

CALL TO ORDER

Mayor Cook called the meeting to order 9:10 a.m.

ROLL CALL

Councilmember Gabino Aguirre, Councilmember Mary Ann Krause, Councilmember John T. Procter, Vice Mayor Ray C. Luna, and Mayor Richard C. Cook responded to roll call. City Manager Wally Bobkiewicz and City Clerk Josie G. Herrera were also present.

PUBLIC COMMENT

Steve Van, 117 N. Peck Road, spoke regarding the implementation of the Bike Path project. City Manager Wally Bobkiewicz responded that a community workshop was scheduled for May 16, 2006, at 6:30 p.m., in the Council Chambers.

ORDER OF BUSINESS

City Manager Wally Bobkiewicz provided a Power Point® presentation.

RECESS TO A BREAK

Mayor Cook recessed the City Council to a break at 9:59 a.m.

RECONVENE TO REGULAR MEETING

Mayor Cook reconvened the City Council at 10:11 a.m.

City Manager Wally Bobkiewicz provided an update on departmental management audits.

RECESS TO A BREAK

Mayor Cook recessed the City Council to a break at 10:15

RECONVENE TO REGULAR MEETING

Mayor Cook reconvened the City Council at 10:18.m.

After much discussion and review, the City Council developed the following draft Goals and Priority Projects for Fiscal Year 2006/07:

FY 2006/07

CITY COUNCIL GOALS AND PRIORITY PROJECTS

I. MAINTAIN AND ENHANCE QUALITY OF LIFE

- A. Work to Sustain Quality Health Care in Santa Paula
Hospital • Clinic • Health Coverage Plans
- B. Enhance Santa Paula Beautiful Program
Code Enforcement • Aggressive Graffiti Abatement • Abandoned Vehicles
Community Work Days • "Curb Appeal" • Sidewalk Repairs • View Protection
- C. Continue to Develop and Expand City Financing Plans
Assessment Districts
- D. Develop and Implement Neighborhood Improvement Plan for Las Piedras Park Area
- E. Engage School Districts and the Community on Educational Issues
Siting New Schools • Academic Planning
- F. Maintain Senior Citizen Program and Plan For Future Needs
- G. Develop Youth/Teen Center
- H. Complete Recreational Bicycle / Pedestrian Trail
- I. Implement Ahwahnee Water Principles / Urban Management Accords

II. FOSTER BALANCED COMMUNITY AND HOUSING DEVELOPMENT

- A. Facilitate Construction of New Postsecondary Education Campus
- B. Implement Economic Development/Redevelopment Plan
Main Street • Business Development • Tourism
- C. Refine and Implement Job Creation / Job Training Plan
Outreach to Santa Paula High School
- D. Coordinate New Housing Creation and Preservation Activities with Santa Paula Housing
Authority
- E. Implement Teague Park Plan

III. ENSURE COMMUNITY HEALTH AND SAFETY

- A. Continue to Research and Develop Public Safety Financing Options
- B. Implement Police Strategic Plan
- C. Construct New Water Recycling Facility, Public Works Maintenance Facility. Manage and
Review Costs and Projections.
- D. Conduct Assessment of Fire Department Emergency Medical Services

IV. FACILITATE GREATER CITIZEN INVOLVEMENT

- A. Implement Community Vision Plan
- B. Continue and Validate Outreach Program to Spanish-Speaking Community
Radio and Cable TV Programming • Website
- C. Promote Active Citizen Participation, both Youth and Adult, in all City Activities
- D. Continue Strong Partnerships with Schools and School Boards

**V. ENHANCE CUSTOMER FOCUS AND BUSINESS FRIENDLINESS OF CITY
GOVERNMENT**

- A. Aggressively Seek Non-Local Funds for Water Recycling Facility
- B. Review Current Development Processes and Customer Services; Develop and
Implement Changes as Required

After much discussion and review, the City Council developed the following draft Economic Development/Redevelopment Implementation Plan for Fiscal Year 2006/07:

**ECONOMIC DEVELOPMENT / REDEVELOPMENT
IMPLEMENTATION PLAN**

- I. 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. Complete Plumbing Building Paseo.
 - H. Develop and implement enhanced Main Street streetscape plan (banners, landscaping)
 - I. Complete Green Street plaza and park development
 - J. Outreach to Spanish speaking downtown merchants
 - K. Improve pavement conditions of North and South Alleys

- II. BUSINESS DEVELOPMENT
 - A. Revitalize Redevelopment Project Areas:
 - 1. 10th Street Corridor
 - 2. Highway 126 and Hallock Drive
 - 3. East Santa Paula Street
 - B. Review 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. Review Harvard Blvd. Land Use Policies (setbacks, land uses, etc.)
 - F. Fund industrial/commercial/small business development grants and loans

- III. TOURISM
 - A. Continue implementation of Tourism Improvement Plan to complement efforts of Heritage Valley Tourism Bureau.
 - B. Continue implementation of long-range operations and finance plan for California Oil Museum.

CITY COMMUNICATIONS

City Manager Wally Bobkiewicz asked the City Council to inform him whether they wish to participate in the Ventura County Fair Parade.

Councilmember Cook wished everyone a Happy Mother's Day. He also noted that Finance Director Alvertina Rivera treated the Finance Department staff to a day at the spa.

FUTURE AGENDA ITEMS

Mayor Cook asked that staff explore the City of Camarillo's ordinance regarding enforcement of maintaining medians and lawns by property owners.

ADJOURNMENT

Mayor Cook adjourned the meeting at 12:26 p.m.

ATTEST:

Josie G. Herrera
City Clerk