

**MINUTES
CITY COUNCIL SPECIAL
MEETING OF APRIL 6, 2016**

12:00 PM, STOCKTON, CALIFORNIA

1. SPECIAL SESSION CALL TO ORDER / ROLL CALL

Mayor Silva called the meeting to order at 12:12 p.m.

Roll Call

Present:

Michael Tubbs
Anthony Silva
Michael Blower
Daniel Wright
Susan Lofthus
Elbert Holman
Christina Fugazi

Strategic Planning Workshop Facilitators:

Henry Garcia
Rhonda Strout

Staff Members Present:

Kurt Wilson, City Manager
John Luebberke, City Attorney
Bonnie Paige, City Clerk

Public Members Present:

Shirley Struman
Kathleen Gapusan

2. PUBLIC COMMENT*

None

3. ITEMS FOR DISCUSSION

3.1 16-2523 CITY COUNCIL PRIORITY SETTING

Mr. Garcia opened the discussion by providing an overview of the basic elements.

Target:

- Public Safety
- Economic Development
- Quality of life

- SWOT analysis (strengths, weaknesses, opportunities, threats)
- Goals
- Action plans/strategies

Review of the Strategic Work Plan Targets:

- Public Safety
- Fiscal Sustainability
- Organizational Development
- Economic Development
- Youth
- Infrastructure
- Public Relations/Image

Priority Goals:

1. Improve police response times, customer service and follow-ups; hire additional officers and increase diversity
2. Implement the Marshall Plan and institutionalize it
3. Retool public nuisance code enforcement issues
4. Institutionalize modeling for financial forecasting
5. Dedicate monetary resources for improved technology
6. Develop and implement economic development plan to attract and retain businesses and target areas of underserved populations
7. Focus on downtown market rate housing project (ULI Study)
8. Revise General Plan
9. Develop an aggressive marketing and communication plan

Discussion ensued regarding the SWOT Analysis: Strengths: Ideal geographic location Weaknesses: Organizational capacity; inefficiencies; literacy; poverty Opportunities: Measure A/B; managing rail; AB109 - matching people with jobs; Charter amendments Threats: Pension costs; crime; outside influences; institutionalize the hard work of Council

Council spoke to refining existing targets and discussed the following:

- Homelessness
- Library
- Jobs
- Economic Development
- Miracle Mile
- Fiduciary/Financial necessity
- Supporting Youth
- Education - Relationship with School Districts; setting joint goals
- Public Relations/Image

After discussion the Council set the following targets for 2016:

Homelessness
Economic Development
Public Relations/Image
Public Safety

Youth

4. ADJOURNMENT

Bonnie Paige
BONNIE PAIGE, CMC
CITY CLERK