

RESOLUTION NO. 2022-46

A RESOLUTION OF THE CITY COUNCIL OF THE CITY GUADALUPE APPROVING THE GOAL STATEMENT CONTAINING GOALS TO BE USED IN THE FISCAL YEAR 2022-23 BUDGET PROCESS

WHEREAS, the City Council has undertaken the budget development process for FY 2022-23; and

WHEREAS, the City Council recognizes the importance of completing a Goal Setting Process in order to guide the development of the FY 2022-23 Budget; and

WHEREAS, the City Council has retained a facilitator to assist with the process and received various reports and presentations regarding the current status of the City; and

WHEREAS, the City Council drafted and completed a list of candidate goals and solicited public comments on the candidate goals; and

WHEREAS, the City Council has reviewed the public process and completed a ranking of the candidate Goals; and

WHEREAS, the City Council has reviewed the ranking of Goals and based on the ranking completed the attached Goal Statement containing a prioritized list of goals to guide the development FY 2022-23 Budget.

NOW, THEREFORE, BE IT RESOLVED, by the City Council of the City of Guadalupe as follows:

1. The Goal Statement containing a prioritized listing of goals, attached hereto and incorporated by reference is hereby approved; and
2. The City Administrator is hereby directed to use the Goals to prepare the FY 2022-23 Budget.
3. The City Clerk is hereby authorized to make minor changes herein to address clerical errors, so long as substantial conformance of the intent of this document is maintained. In doing so, the City Clerk shall consult with the City Administrator and City Attorney concerning any changes deemed necessary.

PASSED, APPROVED AND ADOPTED at a regular meeting on the 28th day of June 2022 by the following vote:

MOTION: **TONY RAMIREZ / EUGENE COSTA JR.**

AYES: **5** **Councilmembers:** **Ramirez, Cardenas, Julian, Robles, Costa Jr.**


NOES: **0**

ABSENT: **0**

ABSTAIN: **0**

I, Amelia M. Villegas, City Clerk of the City of Guadalupe DO HEREBY CERTIFY that the foregoing Resolution, being **Resolution No. 2022-46**, has been duly signed by the Mayor and attested by the City Clerk, all at a regular meeting of the City Council, held June 28, 2022 and that same was approved and adopted.

ATTEST:

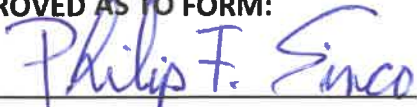


Amelia M. Villegas, City Clerk



Ariston Julian, Mayor

APPROVED AS TO FORM:



Philip F. Sinco, City Attorney



CITY OF GUADALUPE GOAL STATEMENT FY 22/23

City Council Ranked Priorities

1. Develop and maintain a balanced budget for FY 22-23 Budget providing priority municipal services and securing the City's financial future with adequate reserve funds.

- Identify and allocate funds to be used to meet the General Fund Reserve Goal of 15%
- Implement a monitoring program to ensure contracted cannabis Commitments are met.
- Review revenue generation options for General Fund including possible Transient Occupancy Tax increase.
- Provide staffing and complete implementation of new finance software program.
- Develop and provide for Council review a quarterly report on City finances and goal progress.

1a. Continue to develop and grow the Recreation Department by providing sustainable programs and facilities for the Community.

- Adequately fund and allocate staff for Recreation and Parks Department including a permanent recreation manager and maintenance positions
- Develop a facilities master plan for current park improvement and maintenance of existing parks and those in the pipeline
- Increase recreational programming for use of facilities utilizing community priorities and coordinating with recreation/sports entities

1b. Ensure Public Safety staffing and facilities are sufficient to maintain the delivery of quality public safety services to the community.

- Complete the implementation of a staffing plan for both Fire and Police including the addition of a Battalion Chief in the Fire Department as budget permits across the board
- Continue to update facilities and equipment as budget permits

1c. Ensure that Public Facilities and Infrastructure (streets, water, wastewater) are capable of Meeting current and future needs of the City

- Continue to maintain and update facility master plans including streets wastewater, water, and Capital Improvement Plan.
- Prioritize City facilities in urgent need of City repair and identify costs and timing for all municipal facilities including the library
- Seek grant funding to assist with the above
- Develop and implement an adequate staffing plan for the Department of Public Works

1d. Ensure that American Recovery and Reinvestment Act (ARRA) funds are maximized to ensure that initially funded staffing and services are met and where feasible converted to General Support

- Revisit ARRA line items to ensure that the allocation of funds to needed positions and services is justifiable and achieves goals set by City Council.
- On a quarterly basis, revisit the items supported by ARRA in comparison to quarterly expenses and revenues for the entire city budget.
- Require justification of the remaining ARRA budget items requested to ensure allocation amount and intent are realized

2. Create and implement economic development strategies for the city of Guadalupe that will promote the development and maintenance of a strong business sector including business retention, attraction, tourism marketing, and revenue generation.

- Work cooperatively with the Guadalupe Business Association to identify a strategy for business retention and attraction.
- Identify and apply for grant funding for the creation and
- Staffing of a business support program

3. Support the efforts to attract businesses to Pasadera Commercial Area to help, create employment opportunities, provide local services identified by Residents and generate tax revenue.

- Develop a team comprised of a council member, planning staff, City Administrator and consultants to support project proponents in their efforts to attract potential businesses to the commercial Area.
- Advocate for the completion of the necessary infrastructure to support the development of the commercial area using communication between CalTrans, Santa Barbara County Association of Governments (SBCAG), the City's Development Team, and DJ Farms.

4. Coordinate with Santa Barbara County Parks Master Plan to acquire property adjacent or near Guadalupe for Camping and recreational facilities.

- Establish a core team to include city council representation, city staff, and existing business groups, who will collaborate with Santa Barbara County Parks Department in developing the Santa Barbara County Park Master plan.
- City representatives will include the City Administrator, Public Works Department, Recreation Department, city council representative, and a representative of the business community.

5. Develop and implement a communication strategy focused on improving flow of information between constituents, city staff and Council members.

- Cultivate a relationship with community-based organizations to disseminate information
- Develop and implement social media policies for the City
- Increase the usage of Zoom to broadcast City Council meetings