

City of Manhattan Beach

1400 Highland Avenue
Manhattan Beach, CA 90266



Meeting Minutes

Tuesday, July 9, 2013

6:30 PM

Adjourned Regular Meeting (Strategic Plan Community Town Hall)

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

Mayor Lesser called the meeting to order at 6:30 p.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)

Members of the public were invited to speak but being none, this section was closed.

G. STRATEGIC PLAN MEETING

1. Strategic Plan Meeting

Welcome, Purpose of the Community Meeting and Introduction of the Facilitator and Recorder - David Lesser, Mayor

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

Introductions of the Public

City of Manhattan Beach:
Mission/Purpose Statement
Three-Year Goals

What Do You Like About the City of Manhattan Beach?

What Suggestions Do You Have for Improving Manhattan Beach, Including Actions to Address the Three-Year Goals?

What Would You Like the City of Manhattan Beach to Achieve in 5 Years; Your Vision of the City?

Next Steps/Follow-Up Process to Use the Information from the Community Meeting in the Strategic Planning Process?

Summary of the Community Meeting

Closing Remarks

Adjourn

*Please limit the use of cell phones and tablets to the breaks.

Attachment:

1. Strategic Plan Update

Attachments: [Strategic Plan Update](#)

Mayor David Lesser introduced the purpose of the meeting, which includes involving the public and the community in the process of developing the City's Strategic Plan. Marilyn Snider, facilitator from Snider and Associates, was introduced and explained that her goal is to facilitate the relationship between the public and the Councilmembers. Individuals are invited to actively participate and allow recorder, Gayle Tsuboi, to record all thoughts and statements. Ms. Tsuboi will take all the recorded notes and turn them into a transcript, which becomes a public document available 24 hours after the close of the meeting.

Members of the public were invited to write down their contact information, including email address, on an index card to be submitted to Ms. Snider.

To begin discussion, Ms. Snider explained the purpose of a Strategic Plan and how it is developed. The City currently has a mission statement, but a vision statement is different and describes what goals a body would like to achieve. After the development of a Strategic Plan, a vision statement will be created and normally held for five years. A three-year goal plan will be reviewed and developed, which will have recommended four specific and measurable goals to be addressed.

Brief introductions were held amongst the members, stating their name, childhood city, and favorite hobby. Councilmembers and staff then introduced themselves and stated their positions.

Manhattan Beach's mission statement was read and explained that it should state why it exists and whom it serves, as well as the three-year goals. The three-year goals are listed in no priority and include: maintaining and enhancing financial security, maintaining and enhancing city facilities, encouraging engagement of businesses and the public, increasing and enhancing fiscal responsibility, and enhancing the infrastructure.

What Do You Like About the City of Manhattan Beach ?

To gain community perspective, members were asked to brainstorm what individuals like about the City of Manhattan Beach, both about the actual City and what the government is doing. Members shared "positives" such as a good pedestrian lifestyle, a sense of community, an urban environment, the beach and the strand, a healthy and safe community, diversity and unique residential neighborhoods, an active downtown, predictability with government, strong schools, and a financial sound environment. Parks, community events, the farmer's market, low stress, and generally pleasant people were also noted. There's a healthy amount of attention to older adults, strong youth sports offered, and unique dining experiences available for residents in Manhattan Beach. There are also strong community programs such as the Walking School Bus program, community fireworks, and holiday festivals.

Sixty-four comments in all were recorded as positives about the City of Manhattan Beach, as shared by members.

What Suggestions Do You Have for Improving Manhattan Beach, Including Actions to Address the Three Year Goals?

Members were encouraged to suggest actions that will help with the objectives that will be later written. Each goal was addressed and members were asked to share ideas about ways in which the goals could be attained.

To improve the financial stability, members shared ideas. Proper commercial zoning, increased parking spaces downtown, revitalization of the downtown court, ending abuse, waste, and corruption, challenging the community to be more engaged, going internally for resources instead of going outside the community, and collaborating with other cities were all noted as suggestions that would help fiscal stability. Additionally, shopping and spending money locally, having block street improvements paid for by the City and not the residents, and possibly teaching courses on financial enhancement were mentioned and recorded.

To increase organizational effectiveness and efficiency, getting agendas out at least five days before a meeting, having reliable dates available, holding meetings with stakeholders before meetings are held, increasing communication, and broadening television communications were recorded. City Council meeting management, greater public discussion regarding infrastructure improvements, and limitations on ceremonial procedures at City Council meetings was also noted.

To maintain and enhance city facilities and infrastructure, increase the number of library hours, change the library parking lot, get cars to park in garages and not on sidewalks, add bike lanes, and limiting time on the top tier of the parking structure. Additionally, there was a desire to develop a plan for the modernization of the downtown area, to better enforce bicyclist laws and rules, and to provide parking accommodations for residents who want to attend council meetings.

To encourage engagement and increase participation of residents, meetings could be scheduled on nights that neighboring cities also have City Council meetings, citizen committees for specific goals and reports could be created, minimize moving agenda items or shuffling agenda order, getting agendas released at least five days earlier, and holding multiple direct mail campaigns about getting information to residents more smoothly were all recorded. Events and information could also be available on the Internet or information could be sent through email.

What Would You Like the City of Manhattan Beach to Achieve in 5 Years; Your Vision

of the City?

The public created small groups in which they recorded phrases and words that describe what they would like to see happen in Manhattan Beach over the next five years. After time spent in their groups, individuals shared ideas as Ms. Snider recorded the phrases. Ideas included: maintain the small town atmosphere, maintain a safe community, increase the infrastructure such as better parking, increase open spaces for families, voting city with a goal of 60%, improve the downtown area, and a moratorium on buildings. Also noted were to promote pedestrian and bike pathways, create a healthier, safer and cleaner city, create a skate park, be an interacting community where residents talk more with neighbors, and beautification projects with sidewalks and streets. An internal transportation system, a more walkable environment, and an increased quality of life through outdoor dining options were also recorded.

The public/members shared that they would want others to remember Manhattan Beach as the quintessential beach community with great schools, a small town feel, and a place that is charming, quiet, inviting, environmentally healthy, and exciting.

Next Steps/Follow Up Process to Use the Information from the Community Meeting in the Strategic Planning Process?

Ms. Snider explained City Council's goal of integrating the community's creative and exciting ideas to further help them develop the strategic plan. By July 10, 2013, community participants that left contact information will receive transcripts of the meeting and at the staff retreat; members will begin to incorporate the public input from the community meeting into the strategic plan and future strategic planning retreats.

Summary of the Community Meeting.

At the meeting, there was a welcome, purpose, roles, introductions, explanations of mission and vision statements, collaboration on what members like about the City, followed by an analysis of the goals as well as input on actions for each goal. There was also a brainstorm about suggestions of things to improve as well as next steps and the vision over the next five years.

Closing Remarks.

The public/members shared closing remarks of positive outcomes each individual will take away from the meeting.

H. ADJOURNMENT

Noting that there were no further items of business, the Tuesday, July 9, 2013, Adjourned Regular Meeting (Strategic Plan Community Town Hall) was adjourned to the Wednesday, July 10, 2013, Adjourned Regular Meeting (Strategic Plan Session), at 8:30 a.m., in the Police/Fire Conference Room, 400/420 15th Street, in said City.

Vida Barone
Recording Secretary

David J. Lesser
Mayor

ATTEST:

Liza Tamura
City Clerk

C I T Y O F M A N H A T T A N B E A C H
STRATEGIC PLANNING COMMUNITY MEETING

9 July 2013 • Police/Fire Conference Room

Marilyn Snider, Facilitator – Snider and Associates (510) 531-2904
Gail Tsuboi, Graphic Recorder – Tsuboi Design (925) 376-9151

MISSION STATEMENT

**The City of Manhattan Beach is dedicated to providing exemplary municipal services,
preserving our small beach town character and enhancing the quality of life
for our residents, businesses and visitors.**

THREE-YEAR GOALS
2012-2015 * not in priority order

Maintain and enhance financial stability

Increase organizational effectiveness and efficiency

Maintain and enhance city facilities, programs and infrastructure

Encourage engagement and increase participation of residents and businesses

NEXT STEPS/FOLLOW-UP PROCESS

WHEN	WHO	WHAT
By 8:00 am on Wednesday, July 10	City Clerk	Distribute the meeting record to the City Council and Management Team for use at tomorrow's Strategic Planning Retreat.
Wednesday, July 10	City Clerk	Distribute the meeting record to community participants.
July 10, 2013	Mayor, City Council and Management Team	Incorporate public input from the community meeting of July 9 into the Strategic Plan and future SP retreats.

WHAT DO YOU LIKE ABOUT THE CITY OF MANHATTAN BEACH?

Brainstormed List of Perceptions

- Pedestrian lifestyle
- Sense of community
- No smoking on the Strand
- Safe community
- Focus on quality education
- Schools
- Families
- Multi-cultural
- Every excuse not to watch television
- Low stress
- Easy airport access
- Active lifestyle
- Small businesses
- Neighborhood Watch
- A variety of successful people
- Excellent police and fire departments
- Youth sports
- Open government
- A hard working and responsive City Council
- Hometown Fair
- Fireworks Night
- Holiday Open House
- Pumpkin Races
- The Mayor walks
- Great bike paths
- Better organized and better run City Council meetings
- Suburbia in an urban environment
- The beach and the Strand
- Healthy community
- Diversity in our neighborhoods
- Defined downtown
- Predictability with government
- It's a destination
- Financially sound city
- Parks
- Community events
- Generally pleasant people
- Single-click downloadable agenda packets
- City staff is polite, friendly and responsive
- Like the possibility of more reasonably priced waste collection
- Active civic groups
- CERT and the community police academy
- Botanical gardens to the north of the Pier and above and below the Strand
- Walking School Bus Program
- A civil City Council
- Strong Parks and Rec programs
- Better computer services
- Our current mall
- Ability to receive email notifications from the city
- Competent city staff
- Our city is clean
- Addition of an environmental manager

- Ability for youth to interact with city government, e.g., Mayor's Youth Council
- Leadership Manhattan Beach for high school students
- Farmers' Market
- Clean environment
- City government reaching
- Accessible
- Attention to older adults
- City Calendar is on the website
- Engaged community
- Unique dining experiences
- A range of services and retail
- Better City Council and Commission minutes

SUGGESTIONS FOR ACTIONS TO ADDRESS THE THREE-YEAR GOALS

Brainstormed Lists:

Maintain and enhance financial stability

- Proper commercial zoning
- Revitalization of the downtown corridor
- Challenge the community to be more engaged
- Look internally/in the community for resources, instead of going outside
- Develop grant capacity
- Maintain long-term capital goals along with short-term needs
- Programs to encourage local spending
- Community-friendly stores, e.g., a hardware store
- Local lottery
- Utility undergrounding
- Legacy programs
- Increase parking spaces by getting taxis out of the parking zone
- Stop waste, abuse and corruption
- Have more outreach to the public to let them know what's happening or going to happen
- Thinking more regionally – everything doesn't have to be happening in Manhattan Beach; collaborate with other cities
- Bigger picture on shopping locally; get the word out how important it is to keep local dollars here in Manhattan Beach
- Don't ask residents to pay for things the city should pay for such as walkstreet improvements
- Teach courses and charge for them, e.g., courses for seniors (Internet)

Increase organizational effectiveness and efficiency

- Get City Council meeting agendas out five days earlier than they are now
- Increase communication through public service TV
- Improve City Council meeting management
- Limit ceremonial matters at City Council meetings to 15 minutes
- Update/restructure the city's website to be more searchable
- Provide opportunities to get specific neighborhoods involved; have meetings within those neighborhoods
- Better enforcement of ordinances, use permits, and policies rather than residential enforcement
- Have a customer-friendly website
- Task the City Council and commissions with getting more community people involved (e.g., email)
- Make processes and practices more transparent
- Work closer with businesses when work has to be done
- Faster movement of items from discussion to strategic plan to implementation
- Reliable dates on the Strategic Plan
- Hold meetings with stakeholders before the decisions are made
- Broadening out the TV communication so people who don't have Verizon or Time Warner can get information
- More amplified discussion on infrastructure improvements, including timelines and locations
- Put all public notices on a single web page
- Move the notification system to the 21st century – all electronic
- More computer training
- Better way to control disruptive comments at City Council meetings

Maintain and enhance city facilities, programs and infrastructure

- Add: "...while maintaining a reasonable quality of life"
- Improve the interim period during construction of the library for 2 years; don't throw the seniors under the bus
- Change some parking spaces at the library to 15 minutes
- Add bike lanes and share Sharrows
- Increase library hours from the current 20 hours/week
- Library open on Monday
- Get cars off the sidewalks and into their garages
- Implement the Bike Master Plan
- Maintain reliable electric service
- Limit time on the top tier of the library parking lot from 2 hours to one hour
- More underground parking
- Pursue federal, state and county funding for pedestrian and cycle transportation
- More character-based training mandates for youth coaches
- Provide parking accommodation for residents attending Strategic Planning meetings so they don't get parking tickets
- Work with all beach cities on a shuttle service
- Develop a dispute resolution office for residents
- No bikes on Highland
- Notify residents when Southern California Edison is coming in to Manhattan Beach to trim trees
- Subsidies for sustainable remodeling
- Develop a vision for the modernization of downtown
- Initiate the implementation of the Master Bike Plan
- Enforce bicyclists following rules, such as stopping at stop signs, speeding on the Strand
- Stop bulk and density (mansions)
- Improve and maintain the traffic flow downtown

Encourage engagement and increase participation of residents and businesses

- Don't schedule city meetings when neighboring cities are holding their City Council meetings
- Get agendas out five days earlier
- Run the meeting late if you have to
- Coffee and cookies for the public at City Council meetings
- Multiple direct mail campaigns to inform residents/businesses about resources available on the Internet
- Devise a way to communicate with senior citizens
- Hold a Strategic Planning focus group for the business community
- Ask the Chamber of Commerce to attend meetings
- Post signs at the Farmers' Market on general interest topics to be addressed by the City Council
- Get civic groups to announce city meetings at their meetings
- Consistently agendaize civic partners rather than leaving them to public comments
- Provide quiet space for the community during the library construction
- Simplify the process for renting city facilities
- Have citizen committees for specific goals and reports
- Minimize shuffling, eliminating or removing City Council agenda items that citizens have come to speak on
- Put the city's happenings on the Internet
- Let people know that they need to sign up for city email and they'll get the information they need
- Start an active door-to-door canvass to get people to participate
- Stagger the closed libraries so that at least one is open every day
- Limit disruptive and off-topic people in City Council meetings

WHAT WOULD YOU LIKE THE CITY OF MANHATTAN BEACH TO ACHIEVE IN 5 YEARS; YOUR VISION FOR THE CITY?

Brainstormed List:

- Maintain the small town atmosphere
 - Increase the infrastructure, e.g., better parking
 - Become a Voting City (Goal: 60%)
 - Businesses to serve the community
 - Promote pedestrian and bikeway traffic
 - Historical preservation/local history
 - Regulate people who ride bikes side-by-side on streets
 - Be a safe community
 - More open spaces developed
 - Improve the downtown; make it a place that the community wants to come to
 - Have a moratorium on building
 - Be a healthier city – cleaner, safer, happier
 - Have a skate park
 - An interacting community where people talk to their neighbors
 - Have fair and reasonable rules for homeowners
 - Stop commercialization of walkstreets
 - Beautification – sidewalks, streets, storefronts
 - Maintain our great schools
 - Increase city revenues through proper commercial zoning
 - Ensure that we are able to preserve and celebrate our past and uniqueness
 - Increase Circulation Plan
 - Smoking ban everywhere throughout the city
 - Sustainable long-term Economic Development Plan
 - Devote a section of town for only two wheelers
 - Diversity of businesses
 - Have garages used for cars, rather than as storage units
 - A smart, healthy, fiscally sound community
 - A vibrant, well balanced community
 - Quintessential beach community
 - Charming, inviting, quiet
 - More spontaneity
 - Beach town holding on to surfing and volleyball
 - An innovative city
 - An outdoor-oriented community
 - No short-term rental property;
 - Have a lush environment downtown, e.g., more trees
 - Better urban planning as it relates to walls-up appeal in all of our corridors; actually have a plan
 - Have real estate offices upstairs in buildings
 - Reward our citizens for sustainable build-out
 - Have more opportunities for pets
 - Have people clean up after their pets
 - Cleaner, more walkable, pedestrian-friendly environment
 - Single use plastic bans/elimination
 - Regulate mansionization
 - Internal transportation system
 - Ocean-friendly gardens everywhere
 - Increase quality of life, e.g., outdoor dining options, general use of property when planning
 - Relieve congestion on sidewalks
 - Develop better mixed-use opportunities
 - A clean, safe, family-oriented, small town beach community
- Best city to get old in
 - Environmentally healthy
 - Fewer people having their second and third homes here

STRATEGIC PLANNING ELEMENTS

Marilyn Snider, Strategic Planning Facilitator • Snider and Associates (510) 531-2904

"SWOT" ANALYSIS

Assess the organization's:

- Internal Strengths - Internal Weaknesses
- External Opportunities - External Threats

MISSION/PURPOSE STATEMENT

States WHY the organization exists and WHOM it serves

VISION STATEMENT

A vivid, descriptive image of the future – what the organization will BECOME

CORE VALUES

What the organization values, recognizes and rewards – strongly held beliefs that are freely chosen, publicly affirmed, and acted upon with consistency and repetition

THREE YEAR GOALS

WHAT the organization needs to accomplish (consistent with the Mission and moving the organization towards its Vision) - usually limited to 4 or 5 key areas

KEY PERFORMANCE MEASURES

What success will look like upon achievement of the goal

SIX MONTH STRATEGIC OBJECTIVES

HOW the Goals will be addressed: By when, who is accountable to do what for each of the Goals

FOLLOW-UP PROCESS

Regular, timely monitoring of progress on the goals and objectives; includes setting new objectives every six months