



**MINUTES OF THE SPECIAL MEETING OF THE
RIDGECREST CITY. SUCCESSOR AGENCY,
FINANCING AUTHORITY, AND HOUSING AUTHORITY**

City Council Chambers
100 West California Avenue
Ridgecrest, California 93555

October 1, 2013
5:30 p.m.

This meeting was recorded and will be on file in the Office of the City Clerk for a certain period of time from date of approval by City Council/Redevelopment Agency. Meetings are recorded solely for the purpose of preparation of minutes.

Pursuant To California Government Code 54953 (B) (1) An Additional Call In Location Has Been Established For Council Members Who Will Attend This Meeting Via Teleconference At 313 Joyce Ave., Long Beach, MS. 39560

CALL TO ORDER

ROLL CALL

Council Present: Mayor Clark, Council Members Sanders, Acton, and Morgan

Council Absent: Council Member Holloway

Staff Present: City Manager Dennis Speer; City Clerk Rachel J. Ford, and other staff

APPROVAL OF AGENDA

Motion To Approve Agenda Made By Council Member Morgan, Second By Council Member Acton. Motion Carried By Voice Vote Of 3 Ayes; 0 Noes; 0 Abstain; 2 Absent (Council Member Holloway And Sanders)

SPECIAL SESSION – 5:30 p.m.

- Pledge Of Allegiance
- Invocation

Council Member Sanders arrived at 5:33pm

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PUBLIC COMMENT

None Presented

- Council agreed to limit this meeting to two hours and adjourn to tomorrow night's regular meeting.
- Lori Acton announced the television booster is down so meeting is not being televised.

DISCUSSION AND OTHER ACTION ITEMS

1. Strategic Planning Workshop

Speer

Dennis Speer

- Presented staff report and PowerPoint presentation about strategic planning.
(copy available in the city clerk's office)

Steve Morgan

- Having been thru the previous process and now having the documents, to move forward is important but cannot have meaningful conversation until all documents are read by the council.
- 2010 report is comprehensive and while not strategically aligned, thru the years the council has heard 3 things, Police, Streets, and Flushing toilets.
- Suggested these will be in the top five, but need to clearly define how to get there.

Lori Acton

- Researched the strategic plan online and some of the goal have been achieved
- Agree with having input from the community and revising as a living document
- Need definitive goals and do not want to wait

Jim Sanders

- Long-term process, asked what follows the strategic plan such as implementation.
 - Dennis Speer – goals come from council but not set in a vacuum, previous workshop excluded customers and limited staff participation. Once plan has been established, goals (policy decisions) are set by Council then Management and Staff move forward with the Objectives (department Heads) and Action Steps (Staff). Exampled Obama Care. Important for Council to work with Staff and Customers to develop the plan.
- A biggest drawback is nobody ever knows about the plan. Want to make sure there is a path forward that will actually go somewhere.

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- Dennis Speer – suggested strategic plan summary and have staff come back to council and keep the plan short and concise for better monitoring and implementation. Needs to be limited. Suggesting taking the current goal setting workshop information to revise a new strategic plan. Suggesting staff review those goals and see which have already been accomplished and can now be eliminated then come back with shorter list of goals for Council to review with recommendations for limits.

Dan Clark

- Reviewed the outline provided by Mr. Speer in the agenda.
- Asked council to establish a vision and mission statement tonight so core values can be established.
- Handed out and read a vision and mission statement developed by Mr. Clark.

Steve Morgan

- Given the presentation received and much of information to discuss, do not object putting the suggested statements to the public for comments but not willing to put into print until public input has been received.
- Previous process was not consumer driven for the most part. In past have done penny jar surveys, surveys mailed to public and other methods that all lead to the top 3 core values of Police, Streets, and Toilet.
- Do not feel these values will change much; public still wants these same values.
- If doing a consumer driven open process, believe should not make this decision tonight.

Lori Acton

- Public needs to be involved, reviewed proposed mission statement. Not sure if reference to supporting the base should be a part of the City's mission statement.
- Very happy this plan once established will be reviewed annually.

Jim Sanders

- Appreciate the proposed mission and vision statements but feel we may lose something in the process if we begin with a prewritten statement
- Envision a brainstorm process with nothing already written and can gain a lot in the process of developing a statement for the City.
- Thought about having discussions and creative process with public input.

Dan Clark

- Referenced past experience with discussions of this kind.
- Reviewed Mr. Speer's outline of what should be done and in what order.
- This statement was simply a template of Mr. Clark's thoughts and council will move forward with suggested discussions to develop the vision and mission statements with public input

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Dennis Speer

- Reminded Council we are here to Serve the public

Dan Clark

- Will be asking the community for their ideas of the mission of the City in terms of what is important.

Steve Morgan

- Most of the audience have done mission statements and know the City is service driven but some have different meanings and we want to hear from the public what service driven means to them.

Lori Acton

- Suggested several workshops with writing pads.

Public Comment opened at 6:44pm

Jerry Taylor

- Have opportunity in this room to engage public via television
- Suggest using technology available.
- Discussion of the PowerPoint presentation
- Agree with council to include public in the full process
- Suggested discussing the process and how to be inclusive of the public.
- Suggested a facilitator for the process
- Challenge is to take notes and figure out what was said.

Andy Anders

- Agree with Mr. Morgan about the top 3 goals
- Mission statement has to be to deliver whatever the goals are to the people.
- Have to stay within framework of top 3-5 goals to accomplish in the next few years
- Financial stability needs to be one of the goals, no backup plan available should state take more funding away. Exampled gas tax and redevelopment
- Need to figure out how to curtail retirement expenses and running the city. If unions don't want to go along with it, have to be firm and create financial stability. Draw a line in the sand.

Dave Matthews

- If including the words support the base, don't use those words but be specific.
- Suggested including financial independence from the state into the mission statement. Referring to bringing more industries to the area to generate revenues. Commented on the airport board and drone program. Need to put that type of effort into bringing industry to the City because if located in the county will not realize taxes from the industry.

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Carol Vaughn

- Commented on the PowerPoint presentation
- Hoping the strategic plan workshop will be done more in a setting of listening to people and not having a preset outcome.
- Need to listen and be innovative because cannot trust the state or federal governments for revenues.
- Furloughs and loss of employers hurts the community
- Great opportunity at the airport, agree with Mr. Matthews need to bring some of the airport businesses into town to occupy space.
- Must be open to new businesses and take hard look at what the City needs.
- Cannot solve Ridgecrest problems in two evenings. Have bright, capable people in town and if we don't put blocks in their way and are open to their ideas then can find a way to change.
- Set up meetings and do whatever it takes to get people there to help make it happen.
 - Dan Clark – asked Carol for suggestions and if she would support a town hall type of meeting with writing boards.
- Need job development in this town as number one goal and vision. Without this nothing else matters. Job development creates the revenues that will run the city. Businesses that sell will automatically come if we have the products developed here. Nothing else will work without job development.

Paul Vanderwerf

- Commented on changes in town and council and lack of committee meetings.
- Will review the strategic plan developed in 2010-11
- Are the supporting documents available?
- Encourage public participation.
- Spoke on general plan revision of 2010 and community involvement.

Steve Morgan

- Suggested creating a tab on website named Strategic Plan and loading all documents for easy access to public.

Dan Clark

- Mission and Vision statements are ethereal then goals follow.
- Need to be clear with public on each action we need their involvement.
- Need to know what the public want to see as the values.

Lori Acton

- Carol said we need jobs so goals do change
- Council gathers this information and then develops the statements and goals from the information received.

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Jerry Taylor

- General Plan had more public participation.
- Tonight's attendance is more staff than public
- Need to make credibility in the mission statement and that includes the public
- Should be talking about how to get the public involved.
- Referenced how the general plan process was conducted.

Closed public comment at 7:10pm

Dan Clark

- Suggested having a Mission Statement meeting, then a Vision Statement meeting, then a Goal Setting meeting.

Lori Acton

- Not opposed to the idea, need to have a mission statement meeting first.
- There is a way to develop technology so people at home can tweet in responses.
- Start with Mission and move forward when that is completed.

Jim Sanders

- Don't feel comfortable developing a statement tonight.
- Suggested Kerr McGee setting with video streaming from I-Pad

Steve Morgan

- Makes sense to have this as collaborative where individuals can sit around tables with staff members, take the statements made and from that information create a statement.
- Referenced the Kern COG process which was not as open.
- A setting with the public, well-advertised, allowing for those individuals who cannot participate electronically, perhaps a tab within the strategic planning site where people can input information themselves then we have tried to get the public involvement in every method possible.

Lori Acton

- Have been working with IT to put something like this in place

Dan Clark

- Like the small brainstorming process.
- Set date for the Mission and Vision Statement Meeting then move to separate meeting to do Goals

Steve Morgan

- If community members can help with ideas on how the information can be processed. Dots with point values, goals on butcher paper, everybody gets same opportunity. Lots of ways to make sure the public is involved.

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Lori Acton

- Mission and Vision Collaborative

Jim Sanders

- Asked about a facilitator
 - Lori Acton – at this stage do not necessarily have to have a facilitator but perhaps when doing the goals.
 - Dan Clark – all have participated and willing to act as facilitator as needed.

Dan Clark

- Asked council to review calendars.

Dennis Speer

- Suggested setting date tomorrow night and will have more input from public.

Steve Morgan

- Suggested penny jars at the fair booth.
 - Lori Acton – agreed to help

Adjourned topic to Wednesday, October 2, 2013

CITY MANAGER REPORT

Dennis Speer

- Asked Mr. Morgan to update CTC project

Steve Morgan

- West Ridgecrest Blvd. project will be discussed on October 8 at the California Transportation Commission meeting agenda.
- Explained the funding process for streets thru Kern COG
- Met with no comment from the CTC board.
- Believe it will pass in consent calendar for 6.2 million dollars and we will be able to begin bid process and improvements.
- Congratulations to City of Ridgecrest for being dedicated and taking the risk of expending funds to complete the environmental
- Staff did an outstanding job and project will be completed next year.

MAYOR AND COUNCIL COMMENTS

Steve Morgan

- Looking for frameworks that has deliverables and provides financial stability and independence
- dealing with financial independence by being open and possible incentives
- reviewed tonight's suggestions which will be expanded in the next few weeks
- Thanked public for input tonight.

Lori Acton

- excited about beginning this project
- feel this council is beginning to get the interactive response from the public

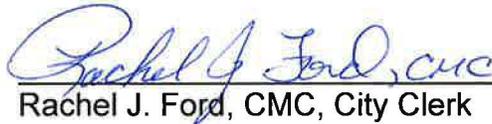
Jim Sanders

- excited with process and feel going in the right direction

Dan Clark

- Concur with council and feel more input is received in relaxed public setting.
- Taking more time and advertise in the paper
- Thanked public for attending
- Have posters for the 50th celebration and encouraged businesses to pick them up and post in their establishments.

ADJOURNMENT at 7:30 pm


Rachel J. Ford, CMC, City Clerk