hiring system for new hires.
3. By April 1, 2010, the Director of Development Services as lead, working with the City Manager and Director of Finance, will complete the appraisal and solicit proposals regarding the possible sale of the Fremont Plaza site and allocate the net funds to ARA reserves.
4. By April 15, 2010, the Personnel Director will investigate a two-tier CalPERS (California Public Employee Retirement System) for new hires and make a recommendation to the City Manager.
5. By April 30, 2010, the Fire Chief will apply for Cal State certification for a US&R (Urban Search and Rescue) site to host classes for at least one discipline.
6. By April 30, 2010, the City Manager and Director of Finance, working with a commercial lender, will have a General Fund line of credit established and present to the City Council for action.
7. By April 30, 2010, the City Manager and Director of Finance will identify strategies to increase the General Fund and reserve and present them to the City Council for action.
8. By November 15, 2009, the Director of Development Services as lead, working with the City Manager and Director of Finance, will complete the sale of properties at Third Street and Main Street and the former library site and will allocate the funds to ARA reserves.

Next Meeting: Friday, April 30, 2009, has been tentatively set for the next Strategic Planning Retreat at which time Council/ARA Board and Management Team will more thoroughly review the progress on those objectives established on November 17, 2009 and develop strategic objectives for the next six months.

ADJOURNMENT: At 1:50 p.m., Mayor **PLACIDO** closed the retreat by thanking our Facilitator and all of the participants for the good work that was done today; and, there being no further business, with the unanimous consent of the City Council/Agency Board [SHAM, absent], he adjourned the meeting.

LAUREN MYLES
CITY CLERK & ARA ASSISTANT SECRETARY