



MEETING DATE: 02-07-05
ITEM NO. 11

COUNCIL AGENDA **REPORT**

DATE: FEBRUARY 3, 2005

TO: MAYOR AND TOWN COUNCIL

FROM: DEBRA J. FIGONE, TOWN MANAG

SUBJECT: 2005 TOWN COUNCIL RETREAT
A. APPROVE MEETING MINUTES FROM THE JANUARY 28 AND 29, 2005 TOWN COUNCIL RETREAT.
B. PROVIDE DIRECTION REGARDING THE SUGGESTED ACTIONS IDENTIFIED DURING THE COUNCIL RETREAT.

RECOMMENDATION:

1. Approve the meeting minutes from the Town Council Retreat held January 28 and 29, 2005.
2. Discuss and provide direction regarding the suggested actions identified during the Council Retreat.

BACKGROUND:

The Town Council held a Council Retreat on Friday, January 28th and Saturday, January 29th to share ideas about how the Council would like to work together to accomplish the community's priorities and to identify and discuss priorities and strategic issues.

DISCUSSION:

Attachment 1 provides the summary of the Council Retreat, including the meeting minutes and the suggested actions for follow-up (Exhibit A). Staff is seeking Council approval of the meeting minutes and direction regarding the suggested actions.

The suggested actions represent our interpretation of Council's comments and discussion, taking care to not lose the essence of the comments while summarizing and making clear their intent. Most of these actions require follow-up staff work for which staff will need to develop work plans in the context of available resources and the current year's work plan. From a work plan perspective, the most significant of these actions include:

PREPARED BY: PAMELA JACOBS
ASSISTANT TOWN MANAGER

Reviewed by:	Assistant Town Manager	Town Attorney	Clerk Administrator
Finance	Community Development	Revised: 2/3/05	11:41 am

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MAYOR AND TOWN COUNCIL

SUBJECT:

(February 3, 2005)

- Developing and implementing a communication plan for educating the community about priority projects and obtaining community input on the priorities.
- Obtaining community input on the use of Oak Meadow Park for soccer practice, and, if directed to explore this matter, analyzing park use patterns and the costs and impacts of soccer practice on Oak Meadow Park.
- Exploring the installation of temporary or permanent lighting on one or more soccer fields.
- Implementing the Community Unity initiative.
- Exploring a discretionary approval process for converting revenue-generating land uses to non-revenue generating land uses.

If Council determines interests or priorities other than the above and in the attachment, Council comment and direction is needed.

CONCLUSION:

Staff appreciates the opportunity to engage in dialogue with Council at the Council Retreat about strategic issues and priorities for the future. We believe that the Council Retreat was productive and successful. The Mayor will incorporate key themes from the retreat, as well as comments on the Town's fiscal condition, in the State of the Town address delivered on behalf of the Council on February 17, 2005.

ENVIRONMENTAL ASSESSMENT:

Is not a project defined under CEQA, and no further action is required.

FISCAL IMPACT:

There is no direct fiscal impact associated with providing direction of the suggested actions; however, individual projects will have fiscal impacts that will be discussed at the time they are brought forward for Council approval.

Attachments:

Town of Los Gatos, Town Council Retreat, January 28 and 29, 2005 Meeting Minutes and Exhibit A, 2005 Town Council Retreat Suggested Actions; Exhibit B, Revised Council Effectiveness Notes.

DRAFT

**TOWN OF LOS GATOS
TOWN COUNCIL RETREAT
January 28 and January 29, 2005
Meeting Minutes**

TOWN COUNCIL RETREAT

The Town Council of the Town of Los Gatos met at the Toll House Hotel, 140 South Santa Cruz Avenue, Friday, January 28, 2005 at 3:30 p.m. in a Council Retreat.

COUNCIL ATTENDANCE

Present:

Mike Wasserman, Mayor

Diane McNutt, Vice Mayor

Steve Glickman, Council Member

Joe Pirzynski, Council Member

Barbara Spector, Council Member

FRIDAY, JANUARY 28, 2005 SESSION

VERBAL COMMUNICATION

No-one from the audience spoke during verbal communications.

Purpose of Retreat

Shawn Spano, consultant to the Town, presented the purpose of the retreat as an opportunity for the Town Council to discuss how they would like to work together as a Council team and to identify and discuss priorities and strategic issues.

Meeting Discussion

Exhibit A, attached to these minutes provides summary notes from this session and a listing of the suggested actions for follow-up.

ADJOURNMENT

Mayor Wasserman adjourned the meeting at 5:00 p.m. to Saturday, January 29, 2005 at 8:45 a.m. at the Los Gatos Lodge-Garden Room, 50 Los Gatos-Saratoga Road

ATTACHMENT 1.

SATURDAY, JANUARY 29, 2005 SESSION

VERBAL COMMUNICATION

No-one from the audience spoke during verbal communications.

Purpose of Retreat

Mayor Wasserman opened the meeting with his vision for the Retreat.

Meeting Discussion

Priority Setting and Strategic Planning

Debra Figone opened this topic with a brief overview of the input staff was seeking regarding prioritizing of issues. Ms. Figone also stated that staff was looking for direction regarding the development of a new four year Strategic Plan or incorporating priority issues into the General Plan revision.

Pamela Jacobs, Assistant Town Manager, discussed the value of each option and suggested several different approaches. Actions are included in Exhibit A.

Strategic Issues Discussion

The Retreat also served as an opportunity to discuss key strategic issues including:

- a. Soccer Fields Work Plan
- b. Use of Prop 12 and 40 Parks Funds
- c. Community Unity.

Policy Issues

Staff engaged in a dialogue with Town Council regarding the following key policy issues:

- a. Legislative Priorities
- b. Fund Raising/Corporate Sponsorship for Town Services
- c. Council Expense Reimbursement Policy
- d. Entertainment Uses in the Downtown
- e. Use of Town's Residential Units for Public Purposes
- f. Conversion of Revenue Generating Land Uses
- g. Televising Planning Commission Meetings.

ADJOURNMENT

Mayor Wasserman adjourned the meeting at 4:00 p.m.

Attest

MarLyn J. Rasmussen
Clerk Administrator

**LOS GATOS COUNCIL RETREAT
SUMMARY NOTES
January 28-29, 2005**

January 29th Session: Working Together

Review of 2003 Retreat Council Effectiveness Notes

The Council affirmed the main points from their previous discussion, and requested the following changes to the notes:

Suggested Actions:

- Under "What is an Effective Council Member," it is important to recognize that the tensions or competing values do not exist in a mutually exclusive, either/or relationship. Add wording to more accurately reflect the dynamic nature of the tensions and competing values.
- Under "What is an Effective Council Member," add the following item: "Weighing the needs and interests of individuals and groups against the needs and interests of the whole community."
- Under "What Makes an Effective Council Discussion," change the suggested action to read, "At Council meetings, the standard approach is for members to make a motion before discussing the issue."

Note: The 2003 Retreat summary describing Council effectiveness has been revised to reflect these changes, and is included as Exhibit B.

Code of Conduct Review

Council affirmed the relevance and usefulness of the code, and requested the following changes:

Suggested Actions:

- Refer the first item on page 9 under "Communication" to the Policy Committee for the purpose of clarifying the conditions under which Council members should and should not attend board, commission, and committee meetings. The issue is the extent to which Council members are discouraged or encouraged to attend such meetings, and the procedures that should be undertaken when attending.
- In response to one item on page 12 under "Land Use Applications," the Council agreed to be consistent in indicating when site visits and meetings with land use applicants have occurred.

Perspectives on Council's Leadership Roles

The leadership discussion and exercise was deferred to a later time, perhaps to coincide with the Council/Commission Retreat.

January 29th Session: Looking Forward

Priority Setting and Strategic Planning

Council agreed to pursue the second option recommended by staff, which is to use the current list of priorities as a blueprint and to undertake a strategic planning process in conjunction with the 2010 General Plan update.

Suggested Actions: Priority Projects List

- Revise the document to reflect "goals" rather than "priorities." This will involve changing the wording of the document to be more reflective of goals, and to include goal statements for each of the six goals listed.
- Incorporate "communication" in the second goal: Responsive, Accountable and Cost Effective.
- Incorporate the concept of increasing involvement of individuals and groups in the last goal: Personal Growth and Enrichment of the Individual.
- Do not number the goals.

Suggested Actions: Public Input

- Utilize multiple channels of communication for public input, including but not limited to the resident satisfaction survey, community forums, focus groups, Town web site, and *Vista* newsletter.
- Utilize a two-way communication process with the public when eliciting input, thus enabling the Town to educate and inform the public about budget issues and other complexities surrounding projects and priorities.

Suggested Actions: Special Projects Work Plan Summary

- Soften language on "9-1-1 Readiness Fee Ordinance" to reflect that staff is not aggressively pursuing such an ordinance, but are monitoring and exploring options with other cities in the County.
- Maintain and seek new opportunities for enhancing the coordination between the Youth Commission and the Alive and Loving Life Project.
- Refer North Forty Specific Plan to Council to discuss and frame the policy issues prior to proceeding with the General Plan Commission discussion of completion of the Specific Plan.
- Look to private sector to pursue discussions about technology and/or to bring forward technology ideas to the Town, rather than convening a Technology Roundtable at this time.

Strategic Issues Discussion

Suggested Actions: Soccer Fields Work Plan

- Refer to Council agenda question regarding whether the community would consider using the large area in Oak Meadow Park for soccer practice, prior to proceeding with data gathering and feasibility and cost analysis. Prior to the Council meeting, get input from Parks Commission and provide sufficient public notice.
- Provide information to Council on Town-owned property and properties considered for the location of the skate park.
- Refer to Closed Session Council agenda discussion about exploring use of private property for soccer fields.
- Request General Plan Committee to review recreational goals and strategies in the General Plan to explore whether a Recreational Element is needed, and, if so, consider when it could be incorporated into the Committee's work plan.
- Explore installation of temporary or permanent lighting at one or more school soccer fields.
- Do not pursue convening a soccer field task force.

Suggested Actions: Use of Prop 12 and 40 Parks funds

- Do not pursue Blossom Hill Park Tennis Court Lighting Upgrades project; continue with the other proposed parks projects (Bachman Park irrigation, Oak Meadow Park pathway, and Balzar Field restroom remodel).
- Review cost of Oak Meadow Park pathway.

Suggested Action: Community Unity

- Council voiced support for the project; staff will take actions to implement, and in consultation with the Mayor, will monitor and assess the project as it unfolds.

Policy Issues

Suggested Action: Legislative Priorities

- No action taken; continue with current approach.

Suggested Action: Foundations; Fundraising; Corporate Naming

- Refer to the Policy Committee; purpose is to develop a policy that stipulates the conditions under which the Town may solicit and accept donations and contributions.

Suggested Action: Council Reimbursement Policy

- No action taken; continue with current practice.

Suggested Action: Entertainment in the Downtown

- No action taken; continue with current policy for both alcohol and non-alcohol serving establishments.

Suggested Action: Use of Town's Residential Units for Public Purposes

- Bring a resolution to Council that streamlines the approval process for allowing Town-owned homes to be converted to temporary office/conference space.

Suggested Action: Revenue Generating Land Uses

- Explore a discretionary approval process for converting revenue generating land uses to non-revenue generating land uses.

Suggested Actions: Televising Planning Commission Meetings

- Staff will arrange to tape two or so meetings and use them as a training tool for the Planning Commission. Tapes will be viewed by Council. The taping and subsequent training are separate activities from the consideration to televise Planning Commission meetings, for which there was no direction to proceed.

What Makes an Effective Council?

Principles for Working Together to Accomplish the Community's Priorities

Revised: January, 2005

What is an Effective Council Person?

Effective council members are able to successfully negotiate the dynamic interplay between the following tensions and competing values:

- Being proactive about creating change in the community while seeking to preserve and protect the community.
- Leading and educating the public on an issue vs. following the wishes of the public.
- Recognizing the short term and long term implications of an issue and decision.
- Weighing the needs and interests of individuals and groups with the needs and interests of the whole community.

What is an Effective Council Team?

- Members are prepared and knowledgeable on the issues
- Decisions are made based on the best available information, and a careful interpretation of the data
- Members rely on council discussion at council meetings in making final decisions
- There are no coalitions or well defined voting blocks

What Constitutes Effective Council Discussion?

- There is an openness to differing points of view.
- Members are able to disagree with one another.
- Differences are managed constructively.
- Members listen to each other with respect.

Suggested action: At Council meetings, the standard approach is for members to make a motion before discussing the issue.