



# CITY OF HEALDSBURG CITY COUNCIL WORKSHOP AGENDA

Villa Chanticleer  
900 Chanticleer Way  
Healdsburg, CA 95448  
(707) 431-3317

Meeting Date: March 10, 2023  
Time: 9:00 AM  
Date Posted: March 6, 2023

## 1. CALL TO ORDER/ROLL CALL

- A. Mayor's Welcome
- B. City Manager's Remarks and Agenda Overview

## 2. DISCUSSION ON CITY COUNCIL GOALS FOR FY 2023-24

- A. Public Comment
- B. Team Building Exercise
- C. Strategic Plan Overview and Best Practices
- D. City Manager's Update – Existing Projects and City Finances
- E. Discuss and Deliberate Council Goals for FY 2023-24
- F. Lunch
- G. Continued Goal Setting Discussion and Deliberation
- H. Public Comment
- I. Closing Comments

## 3. ADJOURN CITY COUNCIL WORKSHOP MEETING

**SB 343 - DOCUMENTS RELATED TO OPEN SESSION AGENDAS:** *Any writings or documents provided to a majority of the City Council/Redevelopment Successor Agency Board regarding any item on this agenda after the posting of this agenda and not otherwise exempt from disclosure, will be made available for public review in the City Clerk's Office located at City Hall, 401 Grove Street, Healdsburg, during normal business hours. If supplemental materials are made available to the members of the City Council/Redevelopment Successor Agency Board at the meeting, a copy will be available for public review at the City Hall Council Chambers, 401 Grove Street, Healdsburg, CA 95448.*

***These writings will be made available in appropriate alternative formats upon request by a person with a disability, as required by the Americans with Disabilities Act.***

***DISABLED ACCOMMODATIONS:*** *The City of Healdsburg will make reasonable accommodations for persons having special needs due to disabilities. Please contact Raina Allan, City Clerk, at Healdsburg City Hall, 401 Grove Street, Healdsburg, California, 431-3317, at least 72 hours prior to the meeting, to ensure the necessary accommodations are made.*



## CITY OF HEALDSBURG CITY COUNCIL AGENDA STAFF REPORT

**MEETING DATE:** March 10, 2023

**SUBJECT:** Discussion on City Council Goals for FY 2023-24

**PREPARED BY:** Jeff Kay, City Manager

**STRATEGIC INITIATIVE(S):**

Establish Proactive Policies/Programs to Continue to Promote Economic Diversity & Sustainable Growth

Pursue Initiatives that Promote Environmental Stewardship

Expand Affordable Housing Opportunities

Maintain and Improve Infrastructure and Facilities

Provide Effective Governance

Maintain and Enhance Public Health and Safety

Provide Resident-Driven Community Services

**RECOMMENDED ACTION(S):**

Receive presentation, discuss Council Goals for FY 2023-24 and provide direction to staff.

**COMMUNITY ENGAGEMENT/OUTREACH:**

The City Council's annual goal setting session offers the City Council an opportunity to take stock of the current projects underway in the City and to provide direction on goals for the upcoming fiscal year. The 2023 goal setting session will identify goals for the fiscal year beginning on July 1, 2023 and concluding on June 30, 2024, although certain projects and programs are likely to take longer than one year to complete. At this year's session, staff and our facilitator will provide an overview of desired outcomes for the day, a summary of ongoing work (see attached Work Plan), and a brief overview of the City's financial condition across major funds. The majority of the time will be reserved for City Council discussion.

This work session is open to the public and opportunities for Public Comment will be provided at both the beginning and the end of the day. Because the work session is not a regular meeting of the City Council, no formal action will be taken. Based on City Council direction at the conclusion, staff anticipates bringing a summary of the proposed FY2023/24 goals to a future City Council meeting for consideration and adoption.

**ATTACHMENT(S):**  
23-24 Ongoing Council Goals and City Projects

# CITY OF HEALDSBURG – CITY COUNCIL GOALS AND ACTIVE PROJECTS

PROJECT DESCRIPTION	PROJECT STATUS	LEAD
<b>ECONOMIC DIVERSITY &amp; SUSTAINABLE GROWTH</b>		
<a href="#">South Entry Area Plan</a> -- Identify key steps, timeline, and estimated cost. Conduct outreach to property owners.	ACTIVE (Early Stages). Long range planning efforts and capacity have been focused on Housing Element and Cannabis Ordinance.	CDD
<a href="#">Cannabis Business Program Implementation and Dispensary Application</a> -- Development and implementation of a cannabis business permitting program and completion of an application process for two cannabis dispensaries.	ACTIVE. Program development to be finalized in Spring 23. Dispensary application likely to take all of 2023 to complete.	CMO/CDD
<a href="#">VMT</a> -- SB 743 requires jurisdictions to move away from Level of Service (LOS) to Vehicle Miles Travelled (VMT) in assessing circulation impacts in CEQA documents. City has received free technical support through MTC/ABAG to adopt VMT policy.	ACTIVE. Effort is currently underway and anticipate workshop with Planning Commission and adoption by City Council late 2023.	CDD/PW
<a href="#">Annual Land Use Code Updates</a> -- Prepare amendments to the Land Use Code to address needed corrections, formalize interpretations, and streamline project review and approval.	ACTIVE. Scheduled for Planning Commission in April and City Council in May.	CDD (also Public Works)
<a href="#">Electronic Plan Review</a> -- Working across departments responsible for development review to allow for electronic plan submittal and review.	ACTIVE. Bluebeam software licenses purchased and training to be scheduled soon.	CDD
<a href="#">Downtown Housing Development Capacity Study</a> -- Evaluation of existing codes, legislation, and law to identify barriers to, and opportunities for, increased housing capacity.	NOT YET STARTED. Ongoing work with the Housing Element Work Group pending adoption of Housing Element Update.	CDD / Housing
<a href="#">SMART Station Planning</a> -- Determine preferred station location and explore land use and circulation opportunities presented by future rail service in Healdsburg.	NOT YET STARTED. Initial scoping discussion with City Council anticipated late Spring 2023	CDD / Public Works
<a href="#">Housing Element Implementation Land Use Code Updates</a> -- With adoption of the Housing Element the City will need to pursue several Land Use Code updates to address programs related to changes in State Law including Density Bonus Ordinance, Object Design Standards, SB9, and more.	NOT YET STARTED. Implementation plan to be outlined after passage and completion of the Housing Element.	CDD
<a href="#">Food Truck Policy</a> -- Provide policy options for revised regulation and allowance of food trucks for City Council consideration.	ACTIVE. Preliminary options presented to City Council last year. Staff working with Chamber to develop survey for business community input. Further development will require capacity opening for Planning staff.	CDD / CMO

Attachment: 23-24 Ongoing Council Goals and City Projects (3969 : City Council Goal Setting)

ENVIRONMENTAL STEWARDSHIP		
<a href="#">Climate Mobilization Strategy</a> -- Development of a community climate mobilization strategy.	ACTIVE. Anticipated completion of plan in August 2023. Plan implementation and management will be new ongoing task.	CMO/Utilities
AFFORDABLE HOUSING		
<a href="#">6<sup>th</sup> Cycle Housing Element Update</a> – Complete and Adopt Housing Element.	ACTIVE. Draft Housing Element submitted to HCD and comment letter received. Response and resubmittal required with additional review time. In progress with adoption in Spring 2023.	Housing / CDD
<a href="#">Housing Element Work Group</a> -- Convene the HEWG to make recommendations and study housing issues in Healdsburg as directed by the City Council.	ONGOING. Ongoing work; commence with HE adoption.	Housing / CDD
<a href="#">L&amp;M Village</a> -- Operate the L&M Village Interim Housing Program and secure additional funding for operations. Initiate process of quarterly updates to City Council and regular outreach to neighbors and stakeholders.	ONGOING. Will transition to ongoing operations as startup phase concludes.	Housing
<a href="#">Affordable Housing Development</a> -- Support Burbank Housing and Freebird Development in applications for funding for 155 Dry Creek, Saggio Hills, and the Scattered Site Project.	ACTIVE. Projects are approved and working through financing and design refinement. Scattered Site is in construction.	Housing
INFRASTRUCTURE & FACILITIES		
Invest in infrastructure improvements		
<b>FACILITIES</b>		
<a href="#">Library Upgrades</a> -- City is pursuing a grant with Healdsburg Library to support facility modernization effort and developing a lease for the facility.	ACTIVE. Grant application due in Q1, Awards in Q2, possible construction by Q4 2023.	CMO
<a href="#">New Fire Substation</a> – Build new fire substation.	ACTIVE. Project plans near completion	Public Works / Fire
<b>PARKS</b>		
<a href="#">Park Financing Plan</a> -- Continue to develop and implement a plan to finance a new park on the north end of town and redevelopment of Badger Park	ACTIVE. Update Presentation to Council on 2/21. Work ongoing through bond issuance	CMO / Finance / Com. Services
<b>STREETS / BIKES / PEDESTRIAN INFRASTRUCTURE</b>		
<a href="#">Healdsburg Avenue Improvement Plan Funding</a> – Secure funding for project.	COMPLETED. Secured \$11.8 million for project. Funding for utility work TBD.	Public Works
<a href="#">Healdsburg Avenue Complete Street Project</a> – Prepare design and complete utility work in advance.	ACTIVE. Evaluating proposals for design work.	Public Works

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<a href="#">Grove Street Neighborhood Plan</a> – Pedestrian, bike, and drainage improvements.	NOT YET STARTED. Partial funding secured, need to prepare RFP. Funding for utility work TBD.	Public Works
<a href="#">Ward Street Neighborhood Plan</a> —Infrastructure improvements to improve ped and bike mobility, lighting, and safety.	NOT YET STARTED. Uncertain schedule, pending receipt of grant funds and staffing.	Public Works
<b>WATER INFRASTRUCTURE</b>		
<a href="#">Improve water security for the community (purple pipe and other means)</a>	ACTIVE. See below.	Utility Department
<a href="#">Municipal Recycled Water Pipeline</a> – Recycled water for irrigation. Will provide recycled water to several City parks, athletic fields, public golf course and cemetery to make more drinking water available to residents and businesses (offsets).	ACTIVE. Phase 1 funded and in design	Utility Department
<a href="#">Aquifer Storage and Recovery (ASR) Wells</a> – Focus to improve water supply to supplement Healdsburg water supply during times of drought and low flows in the Russian River.	ON HOLD. Waiting Final FEMA Funding	Utility Department
<a href="#">Fitch Well Field &amp; Dry Creek Well Field</a> – Investment for regulatory drinking water filtration improvements. State board has increased the regulatory obligations for the Fitch (Badger) and Dry Creek well fields.	ACTIVE. Regulatory obligation currently in design phase	Utility Department
<b>EFFECTIVE GOVERNANCE</b>		
<a href="#">Provide for Spanish translation of council agendas and meetings</a>	COMPLETED	
<a href="#">Diversity, Equity, and Inclusion Plan</a> -- Development of a community wide diversity, equity, and inclusion plan.	ACTIVE. Draft plan coming this summer.	CMO
<a href="#">Focus on Hiring, Retention and Succession Planning</a>	ONGOING. City Manager recommends deletion of this recommendation; included within ongoing operations.	CMO/HR
<a href="#">Business License Process Modernization</a> -- Configure and launch an online platform where businesses can obtain a license conveniently and efficiently.	ACTIVE. Amid configuration, launch scheduled for Spring 2023	Finance
<a href="#">Bond Financing</a> -- Complete the issuance of TOT secured bonds for the completion of the Saggio Hills and Badger Park Redevelopment projects.	ACTIVE. Planned issuance FY 24-25	Finance
<a href="#">Electric Utility Rate Study</a> —Update rate structure to reflect current and projected costs and planned infrastructure improvements.	ACTIVE. Initial rate calculations to City Council in May.	Utilities/Finance
<b>PUBLIC HEALTH &amp; SAFETY</b>		
<a href="#">Complete Animal Grazing Protocol</a> -- Adopt a humane treatment of animals' clause in our contracts for services involving use of animals (e.g., goats)	ACTIVE. To City Council in Spring 2023.	Fire
<a href="#">Implement Community Wildfire Protection Plan</a> -- Explore and pursue potential grant opportunities to establish a Wildfire Mitigation Assessment	ACTIVE. Seeking funding opportunities to expand wildfire mitigation pursuant to the Plan.	Fire

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program and fund a Large Arundo Removal project within the Russian River Watershed.		
<a href="#">Fire Fuels Reduction</a> -- Maintain Coastal Conservancy grant by continuing fuel reduction work. In addition to Mechanical Mastication, Hand Crews, Grazing and Prescriptive Burns we are also working to incorporate tribal burns into our wildfire prevention strategy.	ACTIVE. Fuels mitigation work is ongoing in several locations in the City.	Fire
<a href="#">Emergency Preparation</a> --Ensure/Maintain a strong level of Emergency Preparedness, through enhanced staff trainings, technology implementation, and community outreach.	ONGOING. WebEOC and EOC technology implementation in progress. Updates forthcoming to Council regarding emergency alerts and evacuation zones.	Police / All
<b>COMMUNITY SERVICES</b>		
<a href="#">CS Activity Assistance Program</a> -- Department's Activity Assistance Program to be the same as the utility assistances (CARE program) to expand access to recreational and senior activities.	COMPLETED. Incorporated into current City Budget.	Community Services
<a href="#">Foley Family Community Pavilion</a> -- Complete CEQA, Design Review, construction drawings, bidding, and majority of construction.	ACTIVE. Design and CEQA documents public hearing scheduled for 3/14 Planning Commission. Construction anticipated late Summer.	Community Services
<a href="#">Senior Center Accessibility Construction Project</a> -- Replacing Doors and improving accessibility at Senior Center from and rear doors.	ACTIVE. Contract awarded. Project being scheduled and will be completed in current fiscal year.	CMO / Community Services
<a href="#">Saggio Hills Park Development</a> -- Complete CEQA master plan review, design development, construction drawings, bidding, and initial construction.	ACTIVE. CEQA process to begin Spring 2023, design development begins summer 2023.	Community Services
<a href="#">Saggio Hills Park Naming Process</a> -- Complete a community-based process to identify potential names for the new park for City Council consideration.	NOT YET STARTED. Process anticipated to begin in March 2023, with City Council consideration of names in late summer 2023.	Community Services
<a href="#">Badger Park Redevelopment</a> -- Complete CEQA master plan review, design development and construction drawings. Bidding contingent on timing of prior work.	NOT YET STARTED. CEQA process to begin in Spring 2023, design development begins in late fall/early winter 2023.	Community Services
<a href="#">Fitch Mountain Access Improvement Project</a> -- Complete construction drawings, bidding, and construction for project.	ACTIVE. Construction drawings approved. Bidding anticipated in spring 2023 and construction in summer 2023.	Community Services
<a href="#">Arts and Culture Master Plan Implementation</a> -- Move the Arts and Culture Master Plan forward into implementation.	ACTIVE. Council reviewed the implementation plan. Currently in process with priority goals including grant program, branding/identity, percent for arts, and maintaining existing art.	Community Services

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<p><a href="#">Deferred Maintenance and Improvement Plan</a> -- Develop a deferred maintenance program and begin implementation.</p>	<p>ACTIVE. ADA and Facilities Assessment completed, and funds allocated in the current fiscal year. Currently developing plan framework for plan.</p>	<p>Community Services</p>
<p><a href="#">Healdsburg Avenue Bridge Permanent Lighting Display and Policy</a> -- Obtain cost estimate for installation of a permanent lighting system and develop lighting policy for City Council to address short- and long-term practices for determining when to light the bridge.</p>	<p>ACTIVE. Preliminary concept brought to CC in Fall 2022, next version under development</p>	<p>Community Services</p>
<p><a href="#">Commission Composition</a> -- Provide analysis of redefining or combining the Parks and Recreation and Senior Citizens commissions for City Council consideration.</p>	<p>ACTIVE. Scheduled for April 2023 City Council discussion</p>	<p>Community Services</p>
<p><a href="#">City-HUSD Joint Use Agreement</a> -- Work with HUSD to review and update the Joint Use Agreement for operation and maintenance of shared facilities.</p>	<p>NOT YET STARTED. HUSD and City staff to meet in 2023 for potential changes to be considered for FY24-26 budget process.</p>	<p>Community Services</p>
<p><a href="#">Villa Chanticleer Capital Replacement Plan</a> -- The agreement with Milestone Events Group requires the City and Milestone to work collaboratively to develop a long-term capital replacement plan for the Villa.</p>	<p>ACTIVE. Several initial improvement complete or underway. Milestone and City staff to develop the plan to be considered as part of the FY24-26 budget process.</p>	<p>Community Services</p>
<p><a href="#">Facility Improvements for Licensed Preschool Program</a> -- Renovate the existing preschool rooms and outdoor play area to comply with licensing requirements.</p>	<p>ACTIVE. City has received bids for the preschool room renovations and an estimate for the outdoor play area improvements. Additional funding will need to be identified for this work.</p>	<p>Community Services</p>
<p><a href="#">Hilltop Road Erosion Repairs</a> -- Repair erosion-related damage and make improvements to reduce future issues on Hilltop Road to ensure public safety and maintenance access.</p>	<p>ACTIVE. Contract has been executed for work. Work will begin once conditions dry out.</p>	<p>Community Services</p>
<p><a href="#">Pickleball Court Conversion</a> -- Under an MOU with HUSD, convert two tennis courts at the High School to four dedicated pickleball courts and establish a monitoring program for use during school hours.</p>	<p>ACTIVE. Court conversion work partially complete with temporary courts created. Final work will be completed once warm weather returns. Monitoring program is developed and ready to implement.</p>	<p>Community Services</p>

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