



MEETING DATE: 04-02-07

ITEM NO: 1

COUNCIL AGENDA REPORT

DATE: MARCH 27, 2007

TO: MAYOR AND TOWN COUNCIL

FROM: DEBRA J. FIGONE, TOWN MANAGER

A handwritten signature in black ink, likely belonging to Debra J. Figone, the Town Manager.

SUBJECT: 2007 TOWN COUNCIL RETREAT
APPROVE MEETING MINUTES FROM THE MARCH 9 AND 10, 2007 TOWN
COUNCIL RETREAT

RECOMMENDATION:

Approve the meeting minutes from the Town Council Retreat held March 9 and 10, 2007.

BACKGROUND:

The Town Council held a Council Retreat on Friday, March 9 and Saturday, March 10, 2007 to discuss issues of strategic importance to the effective governance of the Town, including 2007-08 goals and priorities, the 2010 General Plan update, and issues related to the downtown, development and revenue challenge.

DISCUSSION:

Attachment 1 provides the summary of the Council Retreat, including the meeting minutes and the summary notes (Exhibit A). Staff is seeking Council approval of the meeting minutes, including the summary notes.

The summary notes present the observations and directions reflecting the general consensus of the Town Council. Direction given at the retreat includes:

- Revise the goal and priority projects matrix to reflect the Council discussion. The revised matrix is included as Attachment 2. Detailed work plans, with milestones and measurable objectives, for the priority projects will be developed as the projects proceed.

A handwritten signature in black ink, likely belonging to Pamela S. Jacobs, the Assistant Town Manager.

PREPARED BY: PAMELA S. JACOBS
ASSISTANT TOWN MANAGER

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Reviewed by: _____ Assistant Town Manager _____ Town Attorney
_____ Clerk Administrator _____ Finance _____ Community Development

- Provide background information regarding youth and senior services, and public facilities (including recreation) available in Town. It is anticipated that this inventory will be completed as a precursor to the General Plan update, with the timing for the inventory identified in the work plan for the update.
- Develop a work plan and timeline for the 2010 General Plan Update per Council's comments. The work plan and timeline will be brought to Council by Fall, 2007.
- Update the Community Development Department work plan to reflect Council's comments on recurring issues. The update will be completed internally.
- Schedule a joint study session with the Planning Commission to review the downtown parking district program and the issue of parking credits. This study session will be scheduled by Winter, 2008.
- Explore the following issues and actions in regards to downtown and townwide economic vitality: linear footage information regarding downtown retail establishments; a façade loan program; the gateway projects; and engaging local CEOs and corporate leaders in identifying business prospects for the Town. These actions will occur as part of the Town's ongoing work work plans in the areas of economic vitality and Capital Improvement Program development.

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 approving the minutes and summary notes; however, actions will have fiscal impacts that will be discussed at the time they are brought forward for Council review and approval.

Attachments:

1. Town of Los Gatos, Town Council Retreat, March 9 and 10, 2007 Meeting Minutes and Exhibit A, 2007 Town Council Retreat Summary Notes
2. FY 2007-08 Strategic Goals and Priority Projects Matrix

DRAFT

**TOWN OF LOS GATOS
TOWN COUNCIL RETREAT
March 9 and 10, 2007
Meeting Minutes**

TOWN COUNCIL RETREAT

The Town Council of the Town of Los Gatos met at the Los Gatos Lodge, Friday, March 9, 2007 at 4:00 p.m. for a Council Retreat.

COUNCIL ATTENDANCE

Present:

Joe Pirzynski, Mayor
Barbara Spector, Vice Mayor
Steve Glickman, Council Member
Diane McNutt, Council Member
Mike Wasserman, Council Member

FRIDAY, MARCH 9, 2007 SESSION

VERBAL COMMUNICATIONS

Mr. Greene

- Supported the concept of Council retreats.
- Requested improvements to Town development review process.

Mr. Davis

- Questioned the timing of posting the retreat agenda.
- Commented regarding Town reserves.
- Commented against the Council's decision on the Placer Oaks project.

COUNCIL RETREAT DISCUSSION

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

Shawn Spano, consultant to the Town, presented the purpose, agenda and format of the Friday session of the Council Retreat.

Debra Figone, Town Manager, set the context for the discussion. **Pamela Jacobs**, Assistant Town Manager, provided an overview of the suggested 2007 goals and priorities. Council engaged in a discussion about the goals and priorities.

Exhibit A, attached to these minutes provides summary notes from the Friday session

ADJOURNMENT

Mayor Pirzynski adjourned the meeting at 6:00 p.m. to Saturday, March 10, 2007 at 9:00 a.m. at the Los Gatos Lodge.

SATURDAY, MARCH 10, 2007 SESSION

VERBAL COMMUNICATION

Mr. Davis

- Commented regarding the sale of Town land in Vasona Park and the potential for soccer fields.
- Commented regarding the development of large houses on the hillsides.

COUNCIL RETREAT DISCUSSION

Shawn Spano presented the purpose, agenda and format of the Saturday session of the Council Retreat.

Debra Figone set the context for the discussion on the 2010 General Plan update. **Bud Lortz**, Director of Community Development, provided an overview of the last General Plan update. Council discussed the role of the General Plan in decision-making, how the General Plan reflects the community's values and the scope of the General Plan update. **Exhibit A**, attached to these minutes provides summary notes from the 2010 General Plan update session.

Debra Figone set the context for the discussion on recurring issues. **Bud Lortz** provided an overview of the Community Development Department work plan and the recurring issues affecting downtown Los Gatos. Council discussed the status of the recurring issues and the need for further action. **Steve Conway**, Director of Finance, provided an overview of the Town's revenue sources. Council discussed the vulnerabilities associated with the Town's reliance on sales tax and on one sales tax generator. Due to time constraints, Council did not discuss the issue of neighborhood compatibility. **Exhibit A**, attached to these minutes provides summary notes from the Recurring Issues session.

ADJOURNMENT

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

Attest:

Jackie D. Rose
Clerk Administrator

**Los Gatos Town Council Retreat
Summary Notes
March 9 - 10, 2007**

2007 – 08 Goals and Priorities

Council affirmed the six goals as meaningful reflections of the Town's values and priorities.

- Community Character
- Good Governance
- Fiscal Stability
- Public Infrastructure
- Civic Enrichment
- Public Safety

Council made the following observations about the goals and the Administrative Work Plan:

- The goals will vary in importance from year to year based on social and economic conditions that are present at the time.
- Public safety, public infrastructure, and fiscal stability are key priority areas at the present time.
- The number of special projects and major projects currently underway is extensive and impressive.

Council suggested the following actions be taken in response to the major projects identified under each of the six goal areas:

- Develop outcome-oriented action statements and performance objectives for the priority. Include milestones where possible and appropriate.
- Under Public Safety, include addressing police facility needs as a priority project.
- Under Public Safety, include implementing Los Gatos Prepared as a priority project.
- Under Public Infrastructure, address ongoing maintenance of streets, sidewalks, and retaining walls. Make these a funding priority; identify funding sources.
- Under Fiscal Stability, make it a priority to seek long-term fiscal stability through diversification and providing full-service goods and services.
- Under Civic Enrichment, include a priority project to determine the action plan for a new library.
- Under Community Character, the General Plan Update to be discussed on Saturday is a priority.
- Under Good Governance, the expansion of eGov services is a priority.
- Revise Attachment 3 to reflect the above priorities and include the other major projects as major projects on the Administrative Work Plan.
- Identify the youth and senior services that the Town is currently providing to determine if there are gaps that should be priority projects. Recognize that these services are probably distributed across several goal areas. (Refer to General Plan discussion for recommended timing.)

2010 General Plan Update

Council affirmed the value of the General Plan as useful to their work in setting policy and making decisions. Council also agreed that the General Plan reflects the community's values and is a dynamic document that can be interpreted differently over time.

Council agreed that 2010 update process should be streamlined and scaled back from the previous update, which was both extensive and thorough. Specifically, Council agreed to pursue a two-track process in undertaking the update, preceded by a community-visioning process and background reports on particular areas. Follow-up discussion is needed to determine the sequencing of these activities:

- The "kick-off" event might be a community-visioning process, consisting of one or more public forums that are carefully designed and facilitated to engage and inspire the public and produce quality input without creating unrealistic expectations.
- Council requested that staff provide background on youth services, senior services, and public facilities, including recreation, in preparation for the update. These reports should include an assessment of what services are currently being provided, gaps in service delivery, and the financial dimensions of the services.
- Track 1: Council will undertake a review of the current General Plan to assess areas that need be changed and to make recommendations about revisions, answering questions such as: What parts are outdated (e.g., the conservation element)? What parts have already been completed (e.g., Vasona Light Rail and Route 85)? What new issues and areas need to be included? Council might also choose to direct the Planning Commission and staff to undertake a similar review and assessment.
- Track 2: In addition to the community-visioning process, additional public input processes will be conducted. These may include neighborhood meetings, Council meetings, and Commission and Board meetings.
- Staff will develop a recommended work plan and timeline for Council's consideration.

Recurring Issues

Council discussed five recurring issues related to downtown and the long-term revenue challenge facing the Town. The purpose was to determine the extent to which policies and actions related to these issues should be revised or clarified. Note: Due to time constraints, development issues related to neighborhood compatibility were postponed for a later time.

Downtown Issues

Council reflected on their visions for the downtown, which included: downtown being the jewel of Los Gatos; more residents visiting the downtown regularly; the downtown being physically beautiful; having a good balance of independent businesses and national

chains; more of the national chains locating on the north end of Santa Cruz Blvd.; having notable gateways on the north and south ends; and increased economic vitality on the east side of the Main St. bridge. Issues and opportunities to explore suggested by Council included:

- Efforts to encourage economic vitality on the north end of Santa Cruz Blvd. and on the east side of the Main St. bridge.
- Potential for a façade loan program to provide an incentive for investment in the north end of Santa Cruz Blvd.
- Revisiting the gateway projects to determine opportunities for moving forward.
- Determination of linear footage of retail independents and national chains in the Downtown; exploration of adding “leasable area” on business license applications and renewals.

Recurring Downtown Issues

- *Formula Retail*: No change to the Formula Retail Ordinance; remove from list.
- *Conversion of retail space to restaurants*: No change to existing policy; take off work plan list. No other action requested.
- *Wine tasting, wine bar establishments, expansion from wine and beer to full alcohol*: No change to existing policy; take off list. Council requested that staff inform them when applications are submitted and how the policy is applied in these particular cases.
- *Entertainment policy*: No change to existing policy; stays on list as a low priority.
- *Parking and parking credits*: Council requests a joint study session with Planning Commission to review issue and policy. Stays on list.

Long-Term Revenue Challenge

- Council discussed the budget implications of losing Netflix, agreeing that while this would result in a significant reduction, the Town would work to adapt to the loss.
- Council encouraged staff to continue to program only a portion of the Netflix sales tax receipts for ongoing services.
- Council reiterated the priority discussed the day before regarding seeking long-term fiscal stability through diversification of the Town’s revenue base.
- Council endorsed the steps that staff is currently taking to diversify the revenue base, attract revenue-producing businesses to Town, and assist developers in taking actions that benefit the Town financially. These steps include tracking vacancies, branding and raising levels of awareness, networking with individuals and companies in the Research and Development sector, and developing a local corporate client list.
- Council suggested that CEOs and other corporate leaders who live in Town may be valuable contacts for identifying potential business prospects for location in Town.

FY 2007-08 STRATEGIC GOALS AND PRIORITY PROJECTS*

COMMUNITY CHARACTER	GOOD GOVERNANCE	FISCAL STABILITY	PUBLIC INFRASTRUCTURE	CIVIC ENRICHMENT	PUBLIC SAFETY
Preserve and enhance the appearance, character and environmental quality of the community	Ensure responsive, accountable and collaborative governance	Maintain ongoing fiscal stability to provide cost effective core services that meet the needs of the community	Maintain the condition and availability of public facilities, transportation systems, and other public infrastructure	Foster opportunities for civic engagement, and cultural, recreational and individual enrichment	Ensure public safety through proactive community policing, effective emergency response, and community-wide emergency preparedness
<ul style="list-style-type: none"> Develop work plan and timeline for the 2010 General Plan update 	<ul style="list-style-type: none"> Expand the availability of eGovernment services available through the Town's website 	<ul style="list-style-type: none"> Seek long-term fiscal stability through diversification and providing full-service goods and services 	<ul style="list-style-type: none"> Address funding needs for street maintenance, sidewalks, and retaining walls. 	<ul style="list-style-type: none"> Determine and implement action plan for the development of a new library. 	<ul style="list-style-type: none"> Determine and implement action plan to address police department facility needs. Expand the Los Gatos Prepared campaign to maximize the number of individuals, families and businesses who are self-sufficient in the event of an emergency.

* Detailed work plans, with milestones and measurable objectives, for the priority projects will be developed as the projects proceed. Additional special/major projects are noted on the 2007 Administrative Work Plan.

FY 2007-08 STRATEGIC GOALS AND PRIORITY PROJECTS*

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