

## STRATEGIC PLANNING EMPLOYEE SESSION

October 4, 2013

### Top Priorities

The continues high level of cleanliness and look of the city to attract tourists

Change public perception at City Council level of employees; not just praise. Realize we all have families

Use social media to promote City of Healdsburg Support employees at all levels; make them feel secure in their position so they don't have to worry about their jobs and can put energy towards jobs

Training and opportunities for individual growth that will allow employees to be more efficient and effective

Diversity of business; to not rely on the wine industry to sustain the town

Become financially balance budget and meet the City's employee and community needs

Keep a sense of community, not divided; inclusive

Make Healdsburg an affordable place to live, work, shop and safe to live

Maintain and improve city infrastructure to safe and appropriate standards

Reestablish a strong relationship building on understanding, respect and pride between city government (employees) and community

Remain (or become) open to future opportunities and flexible to change

Diversify economic base

Create balance in retail/business

Implement social media at work

Traffic development: on and off at 101 Kinley; more parking

More staff

Middle class options: housing, shops, restaurants

Use tourism/hospitality to advantage

Have better use of technology for public and employees

More resources

Diversify our tax base

Affordable housing for middle class

Technology upgrade

Pay and reward employees – be proud to pay staff well

Training for staff

Succession planning

Improve relations with “locals,” people who live here not focus on downtown. Give the locals places to shop, dine, etc.

Work to become a flat organization (create leaders)

Implement integrated computer system

Update/replace infrastructure that is beyond design life

Vision of future with employees and community

Communication

Technology – where does it stand within community and work

Bring city up to speed tech wise; media, shared database BUT DO NOT LOSE HUMAN TOUCH

What do we (the City) want to be? Identify

More opportunity for individual growth and development/promotion

Drag ourselves into new media and growth (?)

Diversify from tourism

Upgrade and move into digital age

Provide excellent service, a commitment to the citizens first

Technology

Staffing appropriate to expectations for service

Maintain what we have

Fiscal responsibility while diversifying industry

Employee retention, training and value of what each employee brings to the city

Affordable housing – middle class

Diversification for revenue sources

Economic stability

Communication

Provide a great place for city workers to actually work (trust)

Communication between departments, employees, residents

Not depend entirely on wine industry

For the level of expectations see a need for proper resources and personnel

Continue to grow as a city and \_\_\_\_\_

Keep the best employees here!

Actively recruit new types of biz

Transparency between City Hall and staff

Generate other revenue sources (parking structure)

Consolidate CDC and City Hall; add a building to City Hall

Create an industrial park to create jobs other than wine/tourism

Housing

Increase staffing in public safety (police and fire)

Manage growth responsibly

Reevaluate TOT tax division

Roundabout

Sewer and water across the river

Communication/education

Work out a deal to make the Callahan property, south of the Healdsburg Ridge, officially open to the public. People that walk up there already feel a sense of entitlement to trespass on the private property

Could the City sell unused city owned land or use it for something that would help out with the general fund?

The City should go to a 4/10 schedule. This would reduce operational expenses (i.e. building electrical costs, vehicle wear and tear, etc.), make a consistent schedule (instead of every other Friday off). Match local governments schedules (i.e. Windsor), reduce greenhouse gases

Add parking meters to the downtown to assist the general fund

Build a second water filter plant to filter water from the Fitch well field. The City should have redundancy to eliminate the risk of unfiltered water

Create a comprehensive building maintenance plan and budget. The city buildings are starting to show their age and years of neglect – lack of maintenance

Create a greener fleet plan; reducing truck size, purchasing electric vehicles, etc.

Abandon Schwartz tank and the Villa tank before some child falls into one of them and gets hurt or killed. Move the Hidden Acres PRV to the front of the Schwartz property where it can be more readily accessed

Hire a consultant to manage all of the small scale CIP projects -- construct the scope of work, manage the project, etc.

Build a steel tank at Sunset. The current Sunset reservoir is made of Redwood

The City should abandon, demolish or sell unutilized land or buildings. Specifically Schwartz Reservoir, old tank at Villa, old North Street wells, shack at magnolia, shacks at the golf course. These building pose too high of risk and liability to the City. What happens when someone gets hurt at them or worse?

Replace Sunset tank with a larger steel tank. The current Redwood tank is deteriorating, leaking and is undersized. More storage capacity would aid in suppressing fires on Fitch Mountain

Declare eminent domain over the old dilapidated gas station at the 5-way and have it demolished. Replace the rotten wood structure under it with a proper concrete box culvert, or make the current property owner perform this work before it falls into Foss Creek and becomes more than just an eyesore

To apply 14 million in RDA money and Measure V money to city streets, sidewalks, buildings and infrastructure. It's easy to forget about the core of the community and place emphasis on tourism and potential revenue sources. The City should balance its spending between infrastructure and potential revenue options, not favoring one or the other

More cooperation with surrounding agencies to share resources and staffing

It has been observed that a restroom facility would be beneficial to Gibbs Park

Emergency generator at the water filtration plant would benefit the citizens in emergency situations. This would ensure reliable source of treated water

Sell unused city owned land

As a resident of the City of Healdsburg it would be reassuring if I knew that the City's strategy, view and focus was concentrated on "locals" as opposed to tourism

Develop programs to educate the public on use of storm drains to protect our waters

Create a water/wastewater operator in training position so that we may continue having high quality operators familiar with our plants

Continue to develop computer applications and use of mobile devices for documentation

Update vehicles and equipment to show that we believe what we ask others to believe i.e. smaller or even electric vehicles for every day driving