



City of San Juan Bautista

The "City of History"

www.san-juan-bautista.ca.us

**PLANNING COMMISSION
TUESDAY, MAY 2, 2023, 6:00 P.M.**

HYBRID MEETING

City Hall, Council Chambers
311 Second Street, San Juan Bautista, California

AGENDA

ZOOM WEBINAR PARTICIPATION

The meeting can also be accessed by the public in the following methods: Through Zoom (<https://zoom.us/join>) per the instruction stated below, and on Facebook.

JOIN ZOOM WEBINAR TO PARTICIPATE LIVE

<https://us02web.zoom.us/j/86357637623>

To participate telephonically:

call 1 (669) 900-6833

Webinar ID: 863 5763 7623

1. CALL TO ORDER

- A. Pledge of Allegiance
- B. Roll Call

2. GENERAL PUBLIC COMMENT

Public comments generally are limited to three minutes per speaker on items that are not on the agenda and are under the City's subject matter jurisdiction. The Chair may further limit the time for public comments depending on the agenda schedule.

SUBMISSION OF PUBLIC COMMENTS PROCEDURES

If you wish to make a general public comment and are attending in person, please fill out a speaker card. If you are attending via Zoom, join the Zoom Webinar, and use the "Raise Hand" or if joining by telephone, press *9 on your telephone keypad icon.

Written comments may be submitted via mail to the Deputy City Clerk at City Hall (P.O. Box 1420, San Juan Bautista, CA 95045), or emailed to deputycityclerk@san-juan-bautista.ca.us no later than 4:00 p.m. on the day of the meeting. Written comments will be read into the record provided that the reading does not exceed three (3) minutes.

3. INFORMAL PROJECT REVIEW

Any potential and/or future project applicant may present their project to the Commission during Informal Project Review for the purpose of gaining information as preliminary feedback only. No formal application is required, and no action will be taken by the Commission on any item at this time

4. CONSENT

All matters listed under the Consent Agenda may be enacted by one motion unless a member of the Planning Commission or the public requests discussion or a separate vote.

- A. Approve the Affidavit of Posting Agenda.

6. INFORMATIONAL AND DISCUSSION ITEMS

- A. City Attorney - the role and responsibilities of Planning Commission members in providing information and assistance to the public regarding planning matters and topics of concern.
- B. City Manager – presentation and discussion of Citygate program.
- C. Topics and Schedule for Planning Commission Workshops.

5. COMMENTS

- A. Planning Commissioners
- B. Community Development Director

6. ADJOURNMENT**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 Friday, April 28, 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.

Meetings are streamed live at <https://www.facebook.com/cityofsanjuanbautista/> and televised live on local Channel 17 on the date of the regularly scheduled meeting.

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 Planning Commission Agenda. I Further Declare That I Posted Said Agenda on the 28th 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 28th day of April 2023.



Elizabeth Soto
Deputy City Clerk / Administrative Services Manager



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

April 4, 2023

Don Reynolds, City Manager
San Juan Bautista
311 Second Street / PO Box 1420
San Juan Bautista, CA 95045
citymanager@san-juan-bautista.ca.us

SUBJECT: STRATEGIC PLANNING AND FACILITATION SESSION AND ASSISTANCE INCLUDING A HIGH-LEVEL ORGANIZATIONAL REVIEW FOR THE CITY OF SAN JUAN BAUTISTA – STATUS REPORT NO. 2

Dear Mr. Reynolds:

The following letter presents Citygate Associates, LLC's written status report concerning our Strategic Planning and Facilitation Session and Assistance Including a High-Level Organizational Review for the City of San Juan Bautista. This Status Report is for the period of March 1, 2023, through March 31, 2023. Our letter is organized as follows:

- ◆ Work Performed in the Current Reporting Period
- ◆ Work Scheduled in the Next Reporting Period
- ◆ Project Schedule and Study Issues.

WORK PERFORMED IN THE CURRENT REPORTING PERIOD

The following is a bulleted list of the work performed during the month of March 2023:

- ◆ Completed on-site community stakeholders and public officials' interviews including 10 mini community discussions by Project Manager.
- ◆ Conducted interviews of Finance Department personnel and follow-up interview with the Assistant City Manager.
- ◆ Prepared draft survey instruments (community and staff) and intro letter and sent to City Manager for review.
- ◆ Finalized surveys including email/letter for launching surveys to City Manager.

- ◆ Reviewed General Plan and discussed Strategic Plan elements for Council to vote on.
- ◆ Drafted Strategic Plan handouts.
- ◆ Assessed interview data.
- ◆ Continued review of documents related to the project.
- ◆ Began drafting PowerPoint presentation for Strategic Planning Session for City Manager's review.
- ◆ New request for community survey to also be available online in Spanish and with 50 accompanying printouts, along with 150 in English. Proposed costs and received approval from City Manager.
- ◆ Spanish version of surveys was developed and distributed within one week.
- ◆ New request to add a Community Town Hall meeting on April 15th, the next day after the Strategic Planning Session. Additional costs for Town Hall being evaluated.

WORK SCHEDULED IN THE NEXT REPORTING PERIOD

- ◆ Continue document review.
- ◆ Continue video conference interviews with financial staff and public safety.
- ◆ Facilitate public Strategic Planning Session with City Council and staff and a Town Hall Meeting scheduled for April 14th and 15th.
- ◆ Complete interviews.
- ◆ Compile and assess survey data.
- ◆ Complete PowerPoint presentation for the Strategic Planning Session and share draft with City Manager.
- ◆ Conduct video meeting with City Manager to review survey and interview findings prior to Strategic Planning Session.

PROJECT SCHEDULE AND STUDY ISSUES

Based on the following additional requested scope of work items, the project will have some fiscal amendments related to:

- ◆ Community survey Spanish translation (\$1,000)

- ◆ 200 survey printouts (50 in Spanish) including envelopes, postage, administrative staff time to assemble, and shipping costs.
- ◆ Added Community Town Hall Meeting on April 15th and additional related travel expenses for one additional night on-site.
- ◆ Per email to City Manager dated March 20th regarding the originally approved contract amount of \$60,000, which was then stated as \$58,293 in the contract, an adjustment is needed of \$1,707 (to cover on-site stakeholders' interviews).

Some of these known costs related to the survey are reflected on the attached invoice. Others will be included on next month's invoice and the final amount of the budget amendment will be disclosed and requested with next month's status report.

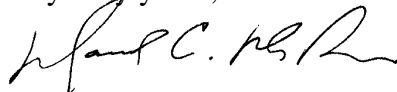
The project is on schedule with minor these budget amendments forthcoming.

* * *

We appreciate the opportunity to serve the City of San Juan Bautista on this project. We will consider the tasks and actions described in this letter to fulfill those contract obligations unless you give us written notice of any deficiencies or shortcomings within 30 calendar days.

Please call me if you have any questions concerning this status report or the project. An invoice for the period covered by this status report is attached.

Very truly yours,



David C. DeRoos, MPA, CMC
President

Attachment



City of San Juan Bautista

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CITY COUNCIL STRATEGIC PLANNING SESSION

**FRIDAY, APRIL 14, 2023
9:00 A.M. – 5:30 P.M.**

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

AGENDA

WELCOME AND CALL TO ORDER

Facilitators:

PUBLIC COMMENT

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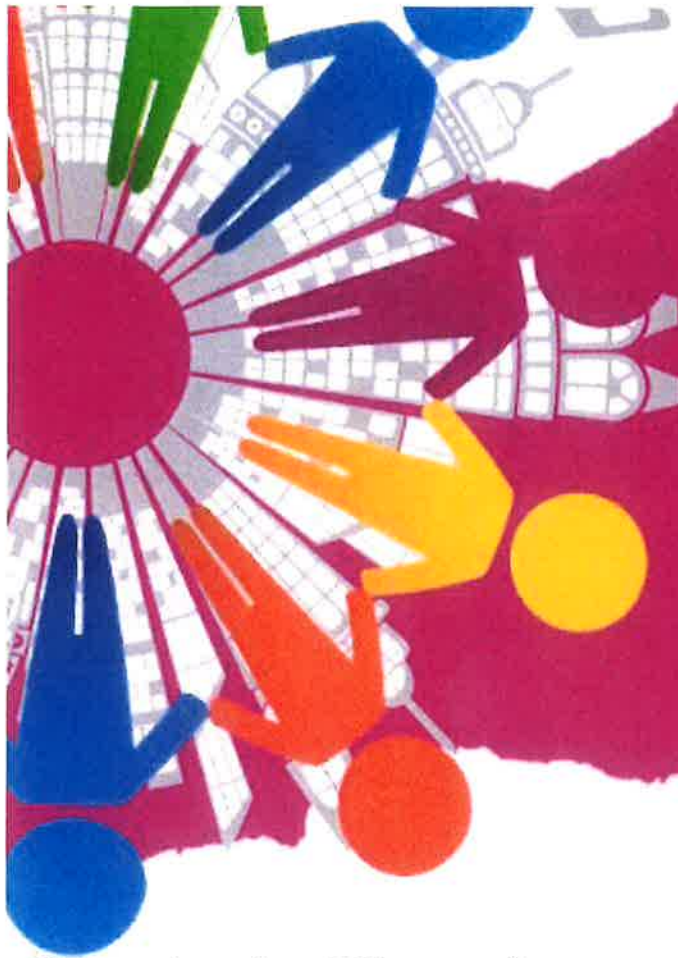
COUNCIL WORKSHOP

- a. GP Strategic Plan Update
- b. Financial Assessment
- c. Growth
- d. Organizational Assessment
 - i. Recreation
 - ii. Public Safety
 - iii. IT, Public Works, Etc.
- e. Future Needs

ADJOURNMENT

AGENDA MATERIAL / ADDENDUM

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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).





CITYGATE ASSOCIATES, LLC

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

**CITY OF SAN JUAN BAUTISTA
FIVE-YEAR STRATEGIC PLANNING SESSION**

AGENDA: APRIL 14, 2023—9:00 AM – 5:30 PM

Meeting called by:	City Manager
Attendees:	Citygate Associates, City Staff, City Council, Public
Meals:	Lunch, snacks, beverages
Please bring:	PowerPoint tech, break out tables, pens

9:00 am – 10:00 am	Welcome Intros Overview Welcome and intros <i>City Manager and Andy</i> Overview: Why are we here? Agenda <i>Stacey</i> Define strategic planning <i>Stacey</i>	Opening
10:00 am – 11:00 am	Step 1 Review of S.W.O.T. Community and staff <i>Stacey</i> Key takeaways <i>Stacey</i> High-level fiscal overview <i>Andy</i> Public safety overview <i>Gary</i>	Presentation
11:00 am – 1:30 pm	Core Values Vision and Mission Statements What's the difference? <i>Stacey</i> Who are we? Where do we want to be? Our brand/message. LUNCH: Noon Developing the RoadMap – 3 Activities <i>Stacey</i> BREAK: 10 minutes	Docs: Values, Mission, Vision, Questions, Values List
1:30 pm – 5:30 pm	Strategic Goals Worksheet Guiding Priorities (Transparency) Facts Goal setting activity Guiding priorities activity <i>Stacey</i> BREAK: 10 minutes (3:30 pm) Fail facts and myths <i>Stacey</i> Accountability, updates, implementation <i>Stacey</i> Report, snapshot review, and public feedback <i>Stacey</i> Questions <i>City Manager</i>	(General Plan / 5-Year / 3-Tier Categories Worksheet)



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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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CITY OF SAN JUAN BAUTISTA 5-YEAR STRATEGIC PLANNING SESSION

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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CITY OF SAN JUAN BAUTISTA 5-YEAR STRATEGIC PLANNING SESSION

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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CITY OF SAN JUAN BAUTISTA 5-YEAR STRATEGIC PLANNING SESSION

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.”



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CITY COUNCIL COMMUNITY TOWN HALL MEETING

SATURDAY, APRIL 15, 2023

9:00 A.M. – 11:00 A.M.

San Juan Bautista Library
801 Second Street, San Juan Bautista, California

AGENDA

WELCOME AND CALL TO ORDER

COMMUNITY TOWN HALL MEETING

- a. Stakeholder Input
- b. Financial Projections
- c. Council Goal-Setting Priorities
- d. Community Input

PUBLIC COMMENT

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City of San Juan Bautista

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Office of the City Manager

MEMORANDUM

TO: CITY COUNCIL
FROM: DON REYNOLDS, CITY MANAGER
DATE: APRIL 24, 2023
SUBJECT: STRATEGIC PLANNING UPDATE

This note is to follow-up on the Strategic Planning work completed April 14 and 15, 2023. A second interaction is being planned a month from now, but June 1-5 don't seem possible.

A lot of hard work went into creating Core Values, Priorities, Mission, and Vision Statements. This is a summary of those efforts.

Values | Priorities | Mission | Vision

Core Values: Collaboration | Honesty | Resourcefulness | Accountability | Integrity

Council Priorities: Fiscal stability | Infrastructure | Economic Development | Public Safety (disaster Prep/CodeEnf) | Communication | General Plan | Parks and Recreation

Mission: *The city of SJB strives to provide exceptional service to the community by fostering a sustainable economy, while preserving its uniqueness through collaboration, honesty, and resourcefulness.*

Vision: San Juan Bautista is a vibrant, thriving community who strives to tell its complete history & cultural heritage while honoring the needs of its residents & businesses. San Juan offers the world a unique destination amidst boundless natural beauty, open space & agricultural resources.

Work is still needed to complete the review of the 2016 General Plan priorities and Citygate and staff have developed a simplified plan for that. Also, the City had received 80 responses to the survey before April 14, 2023, and has now received more than 130 responses. This new data will be updated and shared.



City of San Juan Bautista

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Office of the City Manager

A second session is being planned for the time between June 1-5, 2023. It will include another first day from 10-5 PM, and a follow-up the next day for 2-hours. The draft agenda includes the following topics:

Can you plan to be available 10-5 PM?? What dates work best for you (Friday again?)

1-2 hours reviewing the previous General Plan Strategic Plan

1 hour discussing “Innovation Training” in an Interactive Workshop

.5-hour Lunch

2-3 hours for Implementation discussion

Wrap Up –

Saturday Again? What date work best for you?

2-hour review and confirmations

Is does not look like the City Council available June 2 and June 3...

Are there items the Council wants to see added to the Agenda?

Notes regarding the calendar, includes not meeting on Memorial Day Weekend, approving the budget June 13, 2023. The City Manager will be in New Orleans at the national gymnastic tournament June 14- June 21.

Thank you for your dedication to the City and consideration of this Plan.

CC: Commissioners

City Staff

Citygate