



## City of Guadalupe AGENDA

### Special Meeting of the Guadalupe City Council

**Tuesday, May 31, 2022, at 6:00 pm**  
**at**  
**City Hall, 918 Obispo Street, Council Chambers**  
**and**  
**DoubleTree by Hilton Hotel Portland**  
**1000 NE Multnomah Street**  
**Portland, Oregon 97232**  
**(room number will be available at the front desk upon request)**

The City Council meeting will broadcast live on Charter Spectrum Cable Channel 20.

If you choose not to attend the City Council meeting but wish to make a comment during oral communications or on a specific agenda item, please submit via email to [juana@ci.guadalupe.ca.us](mailto:juana@ci.guadalupe.ca.us) no later than 1:00 pm on Tuesday, May 31, 2022.

Please be advised that, pursuant to State Law, any member of the public may address the City Council concerning any item on the Agenda, before or during Council consideration of that item. If you wish to speak on any item on the agenda, including any item on the Consent Calendar or the Ceremonial Calendar, please submit a speaker request form for that item. If you wish to speak on a matter that is not on the agenda, please do so during the Community Participation Forum.

The Agenda and related Staff reports are available on the City's website: [www.ci.guadalupe.ca.us](http://www.ci.guadalupe.ca.us) Friday before Council meeting.

Any documents produced by the City and distributed to a majority of the City Council regarding any item on this agenda will be made available the Friday before Council meetings at the Administration Office at City Hall 918 Obispo Street, Monday through Friday between 8:00 am and 4:30 pm, and also posted 72 hours prior to the meeting. The City may charge customary photocopying charges for copies of such documents. Any documents distributed to a majority of the City Council regarding any item on this agenda less than 72 hours before the meeting will be made available for inspection at the meeting and will be posted on the City's website and made available for inspection the day after the meeting at the Administrator Office at City Hall 918 Obispo Street, Monday through Friday between 8:00 am and 4:30 pm.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, including review of the Agenda and related documents, please contact the Administration Office at (805) 356.3891 at least 72 hours prior to the meeting. This will allow time for the City to make reasonable arrangements to ensure accessibility to the meeting.

1. **ROLL CALL:**

Council Member Liliana Cardenas  
Council Member Gilbert Robles  
Council Member Eugene Costa Jr.  
Mayor Pro Tempore Tony Ramirez  
Mayor Ariston Julian

2. **MOMENT OF SILENCE**

3. **PLEDGE OF ALLEGIANCE**

4. **COMMUNITY PARTICIPATION FORUM**

Each person will be limited to a discussion of three (3) minutes or as directed by the Mayor. Pursuant to provisions of the Brown Act, no action may be taken on these matters unless they are listed on the agenda, or unless certain emergency or special circumstances exist. City Council may direct staff to investigate and/or schedule certain matters for consideration at a future City Council meeting.

**REGULAR BUSINESS**

5. **[BACKGROUND INFORMATIONAL WORKSHOP RELATED TO THE SETTING OF GOALS FOR THE FY 2022-23 BUDGET.](#)**

6. **ADJOURNMENT**

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the City Hall display case and website not less than 24 hours prior to the meeting. Dated this 26<sup>th</sup> day of May 2022.

*Todd Bodem*

---

Todd Bodem, City Administrator



**Memo:** The City Council of the City of Guadalupe

**From:** Bob Perrault, Facilitator

**Subject:** Goal Setting Workshop

**Date:** May 31, 2022

**Introduction:**

The Council is now about to complete the final steps in the Goal setting process that will guide the development of the FY 2022-23 Budget. During the Council's last workshop, the Council received an in-depth review of City Finances and operations. Presentations were made by key members of the city's staff. Following the presentations, the Council was asked to complete a homework assignment. The homework assignment consisted of requesting that each Council member prepare a list of Candidate Goal Statements with supporting projects. All Council members participated in completing the assignment. Individual Council member responses are attached (please see attachment C). I would like to thank the Council for spending the time and effort in completing the assignment.

My next task was to develop a list of Candidate Goal Statements from the responses received. The list of Candidate Goal Statement is attached and identified as Attachment A. Once I completed this task it was reviewed by the City Administrator. In developing the list I synthesized and combined statements that consisted of common themes and characteristics. I included those candidate goals statements, mostly as drafted, that were unique. The numbered order used in the list was done simply to identify the candidate goal and was not intended to reference a priority, on my part or on the part of city staff. During this workshop, the Council will have the opportunity to modify the individual goal statements and add to them as may be necessary. This will be an interactive workshop and the Council will have the opportunity to complete the refinement before proceeding to the rating of the goal statements.

**Candidate Goal Rating:**

Following the finalization of the goal statement Council members will be asked to rate the goals individually using the following scale from 0 to 4 points:

4. Most important for the City to accomplish within the next 1-3 years
3. Important goal to achieve
2. Address if resources are available
1. Defer to next budget cycle
0. Not a priority

Depending on Council member's perceived priority it is possible that several Goals may be rated at 4 points. Once the Council has completed the rating of the Candidate Goals, a break will be taken and the City administrator and I will tabulate the ratings. The results will be returned to Council in the form Proposed final list of Goal Statements. The Council will complete a final review of the draft list and then direct the list to be scheduled for final review and adoption at the next regular council meeting.

**Public Participation:**

The City has been able to obtain the trial use of the Monkey Survey to use to gather public opinion. Once the Council has finalized the Goal Statement list for further consideration staff will develop a survey based on the list. The survey will be posted on the website and a press release will be issued to direct the public to the survey instrument for completion. Public comments received via the survey will be made available to the Council prior to Council consideration for adoption.

**Attachments:**

- A. Draft Candidate Goal Statements List
- B. Scoring Format
- C. Council responses to homework assignment

**City of Guadalupe Draft Goal Statements Draft****May 31, 202**

1. Continue to develop and grow the Recreation Department by providing Sustainable programs and facilities for the Community.
  - Adequately fund and allocate staff for Recreation and Parks Department, Including permanent recreation manager and maintenance positions
  - Develop a facilities master plan for current Park improvement and maintenance for existing parks and those in the pipeline
  - Increase recreational programming for use of facilities utilizing community priorities and coordinating with recreation/sports entities
  
2. Develop and maintain a balanced budget for FY 22-23 Budget providing priority municipal services and securing the City's financial future with adequate reserve funds.

Identify and allocate funds to be used to meet General Fund Reserve Goal of 15%

  - Develop capacity and Implement monitoring program to be sure Contracted cannabis commitments are met.
  - Review revenue generation options for General Fund including Possible Transient Occupancy Tax increase.
  - Provide staffing and complete implementation of new Finance Software Program.
  - Develop and provide for Council review a quarterly reports on City finances and goal progress.
  
3. Create and implement economic development strategies for the city of Guadalupe that will promote the development and maintenance of a strong business sector including business retention, attraction, tourism marketing and revenue generation.
  - Work cooperatively with the Guadalupe Business Association to Identify a strategy for business retention and attraction.
  - Identify and apply for grant funding for the creation and Staffing of a business support program
  
4. Support the efforts to attract businesses to Pasadera Commercial Area to help, Create employment opportunities, provide local services identified by

**Residents and generate tax revenue.**

- **Develop a team comprised of a council member, planning staff, City Administrator and consultants to support project proponents In their efforts to attract potential businesses to the commercial Area.**
  - **Advocate for the completion of the necessary infrastructure to support the Development of the commercial area using communication between CalTrans, Santa Barbara County Association of Governments (SBCAG), the City's Development Team and DJ Farms.**
- 5. Ensure that Public Facilities and Infrastructure (streets, water, wastewater) are capable of meeting current and future needs of the city.**
- **Continue to maintain and update facility master plans including: Streets, Wastewater, Water and Capital Improvement Plan**
  - **Prioritize City facilities in urgent need of City repair and identify Costs and timing.**
  - **Seek Grant Funding to assist with the above**
  - **Develop and implement adequate staffing plan for the Department of Public Works**
- 6. Ensure Public Safety staffing and facilities is sufficient to maintain the delivery of quality public safety services to the community.**
- **Complete the implementation of staffing plan for both Fire and Police including addition of Battalion Chief in Fire Department as budget permits**
  - **Continue to update facilities and equipment as budget permits**
- 7. Develop and implement a communication strategy focused on improving flow of information between constituents, city staff and Council members**
- **Cultivate relationship with community based organizations to disseminate information**
  - **Develop and implement social media policies for the City**
  - **Increase the usage of Zoom to broadcast City Council meetings**
- 8. Ensure that American Recovery and Reinvestment Act (ARRA) funds are maximized to ensure that initially funded staffing and services are met and where feasible converted to General Fund support**
- **Revisit ARRA line items to ensure that the allocation of funds to needed**

- positions and services are justifiable and achieving goals set by City Council**
- **On a quarterly basis, revisit the items supported by ARRA in comparison to quarterly expenses and revenues for the entire city budget.**
  - **Require justification of the remaining ARRA budget items requested to Ensure allocation amount and intent is realized**
- 9. Coordinate with Santa Barbara County Parks Master Plan to acquire property adjacent or near Guadalupe for Camping and recreational facilities.**
- **Establish core team to include city council representation, city staff and existing business groups, who will collaborate with Santa Barbara County Parks Department in developing the Santa Barbara County Park Master plan.**
  - **City representatives will include City Administrator, Public Works Department, Recreation Department, city council representative and a representative of the business community.**

## City of Guadalupe Draft Goal Statements Draft

May 31, 202

### Scoring

1. Continue to develop and grow the Recreation Department by providing Sustainable programs and facilities for the Community. \_\_\_\_\_
  - Adequately fund and allocate staff for Recreation and Parks Department, Including permanent recreation manager and maintenance positions
  - Develop a facilities master plan for current Park improvement and maintenance for existing parks and those in the pipeline
  - Increase recreational programing for use of facilities utilizing community priorities and coordinating with recreation/sports entities
  
2. Develop and maintain a balanced budget for FY 22-23 Budget providing priority municipal services and securing the City's financial future with adequate reserve funds. \_\_\_\_\_
  - Identify and allocate funds to be used to meet General Fund Reserve Goal of 15%
  - Develop capacity and Implement monitoring program to be sure Contracted cannabis commitments are met.
  - Review revenue generation options for General Fund including Possible Transient Occupancy Tax increase.
  - Provide staffing and complete implementation of new Finance Software Program.
  - Develop and provide for Council review a quarterly reports on City finances and goal progress.
  
3. Create and implement economic development strategies for the city of Guadalupe that will promote the development and maintenance of a strong business sector including business retention, attraction, tourism marketing and revenue generation. \_\_\_\_\_
  - Work cooperatively with the Guadalupe Business Association to Identify a strategy for business retention and attraction.
  - Identify and apply for grant funding for the creation and Staffing of a business support program
  
4. Support the efforts to attract businesses to Pasadera Commercial Area to help, Create employment opportunities, provide local services identified by Residents and generate tax revenue. \_\_\_\_\_



- Develop a team comprised of a council member, planning staff, City Administrator and consultants to support project proponents In their efforts to attract potential businesses to the commercial Area.
  - Advocate for the completion of the necessary infrastructure to support the Development of the commercial area using communication between CalTrans, Santa Barbara County Association of Governments (SBCAG), the City's Development Team and DJ Farms.
5. Ensure that Public Facilities and Infrastructure (streets, water, wastewater) are capable of meeting current and future needs of the city. \_\_\_\_\_
- Continue to maintain and update facility master plans including: Streets, Wastewater, Water and Capital Improvement Plan
  - Prioritize City facilities in urgent need of City repair and identify Costs and timing.
  - Seek Grant Funding to assist with the above
  - Develop and implement adequate staffing plan for the Department of Public Works
6. Ensure Public Safety staffing and facilities is sufficient to maintain the delivery of quality public safety services to the community. \_\_\_\_\_
- Complete the implementation of staffing plan for both Fire and Police including addition of Battalion Chief in Fire Department as budget permits
  - Continue to update facilities and equipment as budget permits
7. Develop and implement a communication strategy focused on improving flow of information between constituents, city staff and Council members \_\_\_\_\_
- Cultivate relationship with community based organizations to disseminate information
  - Develop and implement social media policies for the City
  - Increase the usage of Zoom to broadcast City Council meetings
8. Ensure that American Recovery and Reinvestment Act (ARRA) funds are maximized to ensure that initially funded staffing and services are met and where feasible converted to General Fund support \_\_\_\_\_
- Revisit ARRA line items to ensure that the allocation of funds to needed positions and services are justifiable and achieving goals set by City Council
  - On a quarterly basis, revisit the items supported by ARRA in comparison to quarterly expenses and revenues for the entire city budget.
  - Require justification of the remaining ARRA budget items requested to Ensure allocation amount and intent is realized

**9. Coordinate with Santa Barbara County Parks Master Plan to acquire property adjacent or near Guadalupe for Camping and recreational facilities.**

---

- **Establish core team to include city council representation, city staff and existing business groups, who will collaborate with Santa Barbara County Parks Department in developing the Santa Barbara County Park Master plan.**
- **City representatives will include City Administrator, Public Works Department, Recreation Department, city council representative and a representative of the business community.**

## Candidate Goal Statements

### **Ariston Julian**

**May 18, 2022**

**Goal One Proposal: All city expenditures for staff and operating expenses shall remain at or under the approved fiscal year budget for 2022-23.**

1. The Public Safety departments, Fire and Police, shall have adequate staffing levels for both administrative and line staff based on defined, substantiated, and historical service levels to ensure public safety.
2. The above shall include an administrative level professional, i.e., Battalion chief.
3. Utilize the concept of Zero-based Accounting/budgeting with the intent of establishing a budget based on true cost benefit analysis.
4. Allocation of resources generated by the cannabis industry shall be allocated to all departments impacted by monitoring this industry based on need.
5. The city shall have adequate fiscal, legal and security monitoring capacity regarding the cannabis operations.

**Goal Two Proposal: Support the efforts to attract developers to locate businesses to Pasadera Commercial Area to help, create employment opportunities, provide local services identified by residents, help generate taxes, etc.**

1. Develop a team of comprised of a council member, planning staff, and consultants to work in support of DJ Farm's effort to attract potential businesses to the commercial area.
2. Create a more formative line of communication between Caltrans, SBCAG, DJ Farms and Business Development Team to build the necessary infrastructure to support DJ Farms development.
3. Allocate resources, when appropriate and justifiable, to work in conjunction with all the above, local business community and Pasadera residents.

**Goal Three Proposal: Ensure that ARRA funds are maximized with the goal of supporting initially funded positions and services and convert, when justifiable, to general fund line items.**

1. Revisit ARRA line items to ensure that the allocation of funds to needed positions and services are justifiable and achieving goals set by City Council, staff and with community input.
2. On a quarterly basis, revisit the items supported by ARRA in comparison to quarterly expenses and revenues for the entire city budget.
3. Require justification for the remaining ARRA budget items requested to ensure allocation amount and intent is realized.

**Goal Four Proposal: Approve a 2022-23 budget which includes general fund resources necessary to support the Parks and Recreation Department.**

1. The Recreation and Public Works department shall work in unison to support and maintain our local recreational facilities and programs without reducing or creating additional job duties nor impacting service levels of either department.
2. Schedule monthly collaborative work sessions between the two departments to ensure that there are no service gaps for either department.
3. Ensure that there is critical dialogue on the importance of Parks and Recreation funding especially with the renovations of Le Roy Park, new funding for Central Park, and coordination with Santa Barbara County Parks and Recreation Master Plan goals in support of Guadalupe projects.

**Goal Five Proposal: Help cultivate and support effective and cohesive city staff who identify and support the set goals of the City Council, city staff and community residents.**

1. Schedule Quarterly Updates between the City Council and Department heads to ensure that the policy setters and those who carry out policies, adhere to the goal setting process now underway and when finalized, supported by City Council and all staff.
2. Department leaders should establish quarterly meetings with staff to discuss issues, ideas, barriers to their job duties, etc.
3. Information attained from these sessions should be reported by department staff, to council members so that City Representatives are aware of the needs as identified by line staff.
4. Set specific timelines for projects established to ensure the status and completion of established goals.

**Goal Six Proposal: Coordinate with Santa Barbara County Parks Master Plan staff to acquire property adjacent or near Guadalupe for camping and recreational facilities**

1. Establish core department to include city council representation, city staff and existing business groups, who will collaborate with Santa Barbara County Parks Department in developing the Santa Barbara County Park Master plan.
2. City representatives will include City Administrator, Public Works Department, Recreation Department, city council representative and a representative of the business community.

## Candidate Goal Statements

### **ANTONIO RAMIREZ**

**May 18, 2022**

Here are my goals in no order of importance:

1. Provide a permanent home for the Library
  - a. Add x dollars per year as seed money
  - b. Develop facilities master plan
  - c. Work with county to continue to provide rent money for the current library and its operations.
2. I actually really like the example provided in the homework assignment. I would also add for the City to work with a contract grant writer to help free up staff time. One last addition would be for us to continue to advocate for the Santa Maria/Guadalupe Levee project.
3. Continue to grow the Recreation presence within the City for residents of all ages
  - a. make Recreation Manager a permanent position through revenue from the recreation related fees
  - b. Develop programming for nontraditional types of recreation I.e. reading challenges through CBO and school participation
  - c. Establish a Youth Commission to provide City Council recommendations on all City matters
4. Have all Public Work (PW) facilities and tasks be in maintenance mode
  - a. Continue to follow and update all masters plans
  - b. Identify county, state and federal funds for PW projects
  - c. Identify key staff needed to achieve above

## Candidate Goal Statements

**LILIANA CARDENAS**

**May 20, 2022**

Below are my goals.

Parks and Recreation: Develop and grow the recreational department to continue the sustainability of new programs and parks.

- Increase maintenance staff to support current staff and alleviate workload on PW and current employee.
- Build out park projects already in
- Increase recreational programming

Communication goal: Develop a communication strategy to increase communication of information to constituents, city staff and all.

- Continue to cultivate relationship with community based organizations to disseminate information.
- Develop social media policies
- Increase the usage of zoom to broadcast city council meetings.

Economic development: develop efficient processes, monitor finances and identify and pursue one more stream of revenue

- Oversight on cannabis contracts to ensure financial promises to city are met
- Increase transient occupancy tax
- Implement Taylor systems in finance department.
- Continue to pursue 15% of general fund reserves

Facility maintenance: Maintain and develop facilities to serve the public and staff and pursue sustainable projects for future growth.

- Continue to earmark funds for Library
- Develop a facility masterplan
- Maintain current facilities and new facilities

## Candidate Goal Statements

### **GILBERT ROBLES**

**May 20, 2022**

#### Goal Proposals

- To urgently find funding for new positions to help coordinate and maintain existing and newly renovated city parks. To develop a strategic plan from city staff on city park maintenance via newly acquired recreation & park manager in conjunction with parks and recreation commission.
- To coordinate with existing sports entities to schedule and develop a master plan for usage. Develop city offered sports and enrichment programs for citizens.
- To find a feasible budget for city's future goal of 15% safety net. Implementation of quarterly fiscal review in finances.
- To fund as needed for new public safety positions with a foreseeable balanced budget.
- To find staff as needed for public works i.e engineering tech with a foreseeable balanced budget.

## Homework Assignment

**Example Goal:** *Economic Development- Develop and implement economic development strategies for the City of Guadalupe that will promote the development and maintenance of a strong business sector including business retention and attraction, tourism marketing, and revenue generation.*

### **Implementation Steps:**

- I. Develop and adopt a Vacant Building Ordinance that would encourage and incentivize building upgrading and reuse.**
- II. Work cooperatively with the Revitalization Committee and the Guadalupe Business Association to identify a strategy for business retention and attraction**
- III. Identify and apply for grant funding for the development and staffing of a business support program**

### **Sample Criteria for Proposing Major City Goals**

**The core question:** Of all the many things that we would like to do for the City of Guadalupe, which are the most important things to advance or accomplish in the next 2-3 years.

1. Need is urgent- progress must be made in the next one to two fiscal years (okay to include goals that are already underway and continued support is necessary to accomplish. *Parks + Rec and help finding businesses for Tax Rev.*
2. In a workload or financial crisis, this goal would be among the few that must continue to move forward. *Employment.*
3. Cannot be achieved without strong City Council support and Commitment. *Public Safety + Street + Park upkeep.*
4. Consistent with the City's core duties and mission.
5. Consistent with long-standing community goals plans and policies.
6. Expressed as a major interest/ concern within the Community *Parks + Rec*
7. A core Guadalupe responsibility ( While other partners may be needed, no other entity can really initiate or assume responsibility).
8. Tied to other already approved major goals , programs, or projects
9. Clearly, stated and "doable" ( can be translated into the objectives to be carried out by employees of the organization).
10. Has the potential to leverage outside resources and/ or increase community resources in the future.