

# City of Manhattan Beach

1400 Highland Avenue  
Manhattan Beach, CA 90266



## Meeting Minutes

Wednesday, July 10, 2013

8:30 AM

Adjourned Regular Meeting (Strategic Plan Session)

Police/Fire Conference Room

### City Council

*Mayor David J. Lesser*  
*Mayor Pro Tem Amy Howorth*  
*Councilmember Wayne Powell*  
*Councilmember Mark Burton*  
*Councilmember Tony D'Errico*

**A. CALL MEETING TO ORDER - 8:30 AM**

*Mayor Lesser called the meeting to order at 8:30 a.m.*

**B. PLEDGE TO THE FLAG**

*Mayor Lesser led the Pledge of Allegiance.*

**C. ROLL CALL**

**Present:** 5 - Mayor Lesser, Mayor Pro Tem Howorth, Councilmember Powell, Councilmember Burton and Councilmember D'Errico

**D. CERTIFICATION OF MEETING NOTICE AND AGENDA POSTING**

*City Clerk Tamura confirmed the meeting was properly posted.*

**E. APPROVAL OF AGENDA**

*Mayor Lesser asked City Council if any changes needed to be made to the agenda. No rearrangements or changes were deemed necessary.*

**F. AUDIENCE PARTICIPATION (Three Minutes Per Person)**

*Craig Cadwallader, representing the Surfrider Foundation South Bay Chapter, spoke regarding the two issues that he also addressed with the City Council last year. Mr. Cadwallader would like to see an outdoor smoking ban put into effect, as well as a polystyrene food service ban. Neither issue has been accomplished over the course of a year and he would like to see these issues on upcoming agendas.*

**G. STRATEGIC PLAN MEETING**

1. Welcome, Purpose of the Retreat, Public Comment and Introduction of the Facilitator and Recorder - David Lesser, Mayor

Role of the Facilitator, Recorder, Group and Public; Strategic Planning Elements; Agenda - Marilyn Snider, Facilitator - Snider and Associates

Introductions of the Group

City of Manhattan Beach:  
Mission/Purpose Statement  
Core Values/Guiding Principles  
Three-Year Goals (2012-2015)

What Are the Strengths and the Accomplishments of the City of Manhattan Beach Since the January 23, 2013 Strategic Planning Retreat?

What Are the City of Manhattan Beach's Current Internal Weaknesses/Challenges?

What Are the External Factors/Trends (e.g., political, economic, demographic, technological, environmental, attitudinal) that Will/Might Have an Impact on the City of Manhattan Beach in the Coming Year:

Positively (opportunities)?

Negatively (threats)?

Review and Revise, if Needed, the Three-Year Goals (what needs to be accomplished)

Public Input on Suggestions for Objectives

Identify 6-Month Strategic Objectives (how the goals will be addressed - by when, who will be accountable, for what specific, measurable results) for Each of the Three-Year Goals

Next Steps/Follow-Up Process to Monitor Progress on the Goals and Objectives (including setting a date in 6 months to update the strategic plan)

Summary of the Retreat and Closing Remarks

Adjourn

Attachment:

1. Strategic Plan Update

**Attachments:**     [Strategic Plan Update](#)

*Welcome, Purpose of the Retreat, Public Comment and Introduction of the Facilitator and Recorder David Lesser, Mayor.*

*Mayor Lesser introduced the strategic plan and the success they reached by opening discussion with the public and building relationships with the citizens.*

*Role of the Facilitator, Recorder, Group and Public; Strategic Planning Elements; Agenda Marilyn Snider, Facilitator Snider and Associates.*

*Ms. Marilyn Snider, facilitator from Snider and Associates, explained her role in the process, which includes starting and ending the meeting on time. Additional time will be spent discussing the "next steps" and how to work the plan so that progress is both felt and achieved.*

*Gail Tsuboi introduced herself as the recorder, encouraging City Council to make sure their comments are being correctly recorded as the items are being discussed.*

*Members of the room introduced themselves and shared something that they would*

*like to do this summer.*

*The mission/purpose statement was read, followed by the City's core values and guiding principles. The three-year goals for 2012 through 2015 were also read.*

*What Are the Strengths and the Accomplishments of the City of Manhattan Beach Since the January 23, 2013 Strategic Planning Retreat?*

*Ms. Snider asked members to reflect on their perceptions, as well as the perceptions of citizens. Items that were shared included the three-year labor agreements, adopted balanced budgets, approval of a shared use agreement with the School District, development of the Veteran's Parkway plan, City elections, adoption of the housing element, and the success of several town hall meetings that were held. Additionally, a meeting was held in a neighborhood home and was led by Police Chief Irvine regarding safety issues and crime. Other items of accomplishment noted included several community events such as the Bridgestone Pier to Pier, the Father's Day volleyball tournament, public safety open house, and the Manhattan Beach Grand Prix bike race. There was also the installation of four electric vehicle stations, as well as the donation of one fire truck and four ambulances to other cities. There was also the Ocean Friendly Demonstration Garden and the adoption of the Police Department's strategic plan. Several personnel matters have been successfully resolved, along with several workers' compensation cases being settled. Grants were awarded throughout the City, including in the police department and regional communications.*

*Using the distributed matrix, members analyzed which items on the plan have been accomplished and should be included on the city website. Items were added to the strengths and accomplishments poster as recorded by Ms. Snider.*

*The importance of completed strategical accomplishments was noted, such as a strong and engaged leadership, team, and community. Manhattan Beach is an attractive place to live with a safe and caring community that is dedicated to their environment.*

*What Are the City of Manhattan Beach's Current Internal Weaknesses/Challenges?*

*Ms. Snider encouraged members to consider what their current internal weaknesses, frustrations, or challenges are and record their thoughts on cards in small groups. Once three minutes lapsed, the index cards were shuffled and redistributed. Cards were read out and recorded on poster paper by Ms. Snider. Issues included outdated zoning code provisions, disruptive members at City Council meetings, City Council distrust of staff, inconsistent direction from City Council, need for a more streamlined permit process, inefficient City Council meetings, Granicus, and lack of team unity. Also noted was an inability to complete City Council agendas, a disconnect between City vision and actions, and outdated land use plans.*

*Members were asked to note any items that might not have been brought up during the group discussion. The lack of vision and articulation of economic development was noted, as well as full and complete transparency.*

*What Are the External Factors/Trends (e.g., political, economic, demographic, technological, environmental, and attitudinal) that Will/Might Have an Impact on the City of Manhattan Beach in the Coming Year?*

*Ms. Snider first directed the discussion toward the positives and the opportunities locally, regionally, nationally, socially, or environmentally that will help the City in the*

*upcoming years. Ideas such as improving economy, rising property values, increasing revenues off property, new restaurants, the state's investment into education, and legislature in Sacramento working together were all discussed. The Downtown Business Association, unique small businesses, better and broader talent entering the City with a strong pool of candidates, and increasing, positive national public relations were all noted as positives. Manhattan Beach boasts a desirable location for events and houses many professional athletes. There is exceptional community participation in city organizations and engaged citizens that care deeply about their City and maintaining the small town feel.*

*Conversely, discussion was then led to share out the threats or negativity that the City faces. Ms. Snider encouraged members to brainstorm the threats, with ideas such as earthquakes, rising interest rates, federal storm water mandates, unreliable electrical power, climate change, and forest fires were all recorded. The collapse or contraction of other governments, war in the Middle East, rising rents, terrorism, unemployment, the rapid pace of change in technology, and crime were also discussed. Lack of parking, lack of space, traffic, drug and human trafficking, and air quality were added to the chart.*

*Review and Revise, if Needed, the Three Year Goals (what needs to be accomplished).*

*Ms. Snider read the three-year goals and opened discussion as to whether or not any of the points needed revision. Private development and the need to update and engage the community was noted, as residents are expressing avid interest in environmental and physical health issues. The need to update, improve, and enhance the general plan for economic development and land use was discussed as a potential goal to add to the plan. An articulated, updated strategic plan to define where the City is going would be a valued asset in conjunction with a general plan. Ms. Snider encouraged the development of a revised general plan, instead of taking on one new goal regularly.*

*Public Input on Suggestions for Objectives.*

*Because the community likes the focus on the environment, adding a goal of improving, protecting, and enhancing the health of our beach town community atmosphere was added as a fifth goal.*

*Identify 6 Month Strategic Objectives (how the goals will be addressed by when, who will be accountable, for what specific, measurable results) for Each of the Three Year Goals.*

*Members were broken up into smaller groups and assigned a goal, and it was examined as to whether or not the objectives will be carried over. Each goal was first reviewed via prior objectives as to what needs to be carried over, followed by the community input as it relates to the individual goal. Members worked in their small groups, seeking consensus within their groups, adding their findings to the public chart when completed. As groups reached consensus, Ms. Snider compiled their ideas and findings, one at a time.*

*Next Steps/Follow Up Process to Monitor Progress on the Goals and Objectives (including setting a date in six months to update the strategic plan).*

*Discussion regarding developing the strategic plan and the visions, goals and strategies were noted.*

*For the next retreat, goals should be evaluated and aligned with how they match the vision. In development of the vision statement, the importance of staying strategic was emphasized by several members.*

*It was decided that on Tuesday, January 14, 2014, members would reconvene for a full-day retreat on strategic planning from 8:30 a.m. to 4:00 p.m.*

*Summary of the Retreat and Closing Remarks.*

*During the meeting, members note 64 positives and a list of weaknesses. Additionally, members affirmed goals, added a goal, and developed objectives as a way of moving forward on the plan. Ms. Snider noted a copy of the plan will be provided to each member and they were asked to review it and share it with staff. Ms. Snider discussed at which City Council meetings the plan will be discussed and stated that weaknesses will be reviewed by the management team. As a final exercise, each member shared one positive of working together.*

## **H. ADJOURNMENT**

*Noting that there were no further items of business, the July 10, 2013 Adjourned Regular Meeting (Strategic Plan Session) was adjourned to the 5:00 p.m. Adjourned Regular Meeting (For a Closed Session) on Tuesday, July 16, 2013, in City Council Chambers, in said City.*

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**Vida Barone**  
**Recording Secretary**

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**David J. Lesser**  
**Mayor**

**ATTEST:**

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**Liza Tamura**  
**City Clerk**