

CITY OF BRAWLEY
February 26, 2018

The City Council of the City of Brawley, California met in a special session at 5:00 PM, City Council Chambers, 383 Main, Brawley, California, the date, time and place duly established for the holding of said meeting. The City Clerk attests to the posting of the agenda pursuant to G.C. §54954.2.

The meeting was called to order by **Mayor Nava** @ 5:01 PM

PRESENT: Couchman, Hamby, Kastner-Jauregui, Nava, Wharton
ABSENT: None

Invocation was offered by **Mayor Nava**

Pledge of Allegiance was led by **CM Couchman**

1. APPROVAL OF AGENDA

The agenda was **approved** as submitted. m/s/c Kastner-Jauregui/Couchman 5-0

2. PUBLIC APPEARANCES/COMMENTS

a. **Tim Kelley, Brawley Community Foundation**, invited the City Council on Thursday, March 1, 2018 at 4:30pm to the Brawley Theater where a press conference will take place and a kickoff Mixer at the Elks Lodge to follow to kick off fundraising for future renovations.

3. CONSENT AGENDA Items are approved by one motion. Council Members or members of the public may request consent items be considered separately at a time determined by the Mayor.

None to report.

4. REGULAR BUSINESS None to report.

5. STRATEGIC PLANNING FOR FISCAL YEAR 2018/2019

a. Overall Discussion and Staff Direction re: Fiscal Year 2018/2019 Budget Approach

Power Point Presentation* - Rosanna Bayon Moore, City Manager

Mayor Pro Tem Wharton facilitated the Strategic Planning and **CM Bayon Moore** presented content in a PowerPoint format, 2017/2018 Goals, Simmering Policy Topics, Financial Stability, Business Attraction & Retention, Reliable Water, Sewer, Stormwater Infrastructure, Clean & Attractive City, A Given –PD, Decent Streets, Ordinance Updates, 2018/2019 Ahead, 2018/2019 Food for Thought.

Relinquishment Funds –

8th Street needs to be addressed to service the community
\$9 million is based on \$2.5M for 8th Street and \$6.5M Main Street
Delays increase costs
Timing is important - when will improvements be delivered
Regional funding options

Downtown -

- Public improvements
- Theatre
- Dig once policy
- Main Street water line replacement project
- Specific Plan Area vision
- Chamber request for support
- Parking
- Lighting
- Transit
- Kiosk
- Crosswalk
- No fee zone
- West Main Street
- Façade improvements
- Pigeon abatement
- Different trend in business types
- Need to leverage stakeholder relationships
- Many funding options
- Owner summit with potential investors
- Façade improvements
- Muni code

Priority Projects -

- Not every business owner is the same
- Chamber Business Orientation Workshop

Business Friendly Theme -

- Messaging and tone of communication
- When there are group concerns, join together to communicate – IVEDC
- Airport

Financial Stability -

- Technology process improvements
- Reserves - use for one time expenses (Parks & Recreation)
- Tent Sales
- Electronic scheduling
- Long term efficiency
- Revenue generation
- Parks & Recreation User Fees
- Staffing
- Vacancies
- Risk for Future Reward
- Optimism

Business Attraction Retention -

- Chamber's Buy Brawley Campaign
- Use publications that feature City potential
- Send TOT to Chamber

City Strengths -

- Largest Employer - Pioneers Memorial Hospital
- Airport
- Parks & Recreation, Senior Center, Alyce Gereaux Park, Police and Fire Departments
- Social media promotion to publicize “wins”
- Wastewater/Water/Stormwater financing
- Clean and attractive community
- Alley Cleanup – Republic Services
- Code Enforcement – Contract Service
- Convening of investors/owners

Social Media -

- Have it managed professionally
- Standard image/message
- Way to highlight
- BUHS connectivity
- Nixle awareness raising push
- Topics of communication

City Council Member comments are summarized below:

Wharton: This workshop is open dialogue, discussion and open to the point where it will be guided. It is for open discussion amongst City Council Members, the public and City departments to give input for the 2018 Strategic Plan and have some focused goals.

Nava: Proposed crosswalk between Texaco Station and Inferno, a permanent Graffiti Abatement Officer, focused alley clean up citywide with help from Republic Services, contracted Code Enforcement Officer, technology improvements. Cautioned re: the danger in year to year budget discussions because it is very short-term planning and cities don't operate on a short-term basis. Requested sensitivity as it relates to topic of staffing reductions.

Hamby: Commented on the benefits of technology improvements to help with scheduling, sign ups and updates. Proposed address of 8th Street improvements, using relinquishment funds and undertaking the work within 30 days.

Kastner-Jauregui: Proposed prioritizing the Main Street water line replacement project. Expressed optimism re: additional revenues and is not opposed using reserves as long as the general fund reserve preservation policy is met. Stated that open to looking at reorganization and not backfilling vacant positions.

CM Bayon Moore: Commented that revenue projections are shaped by input from the City's sales tax auditor. It's an informed process not a pure guess.

Couchman: Stated the City needs to make a decision re: the relinquishment money and how it will be spent. The more the City waits, the less value there is in the relinquishment money. Commented that maybe 8th Street should be addressed in advance of Main Street improvements. The water line replacement project needs to be accomplished. Feedback he has received is that relinquishment money should only be used for roadway improvements.

The City needs to cut the budget and expand in the right places. Biggest issues are the usage of reserves. Should the City increase its sales tax rate? How can the City increase revenues? The Utility Users Tax did pass and that's a big help but that's a 5 year cycle. If the City dips into the reserves, can that be done at the same time as weaning the City off of the UUT? The City is in a state of change within the departments. Staff need to give the City Council options for prioritization. The City Manager will give Council a budget and show the reserves and where the City is in terms of the revenues. Then the Council has to make a decision to pull from the reserves or use the reserves for

a project. Council has to make hard decisions. If the City doesn't fill vacant positions, you save that money. At the same time, there is pressure from the citizens of Brawley for Public Safety, especially at the school level.

CM Bayon Moore: With financial stability as the City Council's first priority, it is key for operational revenues to match operational expenditures. It is important that if this is still the consensus of the City Council, the proposed budget reflects that goal. Last year, there was a \$400,000 shortfall operationally, with 80% of the budget being people. Betting on vacancies to bridge a gap doesn't always produce the results that the City Council wants to see in terms of service levels. The City tries to balance the benefits of retaining existing employees against the fact that certain occupations have turnover.

To be clear, the City's most distressed funds are the general fund and water enterprise fund. The shortfall that I am referencing is the general fund. 80% of the general fund is compensation and roughly 50% is public safety. Public safety was previously described as "a given." Is Council directing to revisit this assumption? Being a given suggests that it is not expensive to accomplish or isn't a resource intensive investment. It is a resource intensive investment. Is it the number one priority?

CM Wharton: The strategic workshop is really important to the budgeting process. Looking at the status quo and maybe two other options is desired. Staff should bring some ideas back to the City Council so the City Council can formulate its priorities and where to go from there.

The City Council confirmed that staff is on track with next steps and provided direction to proceed with budget preparation with their feedback in mind.

* Content is available upon request at the Office of the City Clerk or City of Brawley website

6. DEPARTMENTAL REPORTS None to report.

7. CITY COUNCIL MEMBER REPORTS None to report.

8. CITY MANAGER'S REPORT

a. Meeting with Caltrans on Friday regarding right-of-way.

9. CITY ATTORNEY'S REPORT None to report.

10. CITY CLERK'S REPORT None to report.

11. CLOSED SESSION None to report.

ADJOURNMENT @ 7:50PM

Alma Benavides, City Clerk