JOINT WORK SHOP
HUGHSON CITY COUNCIL and
HUGHSON REDEVELOPMENT AGENCY
BOARD/PLANNING COMMISSION AND PARK AND RECREATION COMMISSION

SPECIAL JOINT WORK SHOP MINUTES
SATURDAY – JANUARY 29, 2011
REGULAR SESSION 9:00 A.M.

Council Chambers
City Hall
7018 Pine Street

Saturday – January 29, 2011
Joint Work Shop – Special Meeting
Minutes

CALL TO ORDER: 9:00 a.m.

ROLL CALL: City Council: Council Members Silva, Beekman and Mayor Bawanan; Absent: Council Members Carr and Young.
Planning Commission: Commissioner Henley-Hatfield
Absent: Commissioners Codallos, Lopez, Redding and Chair Fontana
Parks and Recreation Commission: Commissioner Brownell
Absent: Commissioners Strain, Little, Oseguera and Chair McFadon

PUBLIC COMMENTS:

1. GOALS AND OBJECTIVES:

   a. Review notes from December 11, 2010 meeting

   b. Review draft Goals and Objectives for 2011. (materials to be distributed prior to or at the meeting)

   c. Provide direction to staff.

Materials and reports were provided for those present during the meeting.

City Manager Whitemyer provided an overview of the Goals and Objectives for 2011 as provided during the previous meeting held.

Staff and members of the Council and Commissions discussed the document and directed staff on some minor revisions. Staff asked that a report be prepared to get Council direction where they would like staff to focus for the City's future growth. Council concurred and would appreciate this discussion at a later date for Council to provide staff the direction they need.

Discussion and direction was provided for staff to finalize the document and bring back for final review and approval.

ADJOURNMENT: 11:00 a.m.

CITY COUNCIL Adjourn the CITY COUNCIL/RDA to the next regularly scheduled meeting scheduled on February 14, 2011 (as amended) at 7:00 p.m. at the Hughson City Hall, 7018 Pine Street, Hughson CA 95326

PLANNING COMMISSION - ADJOURNMENT: Adjourn the Planning Commission to the next regularly scheduled meeting scheduled on February 15, 2011 at 6:00 p.m. at the Hughson City Hall, 7018 Pine Street, Hughson CA 95326

PARKS AND RECREATION COMMISSION - ADJOURNMENT: Adjourn the Parks and Recreation Commission to the next regularly scheduled meeting of February 8, 2011 at 6:00 p.m. at the Hughson City Hall, 7018 Pine Street, Hughson CA 95326

These minutes were duly approved by a unanimous Consent of the Council on this 14th day of February, 2011 by the Following Roll Call Vote Carried: (5-0):
Ayes in favor:
Noes:
Absent:
Abstain:

_____ _____

Ramon Bawanan, Mayor Michele Penirian Winterbottom, MMC City Clerk

Goals and Objectives

Goal #1 - Land Use

Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			Update, maintain and review General Plan as required by State law.				
2			The General Plan will be the primary public policy guiding land use decisions.				
3			The City will actively work with the Development Community and each Project Proponent to address issues of community; place and identify through the thoughtful placement of neighborhoods, open spaces, streets and land use in accordance with the Design Principals established within the adopted Design Expectations of the City				

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Goals and Objectives

Goal #1 - Land Use

Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
4			Look at Ag Mitigation Development Impact Fees				
5			Implement the City's Non-Motorized Plan. Ensure that our parks are connected by walking and bike paths.				

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Goals and Objectives
Goal #2 - Economic Development
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			The City will continue its partnership with the Stanislaus Alliance to expand the enterprise Zone and provide employment oportunities and enhance the tax base by encouraging compatible industrial, commercial, office and retail facilities to locate or expand to Hughson.				
2			The City will use the Redevelopment Agency as the driving force to achieve economic growth, provide job oportunities and create a buisiness climate conducive to private sector investment in Hughson.				
3			The City will promote expansion of other economic sectors which are compatible with agriculture.				

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Goals and Objectives
Goal #2 - Economic Development
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
4			The City of Hughson supports the preservation of farming, food processing and agricultural business services and the ongoing research and analysis of the agriculture industry in order to sustain it as a major economic engine and source of employment.				
5			The City will work to establish a method for business attraction and business retention.				
6			The City will consider business incentives for businesses which promote community goals.				
7			Review Fee Structure for Residential, Commercial, and Industrial growth in order to keep Hughson competitive with other jurisdictions				

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Goals and Objectives
Goal #2 - Economic Development
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
8			Create an Economic Development Strategic Plan that focuses on Industrial, Commercial, and Agribusiness development.				
9			Meet with the property owners of land surrounding City to discuss growth				
10			Reach out to and work with businesses in the City's Sphere of Influence				
11			Market positive aspects of City and Community on the City's website				
12			Develop a Branding Program for the City.				Consider "Small Community with a Big Heart". Promote the city.
13			Review sign ordinances/code enforcement activities/and façade improvement program.				

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Goals and Objectives
Goal #2 - Economic Development
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
14			Explore painting the Water Tower and looking into cell towers to assist with the costs.				
15			Review how Hughson fees, licenses, utilities and other charges compare with other cities.				
16			Develop Business Incubator with Agribusiness emphasis				
17			Develop plan to attract more folks to Hughson				
18			Support efforts to revive Fruit/Nut Festival				
19			Provide Information on Façade Improvement Program to businesses				

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Goals and Objectives
Goal #2 - Economic Development
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
20			Develop materials and proactively market the Arboretum and other local attractions to the public.				This could be done prior to the April 30th Safety Fair.
21			Create a Farmer's Market.				Suggestions were made to bring in Wineries for this as well.
22			Make proactive efforts to attract a full-service grocery store to our community				
23			Create a business newsletter to generate interest in Hughson.				
24			Provide information to businesses about the SCORE Program in Modesto				
25			Encourage Industrial growth in incorporated cities and not in the County				

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Goals and Objectives

Goal #3 Transportation

Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			Recognize the need to address and incorporate a design for all modes of transportation.				
2			Encourage enhancement of an intra and inter city transit system.				
3			Access all available funds for the purpose of maintaining and improving existing streets.				
4			Plan for future public parking in the downtown area to encourage business activity.				
5			Work with the County, StanCOG and other appropriate agencies to address, on a regional basis, the development of solutions to local traffic issues.				

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Goals and Objectives
Goal #4 - Public Safety
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			The City of Hughson will continue to provide a high level of police service to the community. The City will review annually the fiscal constraints facing the City in order to establish appropriate service levels.				
2			The City of Hughson will make all efforts to comply with Homeland Security Rules and Requirements.				
3	On-Going	City Manager	2+2 Fire District/City Committee				This committee reconvened on January 19,2011. The meeting was very positive and the City looks forward to working with the District.
4			Continue to educate public, council and commissions about the emergency plans and procedures for events of emergency.				
5			Update officials and staff on NIMS training. Make sure staff and elected officials receive the appropriate training.				

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Goals and Objectives
Goal # 5 - Public Services
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			The use of technology will be encouraged to engage citizens more actively in public issues and to improve inter-agency communication.				
2			Support recreation activities to provide access for all residents.				
3			Review existing services & consider appropriate fees for providing these services.				
4			Monitor the use of community enhancement fees and use that money to bridge the gap between the new residential areas and the existiing areas.				

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Goals and Objectives
Goal # 5 - Public Services
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
5			Continue to provide for adequate treatment of wastewater by compliance with Federal and State regulations and adopt an allocation policy to ensure that future capability is applied in a manner that is consistent with the General Plan.				
6			Continue to monitor staffing and training levels to ensure that quality public services are provided.				
7			Explore grant opportunities, develop a tracking methodology and provide regular reporting to the City Council.				
8			Continue Community Activities (i.e. Neighborhood Watch, Kids Safety Places)				
9	On-Going	City Manager	Assessment of current IT needs and development of inventories and incremental policies that take advantage of technology.				
10			Stay up to date on state/Federal regulations and provide feedback to corresponding agencies				

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Goals and Objectives
Goal # 6 - Public Facilities
Action Items: Strengths

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			Consider shared facilities, where appropriate, with other public and private entities.				
2			The City will develop a method to prioritize replacing existing infrastructure in accordance with the Master Plans adopted in accordance with the General Plan through the development and implementation of a Capital Improvement Plan.				
3			Consider including in future park developments, the inclusion of features that reflect our agricultural heritage.				

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Goals and Objectives
Goal # 7 - Connectivity and Integration
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			City of Hughson recognizes that it must work with other organizations, public and private, to ensure coordinated delivery of services.				
2			The City Council will review and establish a policy designed to monitor and possibly influence proposed State and Federal legislation.				
3	On-Going	City Council/City Manager	Maintain and monitor the Complaint Log				
4	On-Going	City Manager	2 + 2 School District/ City Committee				This committee has met twice in the last two months. Discussion has been focused on looking at ways the City and the District can collaborate to best serve the community.
5			Keep lines of communication between management and staff				Could we install a "Suggestion Box".
6			Improve advertisement and awareness of community activities. (Get the word out to the community.)				

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Goals and Objectives
Goal # 7 - Connectivity and Integration
Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
7			Provide staff with Educational and Knowledge based tools that they need.				
8			Look for additional opportunities to partner with other cities.				
9			Develop plan to best utilize the volunteerism that exists in the community. Examples include the Arboretum, Hughson Family Resource Center, Samaritans, Boy Scouts, Girl Scouts, 4H, FFA, and other non-profits and community organizations.				
10			Create a customer service / satisfaction survey.				
11			Improve utilization of City Website				
12			Provide public with information via Reverse 911 service. (be careful not to over-utilize)				

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Goals and Objectives

Goal # 8 - Revenue Generation; Use Allocation

Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
1			The City Council pledges to monitor all public funds to ensure appropriate expenditures.				
2			The City will maximize all potential revenue sources.				
3			The City Council periodically through the budget process, shall establish a minimum general fund balance reserve to ensure the continued implementation of their goals and to ensure the continued delivery of public services.				
4			Seek out funding opportunities for City, Schools, and Public Safety (Fire and Ambulance)				

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Goals and Objectives

Goal # 8 - Revenue Generation; Use Allocation

Action Items:

#	WHEN	WHO	WHAT	STATUS			COMMENTS
				DONE	ON TARGET	REV	
5	On-Going	City Manager	Continue working with other agencies to try to acquire funding for City projects				
6			Seek new funding opportunities by contacting new agencies and organizations				
7			Seek more funding for parkland and possible community pool location.				
8	On-Going	City Manager	Try to find other revenue streams and work with other agencies for assistance				

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