

CALL TO ORDER

Mayor Aguirre called the meeting to order at 9:10 a.m., and led the Pledge of Allegiance to the Flag.

PUBLIC COMMENT

Bob Borrego, 524 Fourteenth Street, addressed concerns with Our Lady of Guadalupe Church not participating on the Las Piedras Park Neighborhood Improvement Plan, and concerns with the City's lack of communication to the Spanish-speaking community. The City Council noted that the April 5, 2004 City Council Meeting would be the first with simultaneous Spanish translation and Second Audio Program (SAP) on Government Access Channel 10.

CITY COUNCIL, STAFF COMMUNICATIONS

There were no City Council, staff communications.

APPROVAL OF FINAL AGENDA

No changes were made to the agenda.

ORDER OF BUSINESS

A. FY 2004/05 Goals and Priority Projects

Laura Flores Espinosa, 233 Corte Linda, representing Latino Town Hall, submitted written comments with Latino Town Hall's input for the City Council's goal setting session.

Bob Borrego, 524 Fourteenth Street, representing Latino Town Hall, commented on Latino Town Hall's input for the City Council's goal setting session.

Jess Victoria, 134 Moultrie Place, addressed his concerns with the administration of the hospital by an out-of-state corporation, the administration of the City's dump which was contracted to Ventura Regional Sanitation District, and the administration of the City's wastewater treatment plant which was also contracted to another agency. He stated that the City must become self-supporting of its services and continue with management audits of the Police Department, Fire Department, City Yards, and Planning Department. Sign over

The City Council conducted a session of setting goals and priority projects for Fiscal Year 2004/05.

RECESS TO A BREAK

Mayor Aguirre recessed the City Council to a break at 10:35 a.m.

RECONVENE TO MEETING

Mayor Aguirre reconvened the City Council at 10:55 a.m.

RECESS TO A BREAK

Mayor Aguirre recessed the City Council to a break at 12:20 p.m.

RECONVENE TO MEETING

Mayor Aguirre reconvened the City Council at 12:50 p.m.

The City Council developed the following goals and priority projects:

Maintain and Enhance Quality of Life

- Work to Reopen Santa Paula Memorial Hospital
- Construct New Water Reclamation Facility
- Complete Skate Park
- Enhance Santa Paula Beautiful Program (Aggressive Graffiti Abatement, Abandoned Vehicles, Code Enforcement, Community Work Days)
- Continue to Develop and Expand City Financing Plans
- Develop and Implement Neighborhood Improvement Plan for Las Piedras Park Area
- Develop and Implement Neighborhood Improvement Plan for Areas East of Tenth Street and South of Main Street
- Review, Update, and Implement Master Plans Parks
- Develop Plan and Location for Central Community/Cultural Arts Facility

Foster Balanced Community and Housing Development

- Implement Economic Development/Redevelopment Plan (Main Street, Business Development, Tourism)
- Implement Housing Element Implementation Plan
- Implement Grant Writing Strategy
- Facilitate Construction of New Ventura College East Campus

Ensure Community Health and Safety

- Develop and Implement Public Safety Financing Ballot Initiative
- Develop and Implement Plans to Enhance Fire Protection/Emergency Medical Services

- Develop and Implement Plans to Enhance Police Services (Consider recommended ratios for Police staffing)

Facilitate Greater Citizen Involvement

- Continue Community Visioning Process
- Review, Update, and Implement Outreach Program to Spanish-speaking Community
- Promote Active Citizen Participation, Both Youth and Adult, in All City Activities (Conduct Two Town Hall Meetings a Year)
- Develop and Implement Plans to Use Technology to Better Communicate with the Public

Enhance Customer Focus and Business Friendliness of City Government

- Continue Management Audits of Each Department
- Develop Plans for New City Hall/Police Department/Public Works Maintenance Facility

B. Revision of Economic Development/Redevelopment Implementation Plan

The City Council conducted a session of setting the Economic Development/Redevelopment Implementation Plan for Fiscal Year 2004/05 and developed the following:

Main Street

- Implement Downtown Improvement Plan and Central Business District Zone Revisions
- Provide staff support for adoption and implementation of Business Improvement District.
- Provide active code enforcement.
- Continue Main Street community policing program.
- Ensure commercial trash collection for all Main Street businesses.
- Implement building restoration program – design guidelines, color palette, development standards, and façade improvement program.
- Create Plumbing Building Paseo.
- Develop and implement enhanced Main Street streetscape plan (banners, landscaping).
- Implement Green Street plaza and park development.
- Outreach to Spanish-speaking downtown merchants.

Business Development

- Revitalize Redevelopment Project Area (Tenth Street Corridor, Highway 126 and Hallock Drive, East Santa Paula Street).
- Develop Master Plan for East Area 1.

- Develop and implement business attraction and retention program for each business segment (retail/commercial/industrial/agriculture).
- Develop and implement job creation strategy.
- Develop and implement Harvard Boulevard Specific Plan.
- Develop and implement industrial/commercial/small business development grant/loan program.

Tourism

- Continue implementation of Tourism Improvement Plan to compliment efforts of Heritage Valley Tourism Bureau.
- Continue implementation of long-range operations and finance plan for California Oil Museum.

C. Discuss of New Capital Improvement Projects

The City Council reviewed and discussed the Six-year Capital Improvement Program.

A discussion ensued regarding adjourning and readjourning the meeting to the Regular City Council Meeting scheduled for April 5, 2004, in order to continue to discuss the Six-year Capital Improvement Program.

ADJOURNMENT AND CONTINUANCE

It was moved by Vice Mayor Krause, seconded by Councilmember Cook, to adjourn the meeting for continuance to the Regular City Council Meeting of April 5, 2004, at 6:30 p.m. All were in favor, and the motion carried.

Mayor Aguirre recessed the City Council at 2:25 p.m.

ATTEST:

Josephine G. Herrera
Deputy City Clerk