

**SPECIAL MEETING OF THE ROSS TOWN COUNCIL
ANNUAL TOWN STRATEGIC WORKSHOP
WEDNESDAY FEBRUARY 15, 2017**

1. 9:05 a.m. Commencement.

Present: Mayor Katie Hoertkorn; Mayor Pro Tempore Elizabeth Robbins; Council Member Beach Kuhl; Council Member Elizabeth Brekhus; and Council Member Rupert Russell

2. Mayor Hoertkorn Opening Remarks

Mayor Hoertkorn welcomed everyone and began by asking for public comments. There were no public comments. She expressed that last year's retreat was good and she felt this was an important workshop as it would affect the future of the town. She expressed her thanks for everyone's participation.

3. Town Manager Chinn Opening Remarks

Town manager Chinn explained the purpose and goals of the day and walked through the planned meeting schedule. The first exercise would be a SWOT (strength, weakness, opportunity, threat) analysis. Later in the day, time would be spent on the Five Year Forecast, the Capital Improvement Plan (CIP), and priorities for next budget year. Before beginning the SWOT exercise, Town Manager Chinn asked the group to consider two questions: "What does Ross mean to you?" which led to a discussion about the unique and special qualities of the community; and the second question discussed "What would make Ross better?" The responses to this question included: flood protection; stable finances; strengthen community; improving community connections as people age and are no longer; creating social gathering places; building a public playground; improving downtown activity including as a local gathering place such as venue for local musicians or a wine bar.

4. Refining Town SWOT (Strengths, Weaknesses, Opportunities, Threats)

Town Manager Chinn facilitated a discussion related to generating a Town SWOT (Strengths, Weaknesses, Opportunities, and Threats). The SWOT analysis provides information about the Town that is valuable in determining potential goals, strategies, or projects that can move the organization forward or help avoid negative outcomes. In group discussions, Strengths, Weaknesses, Opportunities, and Threats were derived and then discussed by the entire group.

5. Council Review and Refinement of Town Goals

The SWOT discussion was lead into a Town goals discussion. Goals that had been developed from last year's Strategic Workshop were discussed along with some refinements to the Goals. The Goals are being used to help guide Council and staff as we derive priorities for next year's budget and the longer-term priorities for the Town. The Council approved the following six goals:

- Sustain financial responsibility and stability
- Enhance effectiveness and efficiency of delivery of services
- Maintain a safe community
- Foster and strengthen community involvement

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- Improve infrastructure and facilities
- Provide transparency and consistency in government

6. Strategic Workshop Sessions

Following a lunch break, staff provided an overview of the two staff reports that were in your agenda packet – the Five Year Financial Forecast which shows the Town capacity to provide services and possible additional facility funding was presented by Town Manager Chinn; and the Draft 5 year Capital Improvement Plan (CIP) which begins to lay out a longer-term vision of infrastructure and facility improvements in the community was presented by Public Works Director Simonitch. There was a discussion about both items and staff answered Council Members questions. Based on comments received, staff will bring the draft 5 year CIP back with the budget.

Staff presented and Council and staff discussed the current status related to the analysis of the current civic center facilities, their current condition, configuration, and overall discussion of considerations in repairing or replacing various facilities. Staff will continue to have consultants working on the draft Facilities Master Plan with a number of potential options. There will be a significant public process that will occur related to discussing potential options for the civic center site in the coming fiscal year.

Staff presented an overview of the preschool operation changes over time and the variability of operating results of revenues less expenses based on the number of children enrolled in the program. Council and staff discussed different options for addressing this variability in the operating results while providing a high level of service.

There were discussions about possibly constructing a public playground in the future along with potential site locations. Council did a voice vote to approve putting a \$100,000 placeholder in the coming budget for a playground with the Council and public discussion of the playground to occur in the coming fiscal year to decide if there is a need for a new playground, and if yes, where and how it is to be funded.

Staff has started work on the upcoming Fiscal Year 2017-18 budget. There was a discussion about the budget priorities for the upcoming fiscal year given the financial projections that were presented in the Five Year Financial Forecast. Staff presented an initial list of non-capital related projects, studies, and one-time expenses to be included in the Fiscal Year 2017-18 budget. The list of non-capital related studies or one-time expenses to be explored for the FY 2017-18 budget (capital items were included in the CIP discussion) included:

- Technology – new Planning and Building permit tracking software, scanning documents, and new phone system
- Facilities Master Plan development and discussion for Town facilities
- Develop detailed Design Guidelines and requirements
- Hillside Lot Ordinance Amendment – limited scope
- Continue with Zoning Ordinance cleanup and amendments
- Bike/Pedestrian Master Plan updated
- New recreational programs to meet community needs

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- Police vehicle replacement
- Based on review of CalPERS program changes, implement strategy to reduce long-term CalPERS principal and interest costs
- Cell towers located and leases extended to enhance Town revenues
- Post office lease renewal
- Review fees and charges approved in April 2016 to see if changes needed

Town Manager Chinn provided closing remarks and thanked the Council Members and staff for their participation.

7. Adjournment.

Mayor Hoertkorn moved to adjourn the meeting at 3:23 p.m.



Kathleen Hoertkorn, Mayor

ATTEST:



Linda Lopez, Town Clerk