



## SPECIAL MEETING OF THE CITY COUNCIL OF 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

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### **Call to Order:**

### **Pledge of Allegiance & Invocation:**

### **Roll Call:**

**Oral Communication-Public Comment:** 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](mailto: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







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

*Threats facing the City*


**5. What do you hope will result from the City’s Strategic Plan?**


**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)



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9. From the list you supplied above, please select your top three priority goals over the next five years?


### Feedback on Vision, Mission and Values

We are interested in your input about the City’s vision, mission and values for the strategic plan.

***Vision:*** A vision statement is about the desired future of the City. An ideal vision statement is **short, vivid and memorable**.

The City’s vision statement is shown below. This vision statement is not on our website, but found in the shared 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 retention, growth, and success and community involvement.*

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.

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***Mission:*** The mission is about the **purpose** of the City. It should be **clear and short** enough to be remembered.

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.



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- 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.

**11. Please tell us your opinion regarding a formal mission statement. Which option do you prefer?  
Select one.**

- a) Keep the current written mission statement
- b) Create a new one 
  - **If you selected "create a new one" please provide a few words that you think reflect the mission of the City.**

***Values:*** When a City has a set of values, they provide guidance for behaviors of all involved in carrying out the mission of the agency: staff, council members and volunteers.

**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.**


**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**

355 South Center Street • Post Office Box 699  
Westmorland, California 92281  
Tel: (760) 344-3411 • Fax (760) 344-5307  
[westcityusa@roadrunner.com](mailto:westcityusa@roadrunner.com)  
[www.cityofwestmorland.net/index](http://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:

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