

City of Calistoga Memorandum

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TO: Honorable Mayor and City Councilmembers

FROM: James C. McCann, City Manager 

SUBJECT: Annual Strategic Planning & Goal Setting

DATE: March 2, 2010

DISCUSSION: The City Clerk is working to schedule this special City Council meeting; we will announce the date which is been found to be most acceptable at the meeting on the 2nd. It is anticipated that the working session will run approximately 4 hours and will occur in the late afternoon with a dinner break and then resume in the early evening. This time arrangement is selected to allow for adequate time for the serious and comprehensive discussion necessary for proper strategic planning and goal setting as well as to make the meeting available to members of the public who may wish to participate.

I have received input from Councilmembers on suggested format and content for the meeting which I have incorporated into thoughts offered by Department Heads and my own. A proposed format is outlined below. The purpose of the meeting is similar to our goal setting efforts which have occurred over the past several years (to identify key areas of focus to permit the proper alignment of resources and expectations to tasks). Last year's effort, as you know, was different than in previous sessions and was much more of a comprehensive strategic planning effort looking to revisit and revise basic philosophical and purpose statements and to narrow and refine focus of the Council and City staff. Last year's effort was very successful and has been extremely beneficial over the last several months. I suggest that this year's effort need not repeat much of the effort from last year, but rather build on that base. To that end, I suggest a revisiting and confirmation of the adopted Mission Statement and Vision for the City, review the goals and objectives, receive an overview of the status of key priority projects, determine the change in the key priority project listing to reflect change in Council priorities, effects of on-going budgetary difficulties, staff resources or new opportunities.

POSSIBLE FORMAT: A concern and criticism which we received and recognized in previous efforts was the limited opportunity for meaningful public involvement in the Council's deliberation. Councilmember Kraus has suggested that we invite members of the Planning Commission and Community Resources Commission to offer presentations regarding their suggestions during the meeting (a summary of thoughts and suggestions developed during the joint meetings). Additionally, Mr. Kraus has suggested that specific time be included in the agenda for extensive public comment

opportunities. Staff will provide abundant notice of the Council's planning effort to the public to encourage their participation.

Proposed format:

- Introduction and meeting expectations
- Overview of 2009 Strategic Planning efforts and outcomes
- Status of 2009/2010 Key Priority Projects
- 2009/2010 Budget/Economic overview and FY 2010/2011
- Presentations by Department Heads of opportunities and challenges
- Comments and suggestions from Planning Commission and Community Resources Commission

Break for dinner

- Public comment period
- City Council discussion, deliberation and direction
- Identification of FY 2010/11 Council Goals and Objectives and Key Priority Projects
- Wrap-up and adjournment

REQUEST: I request that Councilmembers consider the suggested working format and provide input for any changes or additions determined to be appropriate.