

**RESOLUTION NO. 2021-15**

**A RESOLUTION OF THE CITY OF SAN JUAN BAUTISTA ADOPTING ITS STRATEGIC PLAN FOR FISCAL YEAR 2021/22**

**WHEREAS**, a strategic plan is a vital tool for cities to ensure that the priorities set by the City Council are conveyed in the organization's goals, that strategies are clearly developed to meet the goals, and that overall city government is accountable to meeting community needs; and

**WHEREAS**, the approved Strategic Plan marks the first step towards the new City budget, and helps staff to recommend funding to achieve the City's vision and implement its strategies for the new fiscal year; and

**WHEREAS**, on February 15, 2020, the City Council held a special Town Hall meeting to discuss its new Strategic Plan; and

**WHEREAS**; the Town Hall meeting was well attended and facilitated by a retired City Manager, who first interviewed each Councilmember before the meeting began; and

**WHEREAS**, following this Town Hall meeting, in less than a month, the City found itself in an unpredictable state of emergency, that continues to this day, and has tested the City to its core; and

**WHEREAS**, of the five priorities listed, its first priority, "*Create, promote, and nurture partnerships within our community,*" grew to an even higher and important priority as public and private resources were tapped beyond capacity in unexpected ways to weather the unpredictable pandemic's impact causing a storm of economic and health uncertainty; and

**WHEREAS**, with the exception of fixing its water and waste water infrastructure, many of the other priorities had to be pushed to the back seat while the City, County and State worked together to save lives; and

**WHEREAS**, at the Special Meeting held Tuesday February 23, 2021, the City Council revisited these priorities with a focus on expanding its efforts as they relate to maintaining the City's small-town charm and preserving its history and culture, and identifying and closing the gaps in services that promote, preserve and maintain the quality of life; and

**WHEREAS**, the City Manager returned to the City Council at the first meeting in March to reconfirm the Strategic Plan for the new fiscal year, and enhance and amend it based on feedback received on February 23, March 16, and at a special meeting held March 23<sup>rd</sup>, 2021, where a final draft Strategic Plan was completed.

**NOW, THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF SAN JUAN BAUTISTA NOW HEREBY FINDS:**

1. That the recitals in this Resolution and accompanying staff report are true and correct and are hereby made a part of this Resolution.

2. It agrees that the Strategic Plan attached hereto reflects an accurate update of the City's vision and priorities for the new fiscal year, and adopts this plan as its guide for Fiscal Year 2021/22.
3. The City Manager is authorized to draft a new budget that reflects and funds the initiatives referenced in the new Strategic Plan.


**PASSED AND ADOPTED** by the City Council of the City of San Juan Bautista at a special meeting held on the 23<sup>rd</sup> day of March 2021, by the following vote:

**AYES:** Jordan, Freeman, Freels, Flores, Edge


**NOES:** None

**ABSENT:** None

**ABSTAIN:** None

  
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Leslie Q. Jordan, Mayor

**ATTEST:**

  
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Trish Paetz, Deputy City Clerk

# STRATEGIC PLAN MARCH 23, 2021

From February 15, 2020, as Amended February 23, March 16, and March 23<sup>rd</sup>, 2021  
(Resolution 2021-15)

- 1) Create, promote, and nurture partnerships within our community
  - a. Public
  - b. Private
  - c. Arts and Culture
  - d. Community based
  - e. Governmental and Public Safety
  - f. Non-profit
  - g. Business
  - h. Schools, Community Colleges, and Universities
  - i. Agriculture
- 2) Preserve, protect, promote our community assets and economic vitality while maintaining historical and cultural charm.
  - a. Expand Community Development Services
  - b. Amend the and update the General Plan, (to include a new Sphere of Influence)  
Focus on the City's advanced planning and preserve its historic assets and small-town charm
  - c. Create a Housing and Economic Development Division within Community Development Department
  - d. Adopt the City's Climate Action Plan
- 3) Invest, maintain, strengthen, plan and renew, our vital infrastructure:
  - a. Regionalize the Source of Water, and discharge of Waste Water
  - b. Invest in the new Water and Waste Water Master Plans
  - c. Fund the priorities in the Pavement Management Plan
  - d. Reduce Greenhouse Gasses, develop sustainable independent Power grids
  - e. Stormwater, inflow and infiltration
  - f. Facilities
  - g. Open Space and Active Transportation Plan
- 4) Promote public amenities:
  - a. Parks – Complete Verutti Park and Franklin Park, implement the Luck Park Master Plan, begin the master plan for Washington Street Park
  - b. Trail system
  - c. Recreation
  - d. Cultural Arts and Activities (El Teatro Campesino and Credo Studios)
  - e. Establish a Parks, Recreation and Library Sub-Committee

5) Quality of Life

- a. Enforce ordinances maintaining quality of life, promoting health and safety for the community.
- b. Establish a Public Safety Sub Committee to review contracts and services, identify gaps in service (traffic enforcement, emergency preparedness, crime prevention, crime investigation).
- c. Build resiliency into the City's quality of life by building closer communications, closer relationships, by listening to our neighbors and friends.
- d. Nurture diversity, remove inequities, and celebrate the strength in the community that comes from a strong and diverse community.