

**MINUTES**  
**ALHAMBRA CITY COUNCIL**  
**ALHAMBRA REDEVELOPMENT AGENCY**  
**Joint Adjourned Regular Meeting**  
**November 17, 2011**  
**8:00 a.m.**

**ROLL CALL:** At 8:35 a.m., on Thursday, November 17, 2011, 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 *Almanson Court*, 700 South Almanson Street, Alhambra, California.

**CITY COUNCIL/ARA BOARD MEMBERS:**

PRESENT: SHAM, MESSINA, YAMAUCHI, PLACIDO AYALA  
ABSENT: NONE

**Officials Present:** City Manager/ARA Executive Director Fuentes, City Attorney/Agency Counsel Montes, Assistant City Manager/Personnel Director Bacio, City Clerk/ARA Assistant Secretary Myles, Deputy City Manager/Director of Utilities/Interim Director of Development Services/ARA Executive Director Swink, Director of Finance Espinoza, Library Director Hernandez, Chief of Police Yokoyama, Deputy City Manager/Director of Utilities Swink, Interim Fire Chief Kemp, Director of Community Services Jarvis, 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. N2M11-152:** 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 8:35 a.m., Mayor **AYALA** opened the meeting, welcoming everyone in attendance.

- 1. ORAL COMMUNICATIONS:** None
- 2. ARA/CITYCOUNCIL/MANAGEMENT STRATEGIC PLANNING RETREAT - F2M11-36**

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 the previously established set of three-year

goals (2008-2011) which were developed on June 2, 2008, developing new three-year goals (2011-2014) and identifying a new set of six-month objectives for each of the newly created three-year goals.

At 10:15 a.m., a 15-minute recess was called and the retreat reconvened at 10:30 a.m. At 12:15 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 (2011-2014) Goals (not in priority order) were likewise reviewed:

- Enhance commercial development, housing and jobs creation
- Enhance the quality of our neighborhoods and community
- Improve financial stability
- Improve and enhance the City's infrastructure and facilities
- Enhance community awareness of the City's programs and services

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 last set of three-year goals were established on June 2, 2008 and since the November 1, 2010 strategic planning retreat?**

- Opening of Menchie's Frozen Yogurt at Renaissance Plaza
- Opening of Medium Rare Steakhouse
- Grand reopening of McDonald's
- Groundbreaking of LACDC headquarters
- Hired three new department heads
- Opening of Boteco
- Reopening of Cold Stone
- Adopted a recycling facility ordinance
- Groundbreaking of Trio Vino
- Purchased four new police patrol vehicles
- Construction of City Ventures mixed use development on Main Street
- Purchased a solar powered trash compactor
- Awarded an Alhambra Envision 2035 grant from the Southern California Association of Governments
- Started the repaving of Main Street
- Continuing to fight for completion of the 710
- Completed the Enforceable Obligation Payment Schedule (EOPS) and the Reportable Obligation Schedule (ROS), the Redevelopment Agency's obligation to meet its debt
- Evaluated the general plans for the Honda parking structure development
- Reviewed and gave direction on the new Alhambra Pacific Plaza mixed-use development project at the Super A site
- Completed Valley Boulevard rehabilitation project
- Howard's Big Screen and Appliances store soon to open
- Target's grand reopening after remodeling
- Completed New Avenue rehabilitation project
- Completed Joslyn Center rehabilitation
- Re-stuccoed the Alhambra Historical Society building
- Recycle Bank program was implemented
- Draft mixed-use noise ordinance was developed
- Installed 50 ADA ramps
- Completed CDBG (Community Development Block Grant) street improvements citywide
- City Manager was elected president of the California Redevelopment Association
- Passed a balanced budget
- Developed a Community Liaison Officer Program to assist in patrolling the parks
- Implemented a Youth Diversion Program for first time offenders
- Chrysler completed its building rehabilitation
- Held a citywide disaster drill
- Held another CERT training course
- Initiated a soils clean-up process for the Casita de Zen

- Atherton Baptist Homes completed its new senior independent living housing facility
- Successful 4<sup>th</sup> of July celebration
- Repainted and re-landscaped City's freeway underpasses
- Held a community open house at Almansor Park for residents as part of Envision Alhambra 2035
- Implemented an anti-scavenging program
- On target to renew City's line of credit with the Bank of the West
- Continued the painting project of four buildings on Main Street and two on Valley
- No employee layoffs
- Liability waiver for the training tower
- Recordings of the Council meetings made available on the City's website
- Police Department conducted outreach to non-English speaking residents through crime prevention materials in multiple languages
- Held City's first Eco Fest event
- Held a recycling event
- Filled thousands of potholes throughout the City
- 14% drop in crime
- Completed the City's redistricting process
- Dog Haus agreement signed
- Compiled a comprehensive list of parks and golf course projects and provided it to the City Manager
- Retrofitted the lighting at Almansor Park Gym
- Got a new fire truck
- Purchased a digital video recorder for 18 police vehicles to record police stops
- Southern California Edison is building a Data Center in Alhambra

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

- Lack of lap swim lanes
- Lack of staff
- Challenge prolonging the life of facilities that are heavily utilized
- Lack of integrated automation
- Fewer staff with more responsibilities
- Vacant stores on Main Street
- Efficiency needs to be enhanced by restructuring
- Not enough grant opportunities
- Lack of neighborhood communication (Not being informed)
- Absence of Summer Jubilee
- IT infrastructure needs improvement
- Lack of funding for city records
- Lack of opportunities to fund economic development in the absence of redevelopment
- Lack of a two tier system
- Problems with the EOC facility and infrastructure
- Old vehicles (in city fleet)
- Old equipment

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

- Progress on the environmental study for the 710 freeway
- Changes to MediCal reimbursement
- County agreeing to City's project area extensions and additional capitalization space that allows the city to extend its debt
- Deregulation of the banking industry
- 400 doctors and medical professionals moving into the former AT&T building
- Lunar New Year Street Festival
- 2012 elections
- Positive court decision regarding the California Redevelopment Agency lawsuit
- Continued grant funding for public safety
- Deregulation
- Regional disaster preparedness
- 550 new Los Angeles County employees in Alhambra's Downtown
- Sale of the International Extrusion Co. properties
- Redistricting
- Reduced dependency on state and federal help; cities becoming more independent

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

- Trigger budget reductions that could go into effect at the federal level if the Congressional Supercommittee's recommendations are not accepted by the Congress and President
- Trigger bill if the state does not meet its revenue projections
- Higher interest rates
- Blighted Alhambra Place by the owner (old Mervyn's Center)
- Lack of school funding
- Company relocations due to State regulations
- Increase in number of homeless
- South Pasadena's threat to prohibit truck traffic on Fremont Avenue north of Alhambra Road
- Transfer of State prisoners to counties
- Unemployed losing health care coverage
- Earthquake
- Natural disaster
- Continued raid of local revenues by the State of California
- Release of unsupervised parolees – 28,000 in Southern California
- Higher unemployment
- Higher crime rate (due to release of parolees)
- Displacement of people from their homes
- 10% cut for Medicare and MediCal
- Challenge to local control of EMS
- NBA lockout (job losses)
- State Supreme Court ruling against the California Redevelopment Agency lawsuit

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

**6-month objectives**

1. By February 1, 2012, the City Manager and Director of Development Services, working with the property owner, will find a replacement tenant for the former Hollywood Video space.
2. By February 1, 2012, the Director of Development Services and City Manager, working with the property owner, will present to the City Council for action an economic development agreement with a tenant for the Tony Roma's building.
3. By February 1, 2012, the Director of Development Services and City Manager will conduct outreach to at least ten bio-med/bio-tech industry firms to bring jobs to the city and report the results to the City Council.
4. By February 1, 2012, the Director of Development Services and City Manager, working with the property owner, will present to the City Council for action an economic development agreement with the property owner to sell and develop the property at Date and Commonwealth Avenues.
5. By February 1, 2012, the Administrative Analyst as lead working with the City Manager and Assistant to the City Manager Keating will identify 10-15 businesses for façade improvements on Main Street and Valley using CDBG funds.
6. By March 1, 2012, the Director of Development Services and Assistant to the City Manager Keating will oversee the sale of eight affordable townhomes at 534 Howard to qualified low income first time homebuyers.
7. By March 1, 2012, the Director of Development Services, working with the developer, will ensure completion of the soils clean-up and begin construction on the Casita de Zen mixed-use development at Third and Main Streets.
8. By March 1, 2012, Assistant to the City Manager Keating as lead working with the Director of Development Services and City Manager will recommend to the City Council for action a developer and funding for an affordable housing development on City-owned property on Chapel Avenue near Bay State.

**YAMAUCHI:** At 11:30 a.m. Councilmember Yamauchi left the meeting.

9. By May 1, 2012, the Director of Development Services and City Manager, working with the developer, will submit a development agreement for the Alhambra Pacific Plaza at the Super A site to the City Council for action.
10. By May 1, 2012, the City Manager and Director of Development Services, working with the new owner, will present to the City Council for action an agreement to bring 400,000 square foot retail space(s) to the International Extrusion property and along the Fremont Corridor.

11. By May 1, 2012, the Director of Development Services and City Manager, working with the owner, will identify tenants and options to enhance the property, move the project forward and submit a Rehab and Development Agreement to the City Council and Redevelopment Agency to develop the Alhambra Place Shopping Center.
12. By May 1, 2012, the Director of Development Services and City Manager will identify tenants and facilitate securing leases for the former Hallmark store, the vacant furniture store at 127 Main Street, the Wedding Shop, the furniture store at 30 East Main and the former Johnny Rocket's building.
13. By May 1, 2012, the Director of Development Services and City Manager will conduct outreach to at least 10 existing businesses in the industrial area to discuss their needs and report the results to the City Council.
14. By May 1, 2012, the Director of Development Services and City Manager, working with the property owner, will identify a tenant and facilitate a lease agreement for development of the property between Palm and Raymond Avenues, north of Pepper Street.
15. By May 1, 2012, the Director of Development Services and City Manager will explore the feasibility of a major national grocery store on Valley Boulevard and make a recommendation to the City Council for direction.

**THREE YEAR GOAL: ENHANCE THE QUALITY OF OUR NEIGHBORHOODS AND COMMUNITY**  
**6 month objectives**

1. By February 1, 2012, the Chief of Police will recruit volunteers and implement the Community Liaison Officer Program to increase police visibility throughout the community.
2. By March 1, 2012, the Chief of Police and Fire Chief will engage in an aggressive marketing campaign to inform the public of Reverse 911 programs, such as Alert A, Nixle, and "A Child is Missing" (note: residents will need to give their phone numbers, cell and home, and email addresses for successful operation).
3. By March 1, 2012, Assistant to the City Manager Hayashi will recommend to the City Council for action the expansion of Art Funds utilization.
4. By May 1, 2012, the Director of Community Services and City Manager will identify and recommend to the City Council for action option(s) to increase money for parks and golf course improvements.
5. By May 1, 2012, Director of Community Services as lead working with the City Manager, Administrative Analyst and Councilmember Placido will identify a location and funding for a dog park and present to the City Council for action.
6. By May 1, 2012, the Director of Public Works, will, contingent upon funding, provide historical neighborhood signage for at least one additional neighborhood.

**THREE YEAR GOAL: IMPROVE FINANCIAL STABILITY**  
**6 month objectives**

1. By November 30, 2011, Director of Finance and City Manager will renew the City's line of credit with Bank of the West.
2. By December 31, 2011, the Personnel Director, working as lead and the Director of Finance will evaluate benefits (two-tier) for new employees hired in 2011-2012 and recommend to the City Council for action.
3. By January 1, 2012, City Manager as lead working with the Director of Finance, City Attorney and with the County will identify agency extensions and increases to CAPs.
4. By October 1, 2011, the Director of Finance and City Manager will renew the line of credit with Bank of the West.
5. By January 1, 2012, the Director of Community Services as lead working with the Assistant City Manager and Fire Chief will study the feasibility of cell towers placed on City property (e.g., by Los Angeles County) and make a recommendation to the City Council for action.
6. By May 1, 2012, the Director of Finance and City Manager will develop a Five-Year Financial Plan and present to the City Council for action.

**AYALA:** At 12:15 p.m. Mayor Ayala left the meeting.

**THREE-YEAR GOAL: IMPROVE AND ENHANCE THE CITY'S INFRASTRUCTURE AND FACILITIES**

**6 month objectives**

1. By March 1, 2012, the Director of Public Works will identify funding and present a notice inviting bids (NIB) to the City Council for action for consultant services for the development of a Bike Plan.
2. By May 1, 2012, the Director of Public Works will solicit a notice inviting bids (NIB) for the repaving of Garfield Avenue using STPL funding.
3. By May 1, 2012, the Director of Public Works, working with the Director of Utilities and City Manager will design and solicit a notice inviting bids (NIB) for water line and sewer line street rehabilitation work in the Midwick Tract.
4. By May 1, 2012, the Director of Community Services will determine costs to renovate irrigation systems in the parks and golf course and to develop a Water Efficiency Plan and present to the City Manager.
5. By May 1, 2012, Director of Community Services will determine the estimated cost for the re-plastering of the Alhambra Park Pool and identify potential sources of funding and present to the City Manager.
6. By May 1, 2012, the Director of Administrative Services and Assistant to the City Manager Hayashi, working with the departments, will gather information for the

development of the City's Energy Efficiency Chapter of the Climate Action Plan.

7. By May 1, 2012, the Director of Community Services will recommend to the City Council for action replacement of the Almanson Court roof.
8. By May 1, 2012, the Director of Public Works and the City Manager will develop the scope of work for median island work on Valley Boulevard east of Atlantic and present to the City Council for action.
9. By May 1, 2012, the Director of Public Works and Assistant to the City Manager Keating will identify funding and scope of a CDBG-funded street reconstruction project and present it to the City Council for action.
10. By May 1, 2012, Director of Public Works will determine the feasibility of expanding bus service to south of Valley Boulevard and make a recommendation to the City Council for action.

**THREE-YEAR GOAL: ENHANCE COMMUNITY AWARENESS OF THE CITY'S  
PROGRAMS AND SERVICES  
6 month objectives**

1. By March 1, 2012, the Chief of Police and Fire Chief, working with department heads, will identify and clarify with all City employees their responsibilities in a natural disaster, including a policy recommendation to the City Council for action
2. By April 1, 2012, the Director of Administrative Services will improve signage in City Hall, especially the lobby.
3. By April 1, 2012, Director of Administrative Services and Assistant to the City Manager Hayashi will develop a Customer Service/Informational Manual for staff to increase their familiarity with City programs and services offered by all departments.
4. By May 1, 2012, the Assistant City Manager and Administrative Analyst will attend customer service training for municipal employees and provide customer service training for all department heads.
5. By May 1, 2012, the Director of Community Services and Councilmember Messina will gather names of fallen veterans of Alhambra to include in the Veterans' Memorial.
6. By May 1, 2012, the Director of Administrative Services, working with department heads, will develop at least ten informational handouts describing city processes to share with the public.
7. By May 1, 2012, the Fire Chief, Chief of Police and City Manager will develop processes to use in a natural disaster to enable City employees to be or stay in place to carry out their city responsibilities, including identification of resources (e.g., individuals, businesses, hospitals) to help the community.
8. By May 1, 2012, Chief of Police and Fire Chief will share with the community how they

need to be prepared to be self-reliant in a natural disaster and what they can expect from the city.

**Next Strategic Planning Session:** Wednesday, May 9, 2012, was tentatively set for the next Strategic Planning Retreat at which time Council/ARA Board and Management Team will more thoroughly review the progress on the objectives established on November 17, 2011 and develop strategic objectives for the next six months.

**CLOSED SESSION:** Agency Counsel/City Attorney **MONTES** announced that there were no items at this time which necessitated the Agency Board and City Council to move into a closed session pursuant to applicable law, including the Brown Act (Government Code Sec. 54950, et seq.) for the purposes of conferring with the City/Agency's Real Property Negotiator, and/or conferring with the Agency Counsel/City Attorney on potential and/or existing litigation, and/or discussing matters covered under Government Code Section 54957 (Personnel), and/or conferring with the City's Labor Negotiators.

Vice Mayor **MESSINA** closed the retreat by thanking our Facilitator and all of the participants for the good work that was done today.

**ADJOURNMENT:** At 2:20 p.m., there being no further business for the Agency Board or Council to transact, the ARA Chairman and Vice Mayor, with the consent of the Agency Board and the City Council, adjourned their respective meetings.

LAUREN MYLES, CMC  
CITY CLERK & ARA ASSISTANT SECRETARY