

**CITY OF WOODLAND
CITY COUNCIL
300 FIRST STREET
WOODLAND, CALIFORNIA**

MARCH 25, 1997

Vice Mayor Losoya opened the adjourned meeting at 7:00 p.m. in the City Hall Council Chambers.

ROLL CALL:

COUNCIL MEMBERS PRESENT: Borchard, Flory, Losoya

COUNCIL MEMBERS ABSENT: Rominger, Ryhal

STAFF PRESENT: Kristensen, Marler, Vicars, Barry, Ruggiero, Wegener

STRATEGIC PLAN ORGANIZING TEAM PRESENT: Gedatus, Dalton, Gatie, D. Hanson, P. Hanson, Rice, Schlundt, Sheffield

OTHERS PRESENT: Holman, Peart, Iacofano, Downs, Goldwitz, Sangree

PUBLIC COMMENT:

Under public comment the City Manager mentioned that Mayor Rominger underwent planned surgery Monday, March 24, 1997, and was recovering at Sutter General Hospital in Sacramento.

STRATEGIC PLAN PROJECT:

The City Manager mentioned that efforts were underway on the City's Strategic Plan project which the Council authorized in January 1997. Members of the Strategic Plan Organizing Team (SPOT) were in attendance at this meeting as were members of the Strategic Plan Committee (SPC) that includes Vice Mayor Losoya and Council Member Ryhal. He noted SPC had met once, and SPOT had met three times. He also noted that subgroups of the SPOT were create to carry out the marching orders of the SPC and SPOT. He then turned the meeting over to Daniel Iacofano of Moore Iacofano Goltzman, Inc. (MIG). Daniel Iacofano and Paul Downs of MIG were in attendance to guide the Council in the workshop.

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Mr. Iacofano reviewed the project schedule and the steps involved along the way. He pointed out that the Strategic Planning process is an evolutionary process. The City of Woodland, as an organization, will be able to take what it has learned and continue to use the process for further development even after the "plan" is created. He went on to say Council's "Community Vision" will provide the frame work which will give structure to the plan itself.

Mr. Iacofano then walked through the time-line, noting key dates and events: Community Workshop, Staff Workshop and Surveys, Stakeholder Interviews and another Council Workshop. He tied the environmental scan to the planning process. He stated that the information gathered will be synthesize and put into a useable format so that it can shape the Strategic Plan.

Strategic Planning and TQM were defined as follows:

STRATEGIC PLANNING

- ☞ Set a long range vision for the organization and the City that includes the participation of stakeholders
- ☞ Establish goals related to the long range vision
- ☞ Identify goals in qualitative and quantitative ways through performance measures and defined outcomes
- ☞ Develop strategy process for thinking about how we achieve those outcomes
- ☞ Business plan and budgets (tie strategies and long range vision to budget)
- ☞ Review, evaluate and provide feedback to determine if we are moving towards goals and desired outcomes

TOTAL QUALITY MANAGEMENT

- ☞ Continuous improvement
- ☞ Increase quality of products
- ☞ Workflow analysis and process improvement
- ☞ Teamwork (all levels need to be involved)
- ☞ Capacity building (training)
- ☞ Facilitative management style

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Each Council Member was asked to describe what outcomes he hoped to see as a result of the strategic planning process. The Council responded with:

- *Remove Barriers to Job Performance* - Allow employees to do their job, if there is a better way to do it, investigate it. An employee who takes ownership in his/her job is a proud employee. A proud employee is a more effective employee.
- *Improve City's Image* - Foster a work environment which encourages and allows employees to be sensitive to citizens needs and concerns. Employees should be aware and able to explain why things are the way they are.
- *Communication* - Within the organization, the Council would like to operate more as a team with City employees. Council would like to have a better understanding of where staff is coming from, and the staff to have a better understanding of where Council is coming from. Externally, the City needs to do a better job of informing the public about what services the City offers and how those services relate to their tax dollar.

Council was asked, 'What are your goals?', and 'What do you hope to accomplish while serving on the City Council?'. They indicated they would like to see :

- *A Well- Educated Citizenry (with respect to City services)* - They would like the citizens to know what they are getting for their tax dollar. Also, they would like the citizens to be familiar with the various demands on the City and how it relates to the given resources.
- *Financial Stability* - The ability to maintain services even during tight budget times.
- *Thriving Economy* - Possess a good job base that offers many well paying jobs.
- *Managed Growth* - Allow growth while preserving the small town atmosphere.
- *Joint Ventures to Produce Maximum Efficiency* - Establish effective working relationships with agencies, such as the County, Woodland Joint Unified School District, Yolo County Transit Authority, etc., to maximize use of City resources and minimize duplication of duties.

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- *Ability to Provide a Variety of Youth and Senior Services* - They would like to provide opportunities for the City's younger population to be involved with productive, skill developing activities. Also, they would like to make available to the senior population interaction and support they need to live independently for as long as possible.

Mr. Iacofano asked if the Council had any additional information they wish to share or if they want anything clarified. There were no additional comments.

The Council was asked to review the list of stakeholders and to add any to the list if they felt necessary. The Council added the following organizations:

Stakeholders

Chambers of Commerce
Hispanic Chamber of Commerce
Hispanic Professionals
Business and Professional Women
School District and it's employee associations
Newspapers
Senior Organizations

Public comment was again solicited. The City's efforts in the process were applauded and the City was reminded of the importance of good communication. Mention was made of the next Strategic Planning workshop, the Community Workshop on April 22, 1997, 6:30 pm to 9:00 pm at the Woodland High School Cafeteria.

ADJOURNMENT:

At 8:45 p.m. the meeting was adjourned.

Deputy City Clerk of the City of Woodland