

**City of Healdsburg
Goal Setting Meeting
March 24, 2014
Flip Chart Transcription**

City of Healdsburg - City Council Goals

- 1 Memorial Bridge**
- 2 Wastewater Reclamation Project**
- 3 Develop a Long Term Capital Replacement Plan with Special Emphasis on Deferred Maintenance of City Facilities**
- 4 Diversify the Economic Base of the City**
- 5 Housing**
- 6 Prepare for and Build Infrastructure for Future Development**
- 7 High Quality Customer Service**
- 8 Parks and Recreation – Open Space**
- 9 Promote Health and Safety**
- 10 Utilize Technology to Enhance City Operations**
- 11 Increase Public Engagement, Outreach and Communication**

Department Head Goal Selection

- 1 Seek and Evaluate Other Sources of Revenue**
- 2 Provide Infrastructure to Support Development**
- 3 Deferred Maintenance of City Facilities**
- 4 Streamline City Operations (Ordinances and forms -Increase Efficiencies)**
- 5 Use Technology to Enhance City Operations**
- 6 Housing**
- 7 Diversify the Economic Base**
- 8 Live Within Our Means**
- 9 Long Term Plan for Capital Replacement**
- 10 Public Engagement and Communication**

Where does the money come from?

General Fund

Enterprise Fund

Redevelopment Fund

Where does the money need to go to achieve strategic initiatives?

Become familiar with the “Wave of Change”

First phase – Disagreement

Characteristics: Resistance, Discord, Deliberate Misunderstanding, Conflict, Argument, Ignoring, Sabotage, Passive-Aggressive Behaviors

Second Phase – Accord

Characteristics: Critical Mass – More numbers of individuals for than against

Third Phase – Agreement

Characteristics: Refinement of the new idea, Continued innovation, Acceptance and normalization of the new idea

What went well at this meeting?:

(The group was asked to contribute their impressions of the meeting process)

- ✓ ✓ Open communication and discussion
 - ✓ ✓ Good exchange and communication between Council and Staff
 - ✓ ✓ Discussed hard topics well
 - ✓ Good communication to gain insight into issues
 - ✓ Facilitation was excellent tonight
- Council and Staff individual meetings are the norm good to have group forum
Good hanging out with everyone
Thanks to the Facilitator and Staff for bringing the Strategic Planning Process forward
Thanks to the great Staff
Good job articulating and focusing on ideas
The forum was great – we need a way to keep doing this

Are there any upgrades you would like to see?

More of the general Public to be present
Webcast the Meetings
Let the public see how much we really care about what we are doing
More of the General Public to be present
GMO Amendment/Housing/Technology – Priorities, some are easier and some are harder to achieve
What are the actions we take now?
There is an ebb and flow of issues – we need to prioritize

Top of Mind Idea:

We set good goals!
We did a great job and I appreciate everyone's hard work
How do we get to the next step?
The report will be important
I'm looking forward to implementing the goals.
How to better communicate with the Council
Identify the gaps in understanding of many issues