

**CALL TO ORDER**

Mayor Krause called the meeting to order at 9:05 a.m.

**ROLL CALL**

Councilmember Gabino Aguirre, Councilmember Ray C. Luna, Councilmember John T. Proctor, Vice Mayor Richard C. Cook, and Mayor Mary Ann Krause were present. City Manager Wally Bobkiewicz was also present. City Clerk Josie G. Herrera was absent.

**PUBLIC COMMENT**

There was no Public Comment.

**ORDER OF BUSINESS**

A. FY 2005/06 Goals and Priority Projects

City Manager Wally Bobkiewicz presented a Power Point® Presentation with the 2005/06 Goals and Priority Projects and Economic Development/Redevelopment Implementation Plan.

Dr. David Gomez, Santa Paula High School Superintendent, addressed concerns regarding future development of a new venue for Santa Paula High School with a proposal for a joint venture with Ventura College at East Area One, which could house both the college and a high school. Additional suggestions mentioned were Adams Canyon and Limoneira property.

Mike Odle, representing One Santa Paula and Skate Park USA, addressed the City Council about Fagan Canyon and noted that many residents did not understand the initiative and wish to remove their signatures from the petition. In addition, he also addressed the City Council about Skate Park USA.

Audrey Vincent, a resident of Santa Paula, asked the City Council to keep the small town character in mind when they review the Goals and Objectives.

The City Council developed the following draft goals and priority projects:

Maintain and Enhance Quality of Life

1. Work to Reopen Santa Paula Memorial Hospital
2. Construct New Water Reclamation Facility and Public Works Maintenance Facility
3. Enhance Santa Paula Beautiful Program

- Code Enforcement
  - Aggressive Graffiti Abatement
  - Abandoned Vehicles
  - Community Work Days
  - “Curb Appeal”
  - Sidewalk Repairs
  - View Protection
4. Continue to Develop and Expand City Financing Plans
  5. Develop and Implement Neighborhood Improvement Plan for Las Piedras Park Area
  6. Develop Master Plan for Parks
  7. Engage School Districts and the Community on Siting New Schools
  8. Develop Senior Citizen Program Plan
  9. Develop Community Plan for Youth/Teen Center

Foster Balanced Community and Housing Development

10. Implement Economic Development/Redevelopment Plan
  - Main Street
  - Business Development
  - Tourism
11. Refine and Implement Job Creation Strategy
12. Implement Housing element Implementation Plan
13. Facilitate Construction of New Ventura College East Campus
14. Design and Implement Teague Park Improvements

Ensure Community Health and Safety

15. Research and Develop Public Safety Financing Options
16. Continue Review Implementation of Police Management Audit

Facilitate Greater Citizen Involvement

17. Implement Community Visioning Plan
18. Continue and Validate Outreach Program to Spanish-speaking Community
19. Promote Active Citizen Participation, Both Youth and Adult, in All City Activities
20. Build Stronger Partnerships with Schools and School Boards

Enhance Customer Focus and Business Friendliness of City Government

21. Continue Management Audits of Each Department
22. Review Current Development Processes and Customer Services; Develop and Implement Changes as Required

The City Council developed the following draft Economic Development/Redevelopment Implementation Plan for Fiscal Year 2005/06:

Main Street

- A. Implement Downtown Improvement Plan and Central Business District Zone Revisions
- B. Provide staff support for adoption and implementation of Business Improvement District
- C. Provide active code enforcement
- D. Continue Main Street community policing program
- E. Enforce commercial trash collection for all Main Street businesses
- F. Implement building restoration program – design guidelines, color palette, development standards, and façade improvement program
- G. Create Plumbing Building Paseo
- H. Develop and implement enhanced Main Street streetscape plan (banners, landscaping)
- I. Implement Green Street plaza and park development
- J. Outreach to Spanish-speaking downtown merchants
- K. Improve pavement conditions of North and South Alleys

Business Development

- A. Revitalize Redevelopment Project Areas
  - Tenth Street Corridor
  - Highway 126 and Hallock Drive
  - East Santa Paula Street
- B. Develop Master Plan for East Area 1
- C. Develop and implement business attraction and retention program for each business segment (retail/commercial/industrial/agriculture)
- D. Develop and implement job creation strategy
- E. Develop and implement Harvard Boulevard Land Use Policies (setbacks, land uses, etc.)
- F. Fund industrial/commercial/small business development grants and loans

Tourism

- A. Continue implementation of Tourism Improvement Plan to compliment efforts of Heritage Valley Tourism Bureau
- B. Continue implementation of long-range operations and finance plan for California Oil Museum
- C. Explore creation of Santa Paula Tourism website

**FUTURE AGENDA ITEMS**

There were no Future Agenda Items.

**ADJOURNMENT**

There being no further business to come before the City Council, Mayor Krause adjourned the meeting at 11:50 a.m.

ATTEST:

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Josie G. Herrera  
City Clerk