



City of San Juan Bautista

The “City of History”

www.san-juan-bautista.ca.us

CITY COUNCIL STRATEGIC PLANNING SESSION

FRIDAY, APRIL 14, 2023

9:30 A.M. – 5:00 P.M.

Veterans of Foreign Wars (VFW)
58 Monterey Street, San Juan Bautista, California

AGENDA

1. WELCOME AND CALL TO ORDER

Facilitators: Don Reynolds, City Manager with Citygate’s

Stacey Bristow, Andy Green, and Gary Elliot

Pledge of Allegiance

Roll Call

Public Comment- Only on items on the Agenda

PUBLIC COMMENT

Public comments are restricted to items on the special meeting agenda pursuant to California Government Code section § 54954.3(b). Public comments generally are limited to three (3) minutes per speaker; the Mayor may further limit the time for public comments depending on the agenda schedule. Public Comment may also be submitted via email at deputycityclerk@san-juan-bautista.ca.us and will be entered into the record.

2. ACTION ITEMS

A. Approve the Affidavit of Posting Agenda

3. DISCUSSION ITEMS

2023 STRATEGIC PLAN

- a. Welcome and Introductions (9:00 – 10:00)
- b. Survey Results (“SWOT”) (10:00 – 11:00 AM)
 - Community and Staff
 - Key Takeaways
 - Fiscal Overview
 - Public Safety Overview

Establishing Recreation

- c. Core Values-Vision and Mission Statements (11:00 AM – 12:00 PM)
- d. Lunch 12-1230
- e. Developing the Road Map – Strategies and Implementation 12:30 – 5 PM
- f. Questions

4. ADJOURNMENT 5 PM

AGENDA MATERIAL / ADDENDUM

Any addendums will be posted within 72 hours of regular meetings or 24 hours of special meetings, unless otherwise allowed under the Brown Act. City Council reports may be viewed at the City of San Juan Bautista City Hall at 311 Second Street San Juan Bautista, and are posted on the City website www.san-juan-bautista.ca.us subject to Staff's ability to post the documents before the meeting, or by emailing deputycityclerk@san-juan-bautista.ca.us or calling the Deputy Clerk (831) 623-4661 during normal business hours.

In compliance with the Americans with Disabilities Act, and Govt. Code 54953(e)(1)(A), the City will make reasonable arrangements to ensure accessibility to this meeting. If you need special assistance to participate in this meeting, please contact the Deputy City Clerk a minimum of 48 hours prior to the meeting at (831) 623-4661.

PUBLIC NOTIFICATION

This agenda was posted on Thursday, April 13, 2023, on the bulletin board at City Hall, 311 Second Street, the bulletin board at the City Library, 801 Second Street, the bulletin board at the entrance to the United States Post Office, 301 The Alameda, and the City's website.

AFFIDAVIT OF POSTING

I, Elizabeth Soto, Do Now Declare, Under the Penalties of Perjury That I Am the Deputy City Clerk / Administrative Services Manager in The City of San Juan Bautista and That I Posted Three (3) True Copies of the attached Community Town Hall Meeting Agenda. I Further Declare That I Posted Said Agenda on the 13th day of April 2023, and in the Following Locations in Said City of San Juan Bautista, County of San Benito, California.

1. On The Bulletin Board at City Hall, 311 Second Street.
2. On The Bulletin Board at The City Library, 801 Second Street.
3. On The Bulletin Board at The Entrance to The United States Post Office, 301 The Alameda

Signed At San Juan Bautista, County of San Benito, California, On the 13th day of April 2023.

Veronica Munoz-Noriega

Elizabeth Soto

Deputy City Clerk / Administrative Services Manager



PLEASE JOIN US!

Strategic Planning Session April 14, 2023 9 AM - 5:30 PM

Citygate will provide an update on community and staff input received via interviews and surveys, review elements of the previous City General Plan, provide a financial assessment of the City, and facilitate strategic goal-setting. Event will be held at the VFW (58 Monterey Street).

The community is welcome to attend and provide feedback at both meetings

Complementary food and beverages

FOR MORE INFORMATION PLEASE CALL (831)623-4661

Community Town Hall Meeting

April 15, 2023

9 AM - 11:00 AM

The City and Citygate will collaboratively facilitate an update on stakeholder input, financial projections, Council goal-setting priorities, and seek input from the community. Event will be held at the City Library (801 Second Street).



Agenda Review

- 9:00am–10:00am—Welcome | Intros | Overview
 - Welcome, Intros | City Manager & Andy
 - Overview, Agenda | Stacey
 - Define Strategic Planning | Stacey
- 10:00am–11:00am—Review of S.W.O.T.
 - Community & Staff | Stacey
 - Key Takeaways | Stacey
 - High-Level Fiscal Overview | Andy
 - Public Safety Overview | Gary

Agenda Review (cont.)

- 11:00am–12:00pm
 - Core Values | Vision & Mission Statements
 - What's the difference | Stacey
 - Who are we? Where do we want to be? Our brand/message
- 12:00pm–12:30pm | Lunch
- 12:30pm–5:00pm | Developing the Road Map
 - Strategic Goals Worksheet; Guiding Priorities; Fail Facts & Myth; Accountability, Updates, Implementation | Stacey
- 5:00pm–5:30pm | Wrap-Up & Questions *End by 5:00PM*



CITYGATE ASSOCIATES, LLC

600 Coolidge Drive, Suite 150 ■ Folsom, CA 95630 ■ PH 916-458-5100 ■ FAX 916-983-2090

CITY OF SAN JUAN BAUTISTA 5-YEAR STRATEGIC PLANNING SESSION

COMMUNITY, STAKEHOLDER AND STAFF SURVEYED TOP PRIORITIES

COMMUNITY (81)

- ◆ **General Plan and development discussions**
- ◆ **Water services and costs**
- ◆ **Economic development (revitalization, new business, activities)**
- ◆ Vacant properties
- ◆ City leadership
- ◆ Downtown shopping, restaurants, and parking
- ◆ **Parks and recreation activities**
- ◆ **Infrastructure (streets, sidewalks and landscape, water services and quality)**
- ◆ Billing system

STAFF (12)

- ◆ **Communication within agency and public (transparency, collaboration, professionalism, team building, the fear effect, management styles, fairness, expectations, meetings (remote/input/effective), trust in/external, training for skills, efficiencies) (9)**
- ◆ **Infrastructure (streets, water, sewer) (3)**
- ◆ **Environment (space, technology, equipment, hours of operation) (3)**
- ◆ **Budget (spending, revenue opps., low salaries) (3)**
- ◆ **Security and policing (2)**

STAKEHOLDER INTERVIEWS (22)

- ◆ **Communication (agency/community, technology, internet, marketing, customer service, professionalism, training for education, skills, service, management, personality styles) (26)**
- ◆ **Thoughtful economic development (workforce housing, General Plan and mixed-use new businesses, revitalization, retention, parking, need a chamber of commerce) (13)**
- ◆ **Disaster preparedness plan (fires, flooding, water safety, state mandates) (10)**
- ◆ **Efficient practices (permitting) (7)**
- ◆ **Youth activities and recreation (5)**
- ◆ **County partnership challenged (4)**
- ◆ **Fiscal stability (including fee study) (2)**
- ◆ **Code enforcement and public safety**





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COUNCIL GUIDING PRIORITIES

They provide direction on how to achieve the City's mission. The rules that govern what we do. They are the guidelines for the decision making for staff. They are the tool that guides policy and decision making.

Guidelines

Core Intent

3-5 Priorities

Pull from Vision, Mission, Survey, General Plan

Specific vs. Broad

- 1.
- 2.
- 3.
- 4.
- 5.





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VALUES WORKSHEET

Values are individual basic, fundamental beliefs that guide or motivate people to act or behave in a particular way. They are the things that you believe are important in the way you live and work. They can mean one's moral ideals. Values are the words or qualities which describe the type of life you want to live or that help guide an organization. Values are the standards or ideals with which we evaluate actions, people, things, or situations.

Guidelines

3–10 Core values (less is more)

The backbone of every-day decision making

Embed into culture, branding, communication

Set you apart and represent who you all are

Ground and guide the organization

Collective (You, Organization, Community)

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

- 1.
- 2.
- 3.
- 4.
- 5.





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CITY OF SAN JUNA BAUTISTA 5-YEAR STRATEGIC PLANNING SESSION

MISSION STATEMENT DEVELOPMENT WORKSHEET

MISSION STATEMENT DEVELOPMENT

A mission statement is what drives the organization. It is what you DO. The CORE of the business. It SHAPES the company culture. It can MOTIVATE your employees and provides CLARITY. From this, your OBJECTIVES are created. A mission statement focuses on TODAY and what the organization does to achieve it.

Guidelines

Between 1-3 sentences
Maximum of 100 words (fewer is better)
Include core values, inspire and be clear

Sample mission statement: Nike “Bring inspiration and innovation to every athlete in the world.”
“If you have a body, you are an athlete.”

Key Questions

What do we do?
Whom do we serve?
How do we serve them?
How do we want to serve them?
Key words



DRAFT MISSION STATEMENTS

1.

2.

San Benito County Mission Statement

“To serve the public by establishing a partnership with the community; to protect life and property, prevent crime, and solve problems.”



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VISION STATEMENT DEVELOPMENT WORKSHEET

A vision statement details where the organization aspires to GO, your DESTINATION. Why does the company exist? What do you hope to ACCOMPLISH? Focuses on tomorrow. Promotes growth internally and externally. This invites innovation, sense of purpose, your WHY!

Guidelines

Motivating and inspirational
Reflective of the City's culture and core values
Aimed at bringing benefits and improvements in the future (to City and community)
Short and to the point

Sample vision statement by Nike: "Driven by our passion for sport and our instinct for innovation, we aim to bring inspiration to every athlete in the world and to make sport a daily habit."

Key Questions

What are our hopes and dreams?
What problem(s) are we solving for the greater good?
Who and what are we aspiring to change?
Is this true to our why?
Key Words



DRAFT VISION STATEMENTS

1.

2.

San Juan Bautista General Plan | Vision Statement developed by the SPC

“San Juan Bautista is a vibrant, thriving community cherishing its history, cultural heritage, the arts and one another, honoring the needs of its residents and businesses and offering the world a destination amidst boundless recreational opportunities and agricultural resources.”

