

## SPECIAL MEETING OF THE CITY COUNCILOF THE CITY OF WESTMORLAND

## WEDNESDAY, MARCH 13, 2024 5:00 PM City Council Chambers 355 South Center Street Westmorland, CA 92281

Mayor's Message

This is a public meeting. You may be heard on an agenda item before the Council takes action on the item upon being recognized by the mayor. During the oral communications portion of the agenda, you may address the Council on items that do not appear on the agenda that are within the subject matter jurisdiction of the Council. Personal attacks on individuals, slanderous comments, or comments, which may invade an individual's privacy, are prohibited. The mayor reserves the right to limit the speaker's time. Individuals wishing accessibility accommodations at this meeting, under the Americans with Disabilities Act (ADA), may request such accommodations to aid hearing, visual, or mobility impairment by contacting City Hall at (760) 344-3411. Please note that 48 hours advance notice will be necessary to honor your request.

#### Brown Act AB 361:

Location: Westmorland City Hall Council Chambers 355 S Center Street
Judith Rivera- Mayor
Xavier Mendez- Mayor Pro- Tem
Ana Beltran- Council Member
Justina Cruz- Council Member
Ray Gutierrez- Council Member

## **Call to Order:**

#### Pledge of Allegiance & Invocation:

#### **Roll Call:**

<u>Oral Communication-Public Comment</u>: Now is the time for any member of the public to speak to the Council. Please step to the podium and state your name and address for the record

#### **Regular Business:**

1. Information and Discussion Westmorland Strategic Plan – Laura Fischer, Manager

#### **Closed Session:**

Threat to Public Services or Facilities Government Code Section § 54957
 Consoltation with: Agency Counsel & Fire Chief

**Adjournment:** Next regular scheduled meeting March 20, 2024.

Council meetings are Open to the Public

If you need further assistance, please email the City Clerk

cityclerk@cityofwestmorland.net



# CITY OF WESTMORLAND CITY COUNCIL REPORT

**DATE:** March 6, 2024

**FROM:** Laura Fischer, Manager

**SUBJECT:** Update Strategic Planning Session – March 13, 2024

**INFORMATION ONLY:** Just a reminder about the Strategic Planning Session scheduled for March 13, 2024 at 5:00 pm.

Attached please find a questionnaire that should be completed by Council and returned to staff prior to the March 13, 2024 meeting. This questionnaire will be used as the basis for discussion and development of the Strategic Plan. Staff leadership and consultants for the City have also been given a copy of the questionnaire and have been asked to return it prior to the March 13<sup>th</sup> meeting.

Should you have any questions, please don't hesitate to contact me.

Respectfully Submitted, Laura Fischer

### **City of Westmorland**

## Strategic Plan Major Projects Underway or Planned Over the Next Five Years

The purpose of this form is to identify major projects that are either underway or are planned over the next five years. As part of the strategic planning process, we will include any significant items that are non-routine, requiring an allocation of staffing and/or budgetary resources. Please consider all components of Westmorland's services to the community that may include capital projects, programs, improvements, expansions etc.

#### Services to the community may include: Please add other services not listed if appropriate

Public Safety - Police & Fire

Public Works - Parks & Streets

Public Utilities – Water & Sewer & Contracted Waste Management Services

Administrative – Contracted Grant Management, City Management as well as Legal Counsel

Housing Programs – Contracted Services

Building/Planning Department – Contracted Building Inspection

Code Enforcement – Contracted Services

Finance – Contracted Bookkeeping and Accounting Services

Recreation – Youth Hall, Senior Center & Pool

Please add as many lines as you need to the following table.

Projects Underway or Planned Project Name/Description	Year	Fully Funded (Yes/No)

## **SWOT/Gap Analysis Questionnaire**

The SWOT/Gap Analysis is a tool used in the process of creating a strategic plan for cities. Input from Council and staff leadership is critical as the strategic plan is developed.

This SWOT (strengths, weaknesses/limitations, opportunities and threats) gap analysis questionnaire should be completed by Council Members, consultants and staff leadership. It builds on the Council interviews at the initial meeting and future community forums to be conducted as part of the strategic planning process.

The information provided will be an important basis for developing goals and strategies for the City's strategic plan and will be discussed at the March 13, 2024 workshop.

## **Strategic Plan Components**

A strategic plan typically contains the elements shown in this graphic.



#### **Questions**

Please respond to the following questions in the space provided. Feel free to add bullet points so that you provide all of the feedback you would like to offer for the strategic plan.

#### 1. What are the major strengths of the City of Westmorland?

Major Strengths			

	What are the major <u>limitations or weaknesses</u> of the City?
LII	mitations or Weaknesses
	What opportunities could the City take advantage of now or in the future?  pportunities

March 6, 2024

## 4. What threats could face the City of Westmorland?

Threats facing the City	
5. What do you <u>hope will result</u> from the City's Strategic Plan?	
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## 6. Desired New Projects or Initiatives for the City Over the Next Five Years

Please add as many lines as you need to the table.

Desired New Projects or Initiatives  Description	Desired Timeline (Year)

	Desired New Projects or Initiatives	
	Description	Desired Timeline (Year)
7.	What new resources will be needed to accomplish these projects	or initiatives?
	gic Plan Goal Ideas: Multi-year goals establish desired outcomes of	over a period of time. They
ovide	gic Plan Goal Ideas: Multi-year goals establish desired outcomes of a clear path to focus and guide decision making. What do you view as the most critical multi-year goals for the City next five years?	
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9.	From the list you supplied above, please select your <u>top three priority goals</u> over the next five years?
Feedb	pack on Vision, Mission and Values
	interested in your input about the City's vision, mission and values for the strategic plan.
	A vision statement is about the <u>desired future</u> of the City. An ideal vision statement is short, and memorable.
	y's vision statement is shown below. This vision statement is not on our website, but found in red drive from 2010.
	Current Written Vision Statement:
	To continue to build a unified business community, quality residential areas and subdivisions, excellent schools and promote an environment for business
10.	Please tell us your opinion regarding a formal vision statement. Which option do you prefer?  Select one.  a) Keep the current written vision statement  b) Create a new one  o If you selected "create a new one" please provide a few words that you think reflect the vision of the City.
<b>Missio</b> rememi	<u>n</u> : The mission is about the <b>purpose</b> of the City. It should be <b>clear and short</b> enough to be bered.

The City's mission statement is shown below.

## **Current Written Mission Statement:**

To promote and provide for the safety, health and welfare of our citizens and business community, and is the Mission of the City through its elected officials to:

- Provide customer service in a professional, cost-effective and innovative manner through a responsive and courteous workforce.
- Seek the involvement of citizens in City government and planning while safeguarding the health, safety and welfare of City residents and properties.

- Budget appropriate revenues to cost-effectively maintain City programs and services; prudently manage the City's financial resources and provide for adequate reserves.
- Regularly evaluate City programs and services and revise them when appropriate which are economically and efficiently delivered.

<ol><li>Please tell us your opinion regarding a formal mission statement. Which option do you pref Select one.</li></ol>	er?
a) Keep the current written mission statement	
b) Create a new one	
<ul> <li>If you selected "create a new one" please provide a few words that you thin</li> </ul>	L
reflect the mission of the City.	N
reflect the mission of the city.	$\neg$
<u>Values</u> : When a City has a set of values, they provide guidance for behaviors of all involved in carryin out the mission of the agency: staff, council members and volunteers.	g
12. The City of Westmorland does not currently have a set of values.	
Please list up to 3 values that you believe embody how the City should do its work.	
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#### City Council

Henry Graham – Mayor Stanley Brummett – Mayor ProTem Larry Ritchie – Council member Freddie Beltran, Jr. – Council member Andres Cruz – Council member

## **CITY OF WESTMORLAND**

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westcityus@roadrunner.com
www.cityofwestmorland.net/index

City Clerk Sally Traylor

City Treasurer M. Anne Graham

City Attorney Mitch Driskill, LLC



## Vision & Mission Statement Adopted September 1, 2010

#### **Our Vision:**

To continue to build a unified business community, quality residential areas and subdivisions, excellent schools and promote an environment for business retention, growth, and success and community involvement.

#### **Our Mission:**

To promote and provide for the safety, health and welfare of our citizens and business community, and is the Mission of the City through its elected officials to:

- Provide customer service in a professional, cost-effective and innovative manner through a responsive and courteous workforce.
- 2 Seek the involvement of citizens in City government and planning while safeguarding the health, safety and welfare of City residents and properties.
- Budget appropriate revenues to cost-effectively maintain City programs and services; prudently manage the City's financial resources and provide for adequate reserves.
- Regularly evaluate City programs and services and revise them when appropriate which are economically and efficiently delivered.