

MINUTES
SPECIAL MEETING OF THE CITY COUNCIL
CITY OF MONTEREY
FRIDAY, March 2, 2007
4:00 – 7:00 P.M.
CASA SERRANO, 412 PACIFIC STREET
MONTEREY, CALIFORNIA

CALL TO ORDER:

Mayor Della Sala called the meeting to order at 2:00 p.m.

ROLL CALL:

Council Members

Present:	5	Councilmembers Downey, Haferman, Selfridge, Sollecito, Mayor Della Sala
Absent:	0	None

City Staff:

Present: City Manager, Assistant City Manager, City Attorney, Director of Information Resources/City Clerk, Director of Planning, Engineering, & Environmental Compliance, Director Public Facilities. Finance Director, Fire Chief, Library Director, Police Chief, Recreation and Community Services Director, Communications and Outreach Manager, Senior Assistant City Clerk

PUBLIC COMMENTS

Mayor Della Sala opened the floor for public comments. Heberd Olsen asked the Council to ensure materials displayed overhead at Council meetings use size 18 bold font or larger; to improve the situation of the homeless; to create a program for minors by minors on Channel 25; to find more ways to protect historic buildings from fire damage; and to ensure staff reports at Council meetings include alternative recommendations for Council decision.

Richard Rucello asked Council to market Monterey in ways that benefit residents, stating he preferred no buildings between Park and Figueroa to block access to the waterfront and protection of NIP funds for neighborhood improvement projects. He asked the Council to solve airport problems and to protect the past Council's goals and visions.

Rick Johnson, Executive Director of the Old Monterey Business Association, thanked Council and staff for their work in response to the fire at 467 Alvarado and concurred with Mr. Rucello's comment about protecting NIP funds. Mr. Johnson asked the Council to set a vision for downtown that is vibrant and energetic, one that reflects the best of the neighborhoods and the City. He asked the Council to have a broad vision that encompassed not just downtown, but all business areas as well, stating that if areas work together they will grow together. Seeing no further requests to speak Mayor Della Sala closed public comments.

1. Council Visioning (City Manager 701-15)

- Welcome and Introductions

Mayor Della Sala welcomed the attendees and introduced the facilitator, Mr. Jeff Munks, stating the ultimate goal was to find a common path and vision for the Council and residents of Monterey. The Council and Mr. Munks set ground rules for the meeting: empathy, trust and respect, squint with your ears (active listening), never start a sentence with "but", "well", or "no", and that everyone participates. Mr. Munks passed out an alignment interview report he prepared after talking to the Council and staff individually. Mr. Munks asked the Council and staff to introduce themselves to each other including personal history and background.

- Shared Values
- Shared Visions
- Shared Vectors

Mr. Munks provided the Council with his definitions of values, visions, and vectors, the theme of the meeting. Mr. Munks noted that value drivers are selected for their perpetual importance in supporting the vision, stating that typically there are between four and six value drivers. Mr. Munks shared with the Council an aggregate list of 12 value drivers compiled during his interviews. Mr. Munks divided the Council and City Manager into three 2-person teams. He asked each team to develop a list of between 3 to 6 value drivers for the City of Monterey, noting teams could use drivers on the aggregate list, modify drivers off the list, or come up with new drivers as well.

The teams developed the lists below. Mr. Munks stated Council's next step would be to work collaboratively to create a single list of value drivers, but due to time constraints this was set aside in order to allow discussion of visions. Mr. Munks advised the Council that although the three lists are a good starting point, the language within the lists is still too ambiguous, stressing that value drivers are actionable items. Therefore, Mr. Munks noted, that when the Council consolidates its list, the value drivers would need to be quantified and qualified more to become actionable items.

Councilmember Downey & Councilmember Sollecito Team	Mayor Della Sala & Councilmember Selfridge Team	Councilmember Haferman & City Manager Meurer Team
<ol style="list-style-type: none"> 1. Quality of life / residents (ranked 1) 2. Economic vitality (jobs/tourism/military/education) (ranked 2) 3. Water/Housing 4. Traffic/Transportation 5. Steward of historic assets/environment 6. Maintain City Workforce at high level 	<ol style="list-style-type: none"> 1. Improve quality of life for all 2. Strive to recruit, retain, and develop a high quality workforce 3. Superior steward of city facilities and infrastructure (water roads sewer capital facilities, adobes, sports center) 	<ol style="list-style-type: none"> 1. Economic Vitality 2. Quality of life (did not limit this to neighborhood, but the whole city) 3. Listen to all 4. Recruit, retrain, develop human infrastructure (city wide) 5. Preservation of our sense of place 6. Creation and preservation of essential physical infrastructure
<p>They did not rank items 3 through 6 above.</p>	<p><u>They ranked these in order, 1 highest to 3 lowest. Mayor Della Sala introduced these drivers stating that to obtain 1 2 and 3 were necessary.</u></p>	<p>The approach the team used was to ask each other what things need are necessary to reach our goals.</p>

Mr. Munks shared with the Council an aggregate list of 9 visions compiled during his interviews. Mr. Munks divided the Council into three different 2-person teams to develop a list of visions for the City of Monterey, noting teams could use visions from the aggregate list, modify visions off the list, or come up with new visions as well. Teams developed the lists that follow. Due to time constraints the Council was not able to consolidate the lists into a single list of visions. Mr. Munks advised the Council that some things on the Council's value driver lists could be visions and some of their visions could in fact be value drivers.

Councilmember Downey & Councilmember Haferman	Mayor Della Sala & Councilmember Sollecito	Councilmember Selfridge & City Manager
<ol style="list-style-type: none"> 1. We have a dream to provide a quality of life where all who work here can live here 2. And to enhance a unique sense of place to foster a safe environment and sustainable economic growth 	<p>Monterey becomes:</p> <ol style="list-style-type: none"> 1. A model city for historical and cultural preservation 2. Scenic beauty and thriving business environment 3. A city where pedestrians are valued more than vehicles 4. Where sidewalks are wide, trolley shuttle services is widely used and 5. Our crescent-shaped bay is showcased 	<p>Steward of a city capable of providing a quality of life responsive to the needs of people who live here now and sustainable for our future residents</p>

- Conclusions

By consensus the Council asked Mr. Munks to prepare a list of articulated value drivers and visions based on the Council's lists as compiled at this meeting. The Council asked Mr. Munks to come back to the Council within the next several weeks so that the Council can work collaboratively to refine its list of value drivers and visions for the City of Monterey.

ADJOURNMENT

There being no further business to come before the City Council, Mayor Della Sala adjourned the meeting at 7:15 p.m.

Respectfully Submitted,

Approved,

Catherine Raynor, Senior Assistant City Clerk

Chuck Della Sala, Mayor