

**CITY OF ESCONDIDO
FEBRUARY 11, 2015
12:30 p.m.
Mitchell Room**

Minutes

Special Meeting of the Escondido City Council

CALL TO ORDER

The Special Meeting of the Escondido City Council was called to order at 12:30 p.m. on Wednesday, February 11, 2015 in the Mitchell Room with Mayor Abed presiding.

ATTENDANCE

The following members were present: Councilmember Olga Diaz, Councilmember Ed Gallo, Councilmember John Masson, and Mayor Sam Abed. Deputy Mayor Michael Morasco arrived at 1:10 p.m. Quorum present.

Also present were: Clay Phillips, City Manager; Jeffrey Epp, City Attorney; Dr. Trudy Sopp, Co-Executive Director of the Centre for Organization Effectiveness and facilitator of the work session; City staff and members of the public and press.

ORAL COMMUNICATIONS

Maria Bowman, Escondido, provided information on the Mercado area. Spoke on behalf of the Mercado Business Association and the energetic approach they are taking into the New Year along with a new Chairman, Ray Alto Jr.

WORKSHOP

Mayor Abed welcomed the participants to the Council Action Plan Workshop and noted that the goal for the day was to establish the work plan for the upcoming two years. Specific goals should be identified and staff will make recommendations for implementation at a later date.

City Manager Clay Phillips outlined the preliminary work that had been done with Council members and Dr. Trudy Sopp. He indicated that during the past two years the City had maintained a balanced budget, reinstated reserves at 20% of the budget and the City's bond rating had improved to AA-.

Joyce Masterson, Director of Economic Development and Community Relations, provided an update on the 2013-2014 Council Action Plan: Of the 77 implementation objectives, 60 were completed and 11 are in process. There are six objectives that need to be carried over to 2015-2016:

- Long range property development plan
- RFP for downtown hotel
- Preparation of a draft educational comprehensive plan
- Maintain \$25 million in reserves. Currently Finance staff is working to establish norms and will report back to Council with recommendations
- Assessment of Kit Carson Park play areas
- Explore an "Adopt a Creek" program for improvement and maintenance of creek segments

Facilitator Dr. Sopp presented the agenda discussion points and reviewed the City Council interview data, which identified the 2015-2016 general priority areas. There was agreement on the process issues and discussion guidelines.

The City Council's priority categories will remain the same as in the 2013-2014 Council Action Plan. Themes and general priority areas brought forward by Council members during the individual pre-session interviews were outlined as follows:

FISCAL MANAGEMENT

- Possibly revisit creating a PERS liability retirement reserve fund only after decision about other City priorities are made during the budget process

ECONOMIC DEVELOPEMENT

- Relocation of the Public Words Yard to allow development of the Escondido Business Park
 - Market properties for sale in western yard
 - Develop a funding plan
- Bring a full service hotel to downtown Escondido
 - Release RFP for hotel in summer if current hotel proposal does not proceed
- Adopt a Smart City Policy integrating technology into local government
- Continue to improve Escondido Creek
 - Explore an alternative compliance mitigation bank to be used for storm water compliance (dependent upon Regional Water Quality Board)
- Attract businesses that pay higher wages
 - 78 Corridor Collaboration
 - Develop educational curriculum that develop skills to support new industries
- Optimize downtown development/redevelopment
 - Explore incentives/penalties for owners of long-term vacant properties
 - Review design standards especially for downtown
 - Promote Escondido as a destination for breweries, wineries and biotech companies
 - Include Sphere of Influence in our demographics
- Take a proactive approach to annexation
- Revamp and clean up our policies and practices for planning, development, enforcement and economic development

NEIGHBORHOOD IMPROVEMENT

- Double code enforcement staffing
- Find solutions for homeless
 - Collaborate with other cities for shelter solutions
 - Bring together groups to find solutions to homelessness without financial support from the City
- Develop activity areas for youth
 - Evaluate smaller skate parks
 - Study feasibility/location of BMX track
- Address storm water regulations
- Synchronize traffic signals

- Revisit improvement of Centre City Parkway/Mission intersection – may require widening of bridge on Mission Avenue between Quince and Centre City Parkway
- Widening of East Valley Parkway/Valley Center Road – Will restriping improve traffic flow?
- Maintain parks, buildings and streets within CIP budget
 - Construct new bathrooms at Grape Day Park

PUBLIC SAFETY

- Continue Five-year Neighborhood Transformation Plan, expanding to all neighborhoods
- Communicate positive information regarding crime statistics and safer neighborhoods
- Continue to optimize staffing levels

The City Council requested a final report for approval within 30-90 days with quarterly progress reports.

ORAL COMMUNICATIONS

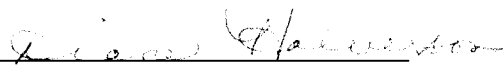
Maria Bowman, Escondido, encouraged City to concentrate on maintenance of roads and increase lighting to enhance the beauty of each neighborhood and encourage development.

ADJOURNMENT

Mayor Abed adjourned the meeting at 3:51 p.m.



 MAYOR



 CITY CLERK



 MINUTES CLERK