



## City of Healdsburg City Council Goal Setting FY 24/25

**Monday, March 25, 2024**

**Facilitated by MRG Consultant, Rick Haydon**

Mayor David Hagele  
Vice Mayor Evelyn Mitchell  
Council Member Ron Edwards  
Council Member Chris Herrod  
Council Member Ariel Kelley

City Manager Jeff Kay  
Executive Staff Team

### ***Overview***

The Healdsburg City Council held a Goal Setting Workshop on Monday, March 25, 2024 at the Villa Chanticleer Annex. The purpose of the Workshop was to create the FY 24/25 Work Plan to guide the City's focus and efforts. The workshop allowed the City Manager to present an overview of the City budget to the City Council, along with an update on the polling results regarding potential amendments to the Growth Management Ordinance. The City Council then provided City staff with feedback on known projects for budget prioritization purposes, which will help direct City staff in compiling the upcoming FY 24/25 proposed budget.

Prior to this workshop, Council requested to included in the agenda a discussion about the potential for an Arts & Culture Commission, prepared and lead by City staff. The staff presented this concept during the afternoon session and City Council unanimously agreed to make it a goal for FY 24/25. City staff also gave an update on the current FY 23/24 Council goals and active project list, status, and next steps. Council agreed to include uncompleted goals and projects of FY 23/24 in the FY 24/25 work plan.

During the workshop, Councilmembers proposed numerous new goals to add to the FY 24/25 Work Plan. After much deliberation, Council conducted a straw-poll vote on individual goals to determine which ones would be added to the proposed 24/25 Work Plan.

The table to the right is a result of the straw-poll. Of the 17 proposed goals, there was Council consensus to add 11 of them in the FY 24/25 Work Plan.

The 11 new goals, together with the list of 25 uncompleted FY 23/24 goals and projects, make up the proposed 36 City Council Goals and Projects for FY 24/25. Council conducted a prioritization voting exercise to determine which goals and/or projects were their top priorities for staff to address in FY 24/25. Council selected seven items as their top priorities for FY 24/25 as illustrated in the below table.

**NEW PROJECTS RAISED BY COUNCIL MEMBERS THAT RECEIVED MAJORITY SUPPORT TO ADD TO THE FY 24/25 WORK PLAN**

Form an Arts & Culture Commission*
Consider Possible Amendments to the Growth Mitigation Ordinance*
Identify City-Owned Land for Housing Production*
Implement a Gun Safety Education Program*
Consider Strengthening and Expanding the Local Preference Ordinance*
Televise City Council Meeting on YouTube*
Streamline the Process to Watch City Council Meetings*
Select and/or Identify a City Flower/Plant and/or Tree*
Begin Process on the Long-Term Visioning for the Community Center and Pool
Amend the Scope of Services of the Chamber of Commerce Agreement
Explore an Alternative to the 4 <sup>th</sup> of July Fireworks Show
<i>*denotes a unanimous vote by Council</i>

**Proposed 24/25 City Council Goals & Projects**

ECONOMIC DIVERSITY & SUSTAINABLE GROWTH	ENVIRONMENTAL STEWARDSHIP	AFFORDABLE HOUSING	INFRASTRUCTURE & FACILITIES	EFFECTIVE GOVERNANCE	PUBLIC HEALTH & SAFETY	COMMUNITY SERVICES
<ul style="list-style-type: none"> <li>Housing Element Implementation Land Use Code Updates</li> <li>Amend the Scope of Services of the Chamber of Commerce Agreement</li> </ul>	<ul style="list-style-type: none"> <li>Postal Fleet Electrification White Paper</li> </ul>	<ul style="list-style-type: none"> <li>Housing Element Work Group</li> <li>Saggio Hills Affordable Housing</li> <li>155 Dry Creek Affordable Housing</li> <li>Identify City-Owned Land for Housing Production</li> <li>Consider Possible Amendments to the Growth Management Ordinance</li> <li>Consider Strengthening and Expanding the Local Preference Ordinance</li> </ul>	<p><b>FACILITIES</b></p> <ul style="list-style-type: none"> <li>Library Upgrades</li> <li>New Fire Substation</li> </ul> <p><b>PARKS</b></p> <ul style="list-style-type: none"> <li>Park Financing Plan</li> </ul> <p><b>STREETS / BIKES / PEDESTRIAN</b></p> <ul style="list-style-type: none"> <li>Healdsburg Avenue Complete Street Project</li> <li>Grove Street Neighborhood Plan</li> <li>Ward Street Neighborhood Plan</li> <li>Enhanced Maintenance for LIDs</li> </ul> <p><b>WATER</b></p> <ul style="list-style-type: none"> <li>Municipal Recycled Water Pipeline</li> <li>Aquifer Storage and Recovery (ASR) Wells</li> <li>Fitch Well Field &amp; Dry Creek Well Field</li> <li>Begin the Process of the Long-Term Visioning for the Community Center and Pool</li> </ul>	<ul style="list-style-type: none"> <li>Televise Council Meetings on YouTube</li> <li>Streamline Process to Watch Council Meetings</li> </ul>	<ul style="list-style-type: none"> <li>Implement Community Wildfire Protection Plan</li> <li>Fire Fuels Reduction</li> <li>Implement a Gun Safety Education Program</li> </ul>	<p><b>POLICIES/PROGRAMS</b></p> <ul style="list-style-type: none"> <li>Arts and Culture Master Plan Implementation</li> <li>City-HUSD Joint Use Agreement</li> </ul> <p><b>COMMUNITY FACILITIES</b></p> <ul style="list-style-type: none"> <li>Foley Family Community Pavilion</li> <li>Villa Chanticleer Capital Replacement Plan</li> </ul> <p><b>PARK / OPEN SPACE</b></p> <ul style="list-style-type: none"> <li>Saggio Hills Park Development</li> <li>Saggio Hills Park Naming Process</li> <li>Badger Park Redevelopment</li> <li>Hilltop Road Erosion Repairs</li> <li>Consider an Arts &amp; Culture Commission</li> <li>Form an Alternative to the 4<sup>th</sup> of July Fireworks Show</li> <li>Select a City Flower/Plant and/or Tree</li> </ul>
<p><b>LEGEND:</b></p> <p>Council Priority</p> <p>New Item</p>						