

MINUTES
REGULAR MEETING OF THE CITY COUNCIL
CITY OF MONTEREY
WEDNESDAY, March 28, 2007
3:00 – 6:30
COUNCIL CHAMBER, FEW MEMORIAL HALL
MONTEREY, CALIFORNIA

CALL TO ORDER:

Mayor Della Sala called the meeting to order at 3:00 p.m.

Council Members

Present: Councilmembers Downey, Haferman, Selfridge (arrived at 4:05 p.m.), Sollecito, Mayor Della Sala

Absent: None

City Staff:

Present: City Manager, City Attorney, City Clerk, Assistant City Manager, Fire Chief, Police Chief, Director of Plans, Engineering & Environmental Compliance, Finance Director, Public Facilities Director, Recreation and Community Services Director, Library Director

COUNCIL VISIONING

Mayor Della Sala opened the floor for Public Comments on the agenda item, and having no requests to speak closed public comments.

1. Council Visioning (City Manager 701-15)

- Welcome and Introductions
- Shared Values
- Shared Vision
- Shared Vectors
- Conclusions

Mayor Della Sala requested that the Facilitator, Mr. Jeff Munks, give a brief summary of the last session and begin the discussion for the evening.

Mr. Munks reviewed “why we are here,” saying that Councilmembers expressed the desire to fully and clearly understand the vision, goals and priorities of their fellow Councilmembers. He stated that they also expressed a desire to articulate a shared vision and mission and set of core value drivers that the Council could embrace as a body. Mr. Munks said that staff expressed the desire to receive from the Council a vision for the future that would serve to guide and inspire all city employees, as well as a desire to understand Council policy positions on a range of issues.

Mr. Munks reviewed Council’s role as the legislative leaders to define policy direction and the City Manager’s role as the executive leader. He reviewed the ground rules as agreed upon at the last session, distributed handouts, and encouraged Council to review the handouts/principals before beginning their meetings.

Mr. Munks reviewed the Council’s draft value drivers, asking Councilmembers to work through each of them to be sure that they are all in alignment and are comfortable with communicating these values to the community and staff.

Councilmembers agreed discussed each of the draft value drivers, agreeing on the following as statements of the City Council's value drivers:

Working to improve the quality of life of our residents.

Under this value driver, the Council expresses the commitment to ensure that Monterey retains its special character, which derives from its heritage, its size, and location. Also expressed is a commitment to ensure that Monterey remains a safe and welcoming place to live, work, and visit.

Ensuring a level of economic vitality sufficient to support our quality of life and municipal infrastructure requirements (both physical and human).

Under this value driver, the council expresses both commitment and concern regarding what constitutes the right kind and right level of economic activity to ensure the desired outcomes are achieved. For example, the Council is in agreement that economic development of the region's academic and research assets is in the best interest of the City that that the introduction of heavy manufacturing enterprise is not.

Providing sufficient resources and support to develop and retain a high quality city workforce.

The Council acknowledges that the quality of City services correlates directly with the quality of City employees and expresses a commitment to supporting strategies for ensuring that Monterey can consistently attract, develop and retain employees capable of delivering services consistent with their vision for the future of the City.

Ensuring an adequate water supply for the city; now and in the future.

The Council recognizes that access to a dependable supply of fresh water is a significant gating factor, which impacts their ability to provide affordable housing and promote economic vitality.

Councilmember Selfridge arrived at 4:05 p.m. during the discussion of the value driver addressing transportation issues.

Providing the City of Monterey with multiple modes of transportation that are safe, efficient and effective.

Acknowledging that traffic volumes and traffic flow patterns affect both quality of life and economic vitality issues, the Council is committed to developing policies and supporting plans that create an environment in which people, bicycles, and motor vehicles can move through the community with minimal delay or conflict. The Council also expresses a desire to explore creative applications of public space design principles and the use of transit services to lessen people's reliance on cars to move about the City.

Appropriately preserve, promote, and maintain our historic, cultural and environmental assets.

The Council recognizes that Monterey is the trusted guardian of a special environment that is home to many historic, cultural, and natural assets of tremendous value to the community, the nation, and the world. As such, the Council has a commitment to support policies and plans that ensure the protection of these assets in perpetuity and allows us to appropriately develop these assets.

Councilmembers agreed that it would be necessary to add a more detailed explanation of the cultural assets, and agreed with a suggestion by Mr. Munks to post these value drivers on the City website and create a hyperlink from each one that goes into greater depth. Councilmembers asked to place an item in the ‘parking lot’ to look at using the City website to signal what Council means by each of the value drivers.

After further discussion, Councilmembers approved their final value driver to be worded as follows:

Maintain and expand an environment that solicits, welcomes, and appreciates input from all.

The Council has a desire to provide the mechanisms and processes for developing and maintaining multiple and robust lines of communication between the City and its many constituents, stakeholder, and others who have a legitimate interest in the business of the City.

Council agreed that another idea for the “parking lot” would be to send out a position paper on specific issues in order to inform the community.

Councilmembers agreed that these seven value drivers accurately reflect the persistent long term issues that define the Council’s focus and energy on where they would take the City.

Council recessed the meeting at 5:04 p.m., then reconvened at 5:15 p.m.

Mr. Munks reviewed the work done at the last session toward drafting a vision. Councilmembers discussed the draft vision statements that came from the three working groups at the last session. They agreed on a draft vision statement, as follows, and asked Mr. Munks to further review it based on their discussion and to bring it back for adoption.

Monterey is committed to being a model city for its quality of life, driven by responsiveness of local government, historical & cultural preservation, mobility opportunities emphasizing pedestrians over vehicles, economic sustainability, a strong sense of place, and a good steward of our natural environment.

Mr. Munks presented examples of mission statements, noting that organizations that are aware & aligned with a viable mission statement are focused on that mission. He said that there is a linkage between the mission and the morale. Mr. Munks reviewed some work he had done with the Data Integration Team recently, with regard to coherence and alignment to the City Council’s work in this area.

Council broke into groups to work on developing a clear succinct mission statement. The results of that work were as follows:

Blue Team	Green Team
Councilmember Downey, Councilmember Haferman, Mayor Della Sala	Councilmember Selfridge, Councilmember Sollecito, City Manager Meurer
The City Council is committed to provide the policy and legislative leadership and careful stewardship of our economic, social, institutional and environmental resources.	The City Council will provide stewardship of the resources and provide model policy and legislative leadership and insure the health safety and welfare of the Monterey community

Councilmembers discussed the two draft statements and drafted the following Mission Statement:

The Monterey City Council will provide visionary policy and legislative leadership that assures a safe, healthy and economically vibrant community. Anda!

Councilmembers agreed that this statement frames their vision.

Mr. Munks reviewed some suggested next steps that include formally adopting the Vision, Mission and Value Drivers to memorialize them, and embracing strategic initiatives. He presented a list of potential initiatives, including the Public Service Center, Window on the Bay, State Theater, Cannery Row Historic Districts, Fort Ord Recovery, Military Retention, Economic Vitality, Technology Upgrades, and others. He suggested that Council should try to nest those initiatives under each of the value drivers.

Mr. Munks talked about narrowing one's focus. He suggested drafting "Measures of Success" and creating "A³" which equals Alignment, Accountability, Attitude. He agreed to draft a new report to memorialize the work done tonight. Councilmembers asked Mr. Munks to segment and nest the current Council priorities under the value drivers and directed staff to place the work on an agenda for public adoption.

Mayor Della Sala noted Council's appreciation for Mr. Munks' work with them.

ADJOURNMENT

There being no further business to come before the City Council, Mayor Della Sala adjourned the meeting at 6:50 p.m.

Respectfully Submitted,

Approved,

Bonnie L. Gawf, City Clerk

Chuck Della Sala, Mayor