



A G E N D A

Meeting of the Scotts Valley City Council

Date: March 4, 2020

Time: 6:00 pm

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted 2-28-20 at City Hall, SV Senior Center, SV Library and on the Internet at www.scottsvalley.org .

ELECTED OFFICIALS	CITY STAFF MEMBERS
Randy Johnson, Mayor Derek Timm, Vice Mayor Jack Dilles, Council Member Donna Lind, Council Member Jim Reed, Council Member	Tina Friend, City Manager Kirsten Powell, City Attorney Steve Walpole, Chief of Police Taylor Bateman, Community Development Director Tony McFarlane, Administrative Services Director Daryl Jordan, Public Works Director Tracy Ferrara, City Clerk

MEETING NOTICE AND AGENDA PACKET MATERIALS
Notice regarding City Council Meetings: The City Council meets regularly on the 1st and 3rd Wednesday of each month at 6:00 pm in the City Hall Council Chambers located at 1 Civic Center Drive, Scotts Valley, CA 95066. Agenda and Agenda Packet Materials: The City Council agenda and the complete agenda packet are available for review by 5:00 pm the Friday before the Wednesday meeting on the Internet at the City's website: www.scottsvalley.org and in the lobby of City Hall at 1 Civic Center Drive, Scotts Valley, CA. Pursuant to Government Code §54957.5, materials related to an agenda item, submitted after distribution of the agenda packet, are available for public inspection in the lobby of City Hall during normal business hours, Monday-Friday, 8am-12 pm and 1-5 pm. In accordance with AB 1344, such documents will be posted on the City's website at www.scottsvalley.org. Televised Meetings: City Council meetings are cablecast "Live" on Community Television of Santa Cruz County on Comcast Channel 25.

CALL TO ORDER	6:00 PM
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PLEDGE OF ALLEGIANCE and MOMENT OF SILENCE

ROLL CALL

SPECIAL SET MATTER

Presentation of proclamation by Mayor Johnson, proclaiming March 2020 as Red Cross Month.

COMMITTEE REPORTS

Council members are appointed to committees which are either City committees or committees dealing with other jurisdictions. This portion of the agenda allows the committee member to present oral or written reports to the Council regarding their committee assignments. It also allows the Council to make comments and give the committee member direction, as required.
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CITY MANAGER REPORT

PUBLIC COMMENT TIME

This is the opportunity for individuals to make and/or submit written or oral comments to the Council on any items within the purview of the Council, which are NOT part of the Agenda. No action on the item may be taken, but the Council may request the matter be placed on a future agenda.
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ALTERATIONS TO CONSENT AGENDA

Council can remove or add items to the Consent Agenda.
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CONSENT AGENDA

The Consent Agenda is comprised of items which appear to be non-controversial. Persons wishing to speak on any items may do so raising their hand to be recognized by the Mayor.
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- A. Approve City Council minutes of 2-19-20, 2-25-20
- B. Approve check registers dated 2-21-20, 2-28-20
- C. Approve lease agreement between the City of Scotts Valley and the Scotts Valley Community Theater Guild (SVCTG) for 251B Kings Village Road and authorize the City Manager to execute the agreement

ALTERATIONS TO REGULAR AGENDA

Council can remove or add items to the Regular Agenda.
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REGULAR AGENDA

Persons wishing to speak on any item may do so by raising their hand to be recognized by the Mayor.

1. Consider request for non-collection of fees from the Scotts Valley Educational Foundation (SVEF) for the 4th Annual Touch a Truck event being held at Skypark Park on Sunday, April 26, 2020 (Recreation Division Manager Ard)
2. Consider FY 2020/21 City Strategic Goals and Work Plan (City Manager Friend)
3. Future Council agenda items
(This portion of the Regular Agenda allows the Council to determine items to be placed on a future agenda and to choose a date, if so desired.)

CONVENE TO CLOSED SESSION

CLOSED SESSION SUBJECT(S)

- | | |
|-----|--|
| (1) | Conference with legal counsel regarding existing litigation.
Legal Authority: Government Code Section 54956.9
Name of Case: Beam vs. City of Scotts Valley, Santa Cruz Superior Court 18CV01127; and Janet Gluch
Staff Present: City Manager, City Attorney, Litigation Counsel |
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RECONVENE TO OPEN SESSION

REPORT ON ACTION TAKE DURING CLOSED SESSION

ADJOURNMENT

ADA NOTICE

The City of Scotts Valley does not discriminate against persons with disabilities. The City Council Chambers is an accessible facility. If you wish to attend a City Council meeting and require assistance such as sign language, a translator, or other special assistance or devices in order to attend and participate at the meeting, please call the City Clerk's office at (831) 440-5602 five to seven days in advance of the meeting to make arrangements for assistance. If you require the agenda of a City Council meeting be available in an alternative format consistent with a specific disability, please call the City Clerk's Office. The California State Relay Service (TTY/VCO/HCO to Voice: English 1-800-735-2929, Spanish 1-800-855-3000; or, Voice to TTY/VCO/HCO: English 1-800-735-2922, Spanish 1-800-855-3000), provides Telecommunications Devices for the Deaf and Disabled and will provide a link between the TDD caller and users of telephone equipment.

PROCEDURAL INFORMATION FOR THE PUBLIC

**THE FOLLOWING IS THE PROCEDURE COUNCIL SHOULD TAKE IN
APPROVAL OF A RESOLUTION:**

1. Move the Resolution number for approval.
2. Second the motion.
3. Vote by body, a roll call vote is not required.

**THE FOLLOWING IS THE PROCEDURE COUNCIL SHOULD TAKE IN
INTRODUCTION/ADOPTION OF AN ORDINANCE:**

1. Move the Ordinance number for introduction (or adoption).
2. Move the Ordinance be introduced by title only and waive the reading of the text.
3. Read the Ordinance title.
4. Second the motion.
5. Vote by body, a roll call vote is not required.

**THE FOLLOWING IS THE PROCEDURE COUNCIL SHOULD TAKE IN
PUBLIC COMMENT/PUBLIC HEARINGS:**

Unless otherwise determined by the presiding officer of the meeting:

1. Three minutes allowed per individual to speak.
2. Five minutes allowed per individual representing a group of three or more.



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Mayor's Proclamation

WHEREAS, March is American Red Cross Month, a time when we recognize the humanitarian organization that eases people's suffering during life's emergencies in Scotts Valley, across the United States and around the world. The Central Coast Chapter has a long history of helping our neighbors in need by delivering shelter, care, and hope during disasters; making our community safer through its lifesaving Home Fire Campaign; providing lifesaving blood; teaching skills that save lives; and supporting military, veterans, and their families. During this Red Cross Month, we thank and honor the selfless volunteers, dedicated employees and generous supporters who make this compassionate work possible; and

WHEREAS, Last year in Santa Cruz County, volunteers helped 65 households affected by 33 home fires by addressing their urgent needs like food and lodging, as well as providing recovery support. In addition, the Central Coast Chapter sent 22 team members (both staff and volunteers) to help with disasters outside of our tri-county area —some deploying to more than one disaster. These team members joined the nearly 9,000 Red Cross workers — 90 percent of them volunteers — who left their homes to work alongside partners to provide refuge, food, relief items, emotional support, recovery planning, and other assistance; and

WHEREAS, Meanwhile, the Red Cross continues to work with its partners to prevent fire tragedies through its national Home Fire Campaign, which installed its 2 millionth free smoke alarm last year and has saved hundreds of lives across the country since launching five years ago. In Santa Cruz County, the Central Coast Chapter and local partners have installed over 2,000 free smoke alarms. This made almost 800 households with over 2,200 residents safer from the threat of home fires; and

WHEREAS, Additionally, in Santa Cruz County, the Red Cross collected 3,785 blood donations, provided training services to 2,939 residents, and assisted 89 families of our armed forces.

WHEREAS, Every day, people in our community depend on the American Red Cross, whose lifesaving mission is powered by the devotion of volunteers, generosity of donors, and partnership of community organizations. We recognize the volunteer heroes in Scotts Valley who make this work possible to help our neighbors when they need a helping hand. We dedicate the month of March to all those who support its vital work to prevent and alleviate human suffering in the face of emergencies.

NOW, THEREFORE, I, Randy Johnson, Mayor of Scotts Valley, on behalf of the entire City Council, do hereby proclaim **March 2020** as **Red Cross Month** and encourage everyone to support this organization and its



Randy Johnson, Mayor

Signed and sealed this 4th day of March 2020



MINUTES

Meeting of the Scotts Valley City Council

Date: February 19, 2020

Time: 6:00 pm

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066	The agenda was posted 2-14-20 at City Hall, SV Senior Center, SV Library and on the Internet at www.scottsvally.org .

CALL TO ORDER 6:00 PM

The City Council meeting was called to order at 6:00 pm.

PLEDGE OF ALLEGIANCE and MOMENT OF SILENCE

ROLL CALL

ELECTED OFFICIALS PRESENT:

Randy Johnson, Mayor
Derek Timm, Vice Mayor
Jack Dilles, Council Member
Donna Lind, Council Member

Arrived at 6:05 pm

Jim Reed, Council Member

CITY STAFF MEMBERS PRESENT:

Tina Friend, City Manager
Kirsten Powell, City Attorney
Steve Walpole, Chief of Police
Taylor Bateman, Community Development Director
Tony McFarlane, Administrative Services Director
Daryl Jordan, Public Works Director/City Engineer
Tracy Ferrara, City Clerk

SPECIAL SET MATTER

Amelia Conlen, Transportation Planner with Ecology Action, gave a PowerPoint presentation regarding the Safe Routes to School Plan and responded to questions from Council.

David Jones, Scotts Valley resident on Bluebonnet, expressed concerns regarding traffic and pedestrian safety on Bluebonnet.

Gary Richard Arnold made comments regarding traffic safety.

Ilo Nilson, Scotts Valley resident on Bluebonnet, expressed concerns regarding traffic and pedestrian safety on Bluebonnet.

COMMITTEE REPORTS

CM Lind reported that she received a notice from the Santa Cruz Metropolitan Transit District announcing that they are rolling out a series of new apps to assist transit users.

CM Lind reported that the Criminal Justice Council met and discussed actions being taken related to hate crimes and gang violence prevention.

CM Lind reported that the Santa Cruz Metropolitan Transit District Finance Committee met to discuss the budget.

CM Dilles reported that he attended the Seniors Advisory Council meeting where they discussed the county-wide age friendly communities project that is being developed and the draft four year plan for the Area Agency on Aging. He also reported that the Seniors Advisory Council will be meeting in March with the Live Oak School District and the County Board of Supervisors regarding the notice to vacate that the Live Oak School District has given to the Meals on Wheels Kitchen.

VM Timm reported that he attended an AMBAG Board meeting where they discussed the tri-county regional employment, population and housing numbers in preparation for the Regional Housing Needs Assessment. He also reported that local agencies can apply for energy watch grants for HVAC replacement.

VM Timm reported that the Town Center Exploratory Subcommittee met with Kevin Pratt and his commercial broker, who is the owner of the K-Mart Shopping Center, and they are interested in working with the City to integrate with the future Town Center development and possible ways to build a successful Town Center.

Mayor Johnson reported that the Santa Cruz County Regional Transportation Commission met and discussed a variety of issues related to transportation planning and funding.

Mayor Johnson reported that the Town Center Exploratory Subcommittee met and is working diligently to provide important data that will assist in the development of the Town Center.

CITY MANAGER REPORT

I am pleased to relay that our SB 2 grant application was successful! We received notification of our award of \$160,000 for three planning projects: (1) modernized permit processing system; (2) development of Objective Design and Development Standards for mixed-use projects; and (3) update of the City's Accessory Dwelling Unit (ADU) program.

Next, some updates on the Recreation Department:

- Siltanen Pool Resurfacing starts at the beginning of March.
- This weekend is the last weekend of our popular Youth Basketball season.
- They are also holding a Free Throw contest this Saturday, February 22. Medals will be awarded to 1st, 2nd, and 3rd place.
- Senior Center bocce ball sign ups started this week.
- The Parks and Recreation Commission meets tomorrow night.

Finally, the City has a webpage dedicated to information about its Fiscal Emergency. You can find financial information, extensive FAQs and the official ballot language. Please visit www.scottsvally.org/fiscalemergency.

PUBLIC COMMENT TIME

Gary Richard Arnold, spoke regarding procedure and his concerns regarding local, regional, national and international politics.

ALTERATIONS TO CONSENT AGENDA

M/S: Lind/Dilles

To approve the Consent Agenda.

Carried 5/0 (AYES: Dilles, Johnson, Lind, Reed, Timm)

CONSENT AGENDA

- A. Approve City Council meeting minutes 2-5-20
- B. Approve check register – 2-7-20, 2-14-20

ALTERATIONS TO REGULAR AGENDA

M/S: Reed/Timm

To approve the Regular Agenda.

Carried 5/0 (AYES: Dilles, Johnson, Lind, Reed, Timm)

REGULAR AGENDA

1. Mid-Year Financial Review for FY 2019/20

CM Friend and ASD McFarlane gave a PowerPoint presentation, presented the written staff report and responded to questions from Council.

M/S: Lind/Dilles

To approve Resolution No. 630.39.3, amending the City's annual budget for Fiscal Year 2019/20 and making appropriations for the amounts budgeted.

Carried 5/0 (AYES: Dilles, Johnson, Lind, Reed, Timm)

2. Future Council agenda items

None.

Larry Smith, Scotts Valley Community Theater Guild, spoke regarding Closed Session Item 2 and responded to questions from Council.

CONVENE TO CLOSED SESSION

The City Council convened to closed session at 7:32 p.m. to discuss the following items:

- (1) Pursuant to Government Code Section 54956.9(b), the City Council met in closed session to confer with their legal counsel regarding potential litigation – 1 case.
- (2) Pursuant to Government Code Section 54956.8, the City Council met in closed session to confer with their legal counsel regarding real property negotiations; 251 Kings Village Road, Scotts Valley, CA.

RECONVENE TO OPEN SESSION

The City Council reconvened to open session at 8:15 p.m.

REPORT ON ACTION TAKE DURING CLOSED SESSION

Mayor Johnson announced that there was nothing to report.

ADJOURNMENT

The meeting adjourned at 8:15 p.m.

Approved: _____
Randy Johnson, Mayor

Attest: _____
Tracy A. Ferrara, City Clerk



MINUTES

Special Closed Session Meeting of the Scotts Valley City Council

Date: February 25, 2020

Time: 2:30 pm

CONTACT INFORMATION	MEETING LOCATION	POSTING
City of Scotts Valley 1 Civic Center Drive Scotts Valley, CA 95066 (831) 440-5600	City Council Chambers 1 Civic Center Drive Scotts Valley, CA 95066 And via teleconference Chamber of Commerce/SVO Organization 101 W. Santa Clara Street San Jose, CA 95113	The agenda was posted 2-24-20 at City Hall, SV Senior Center, SV Library and on the Internet at www.scottsvally.org .

ROLL CALL	
ELECTED OFFICIALS PRESENT: Randy Johnson, Mayor Jack Dilles, Council Member Donna Lind, Council Member Jim Reed, Council Member ABSENT: Derek Timm, Vice Mayor	CITY STAFF MEMBERS PRESENT: Kirsten Powell, City Attorney

CALL TO ORDER	2:30 PM
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The City Council meeting was called to order at 2:35 pm.

CONVENE TO CLOSED SESSION

CLOSED SESSION SUBJECT(S)

The City Council convened to closed session at 2:36 p.m. to discuss the following items:

- (1) Pursuant to Government Code Section 54957, the City Council met in closed session regarding public employee discipline/dismissal/release.

RECONVENE TO OPEN SESSION

The City Council reconvened to open session at 3:11 p.m.

REPORT ON ACTION TAKE DURING CLOSED SESSION

Mayor Dilles announced that there was nothing to report.

ADJOURNMENT

The meeting adjourned at 3:11 p.m.

Approved: _____
Randy Johnson, Mayor

Attest: _____
Tracy A. Ferrara, City Clerk

AGENDA ITEM B
DATE: 3-4-2020

SCOTTS VALLEY ACCOUNTS PAYABLE
02/21/2020 12:12:32 Check Register

CITY OF SCOTTS VALLEY
GL050S-V08.14 COVERPAGE
GL540R

Report Selection:

RUN GROUP... 022120 COMMENT... 02/21/2020 A/P

DATA-JE-ID DATA COMMENT

W-02212020-378 02/21/2020 A/P

Run Instructions:
Jobq Banner Copies Form Printer Hold Space LPI Lines CPI CP SP RT
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BANK	VENDOR	CHECK#	DATE	AMOUNT
BA	GENERAL CHECKING ACCOUNT			
	003534 ADOBE ANIMAL HOSPITAL SO	118354	02/21/20	130.50
	003926 AMY OPPENHEIMER	118355	02/21/20	32,738.50
	000652 ANDERSON PACIFIC ENG INC	118356	02/21/20	23,305.66
	001670 AT &T	118357	02/21/20	3,841.42
	000097 AT&T	118358	02/21/20	158.36
	001822 BC LABORATORIES INC.	118359	02/21/20	570.00
	000018 BRINK'S AWARDS & SIGNS	118360	02/21/20	598.14
	003894 BURKE, WILLIAMS & SORENS	118361	02/21/20	6,326.50
	001633 CAL-WEST LIGHTING & SIGN	118362	02/21/20	2,195.38
	003521 CARD SERVICE CENTER	118363	02/21/20	4,314.43
	000235 CIVIL CONSULTANTS GROUP	118364	02/21/20	5,077.50
	001103 CREATIVE FORMS & CONCEPT	118365	02/21/20	762.36
	000207 DEPARTMENT OF JUSTICE	118366	02/21/20	181.00
	001362 DUNCAN AUTO TECH	118367	02/21/20	626.09
	000426 ENTENMANN-ROVIN CO	118368	02/21/20	132.27
	003122 GOLDFARB LIPMAN ATTORNEY	118369	02/21/20	160.00
	003922 HERC RENTALS	118370	02/21/20	2,031.62
	000615 HOHMANN/PATRICK J.	118371	02/21/20	32.69
	003905 HOPE SERVICES	118372	02/21/20	667.00
	003060 IACP	118373	02/21/20	400.00
	001903 JONES/KIMARIE	118374	02/21/20	1,291.38
	003292 KIMLEY-HORN & ASSOCIATES	118375	02/21/20	861.00
	001673 LINCOLN FINANCIAL GROUP	118376	02/21/20	1,285.13
	000078 LLOYD'S TIRE SERVICE INC	118377	02/21/20	164.85
	003403 MAR-KEN INTERNATIONAL PO	118378	02/21/20	820.00
	003171 MICHALAK/GENE	118379	02/21/20	125.00
	000218 MID VALLEY SUPPLY	118380	02/21/20	274.43
	003570 MISSION COMMUNICATIONS,	118381	02/21/20	2,253.60
	000967 MONTEREY BAY SYSTEMS	118382	02/21/20	1,024.63
	001418 MONTEREY REGIONAL	118383	02/21/20	3,264.10
	000328 MONTEREY REGIONAL COMPLI	118384	02/21/20	1,040.00
	000101 PACIFIC GAS & ELECTRIC C	118385	02/21/20	33.47
	000382 PETE'S OUTFLOW TECHNICIA	118386	02/21/20	2,140.00
	003152 PETERSON POWER SYSTEMS,	118387	02/21/20	2,190.00
	001857 PHOENIX GROUP	118388	02/21/20	230.95
	001876 POLITO/BRANDON	118389	02/21/20	57.00
	003927 REIN & REIN, APC	118390	02/21/20	1,035.00
	003786 RENN/TIMOTHY	118391	02/21/20	1,100.00
	001563 ROBINSON DDS/RICHARD N	118392	02/21/20	115.00
	000134 S.V. WATER DISTRICT	118393	02/21/20	2,250.00
	000122 SANTA CRUZ/CITY OF	118394	02/21/20	719.71
	000122 SANTA CRUZ/CITY OF	118395	02/21/20	1,727.31
	003085 SHRED-IT USA	118396	02/21/20	114.10
	003928 SOUTH BAY REGIONAL PUBLI	118397	02/21/20	3,413.00
	000143 SUMMIT UNIFORMS	118398	02/21/20	159.51
	001497 TURF & INDUSTRIAL EQUIP.	118399	02/21/20	168.36
	001366 U.S. BANCORP OFFICE	118400	02/21/20	342.82
	001831 USA BLUE BOOK	118401	02/21/20	1,176.28

Check Register

BANK	VENDOR	CHECK#	DATE	AMOUNT	
BA	GENERAL CHECKING ACCOUNT				
001106	VERIZON WIRELESS	118402	02/21/20	1,346.75	
001211	WALNUT AVE WOMEN'S CENTE	118403	02/21/20	2,557.00	
002021	ZOOM	118404	02/21/20	807.17	
	GENERAL CHECKING ACCOUNT			118,336.97	***

SCOTTS VALLEY ACCOUNTS PAYABLE
CITY OF SCOTTS VALLEY
02/21/2020 12:12:32
GL540R-V08.14 PAGE 3

Check Register

BANK	VENDOR	CHECK#	DATE	AMOUNT
REPORT TOTALS:				118,336.97

RECORDS PRINTED - 000116

GL540R

FUND RECAP:

FUND	DESCRIPTION	DISBURSEMENTS
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001	GENERAL	73,392.32
002	RECYCLING/ENVIRONMENTAL	667.00
004	RECREATION	593.17
010	WASTEWATER OPERATIONS	17,976.01
012	WASTEWATER CAPITAL RESERVE	23,305.66
028	SENIOR CENTER	46.02
112	DENTAL INS INTERNAL SERV	2,315.00
123	COMMUNITY FACILITY CENTER	41.79
TOTAL ALL FUNDS		118,336.97

BANK RECAP:

BANK	NAME	DISBURSEMENTS
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BA	GENERAL CHECKING ACCOUNT	118,336.97
TOTAL ALL BANKS		118,336.97

SCOTTS VALLEY ACCOUNTS PAYABLE
02/28/2020 11:58:52 Check Register

CITY OF SCOTTS VALLEY
GL050S-V08.14 COVERPAGE
GL540R

Report Selection:

RUN GROUP... 022820 COMMENT... 02/28/2020 A/P

DATA-JE-ID DATA COMMENT

W-02282020-391 02/28/2020 A/P

Run Instructions:

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BANK	VENDOR	CHECK#	DATE	AMOUNT
BA	GENERAL CHECKING ACCOUNT			
	000182 A SIGN ASAP	118405	02/28/20	196.20
	003566 ABA BUILDING SERVICES, L	118406	02/28/20	975.00
	000041 ACC BUSINESS	118407	02/28/20	1,219.38
	001219 ALHAMBRA	118408	02/28/20	76.94
	001219 ALHAMBRA	118409	02/28/20	79.36
	001670 AT & T	118410	02/28/20	219.56
	001391 BIXBY DDS/LINDY	118411	02/28/20	273.60
	001954 BMI	118412	02/28/20	364.00
	000018 BRINK'S AWARDS & SIGNS	118413	02/28/20	68.83
	003714 CAPITOLA/CITY OF	118414	02/28/20	15,774.12
	003521 CARD SERVICE CENTER	118415	02/28/20	7,188.73
	000756 CENTRAL HOME SUPPLY	118416	02/28/20	665.62
	001051 COASTAL EVERGREEN CORP	118417	02/28/20	1,025.00
	002091 COMCAST	118418	02/28/20	167.49
	003043 CSG CONSULTANTS, INC	118419	02/28/20	125,037.84
	001597 ENVIRONMENTAL INNOVATION	118420	02/28/20	6,398.24
	003181 ESRI	118421	02/28/20	700.00
	000202 FEDERAL EXPRESS	118422	02/28/20	246.17
	003502 FREITAS & FREITAS	118423	02/28/20	12,875.00
	000801 HINDERLITER, DE LLAMAS &	118424	02/28/20	5,434.59
	000615 HOHMANN/PATRICK J.	118425	02/28/20	308.76
	003292 KIMLEY-HORN & ASSOCIATES	118426	02/28/20	18,855.65
	003292 KIMLEY-HORN & ASSOCIATES	118427	02/28/20	10,027.00
	003292 KIMLEY-HORN & ASSOCIATES	118428	02/28/20	5,776.00
	003292 KIMLEY-HORN & ASSOCIATES	118429	02/28/20	7,127.64
	000078 LLOYD'S TIRE SERVICE INC	118430	02/28/20	714.02
	003913 LONG/AMANDA	118431	02/28/20	52.49
	003929 LYNN PEAVEY COMPANY	118432	02/28/20	281.12
	003756 MICHAEL BAKER INTERNATIO	118433	02/28/20	27,625.00
	003895 NASSETTA/NICHOLAS	118434	02/28/20	185.00
	003152 PETERSON POWER SYSTEMS,	118435	02/28/20	365.00
	000723 PIED PIPER INC./THE	118436	02/28/20	340.00
	003117 PRIORITY 1 PUBLIC SAFETY	118437	02/28/20	386.07
	003572 REGIONAL GOVERNMENT SERV	118438	02/28/20	3,105.00
	001479 ROBB DDS/JOSEPH W	118439	02/28/20	138.00
	000296 ROGERS AUTOMOTIVE	118440	02/28/20	260.00
	000196 ROSS RECREATION EQUIPMEN	118441	02/28/20	1,799.07
	000128 SCARBOROUGH LUMBER	118442	02/28/20	1,104.53
	003930 SCD CAULKING, INC	118443	02/28/20	1,500.00
	000133 SCOTTS VALLEY SPRINKLER	118444	02/28/20	31.59
	002053 STEPFORD	118445	02/28/20	5,965.00
	.15437 SUSAN TAYLOR	118446	02/28/20	174.36
	003699 THOMAS/PHILIP	118447	02/28/20	254.64
	000146 U.S. POSTMASTER	118448	02/28/20	800.00
	002021 ZOOM	118449	02/28/20	12.38
	GENERAL CHECKING ACCOUNT			266,173.99 ***

SCOTTS VALLEY ACCOUNTS PAYABLE
CITY OF SCOTTS VALLEY
02/28/2020 11:58:52
GL540R-V08.14 PAGE 2

Check Register

BANK	VENDOR	CHECK#	DATE	AMOUNT
REPORT TOTALS:				266,173.99

RECORDS PRINTED - 000080

GL540R

FUND RECAP:

FUND	DESCRIPTION	DISBURSEMENTS
----	-----	
001	GENERAL	199,158.38
004	RECREATION	490.49
008	TRAFFIC IMPACT MITIGATION	6,517.55
010	WASTEWATER OPERATIONS	7,458.04
011	TERTIARY TREATMENT PLANT	13.34
019	AFFORDABLE HOUSING	12,875.00
025	GENERAL TRUST	31,759.29
028	SENIOR CENTER	1,591.85
035	GREEN BUILDING FUNDING	501.35
088	LIBRARY FACILITIES-MEAS "S"	1,500.00
112	DENTAL INS INTERNAL SERV	411.60
123	COMMUNITY FACILITY CENTER	889.00
150	GENERAL CAPITAL IMPROVEMENTS	3,008.10
TOTAL ALL FUNDS		266,173.99

BANK RECAP:

BANK	NAME	DISBURSEMENTS
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BA	GENERAL CHECKING ACCOUNT	266,173.99
TOTAL ALL BANKS		266,173.99

City of Scotts Valley CITY COUNCIL STAFF REPORT

DATE: March 4, 2020

TO: Honorable Mayor and City Council

FROM: Tina Friend, City Manager

SUBJECT: **APPROVE LEASE OF 251B KINGS VILLAGE ROAD WITH THE
SCOTTS VALLEY COMMUNITY THEATER GUILD**

SUMMARY OF ISSUE

In June 2019, the City of Scotts Valley (City) issued a Request for Proposals to Lease the 9,080 square foot space adjacent to the Scotts Valley Branch Library at 251B Kings Village Road. Two proposals were received and on October 2, 2019, the City Council directed staff to enter into lease negotiations with the selected tenant, the Scotts Valley Community Theater Guild (Guild). The Guild will use the space for a multi-use and community cultural arts center, offering educational, entertaining, vocational, informative, cultural arts and other suitable programming and events, with a primary emphasis on live theatrical performances.

The City and the Guild have negotiated terms and the lease is presented for Council approval. The lease document, which is undergoing final editorial revisions, will be transmitted on or before the March 4, 2020 Council meeting. The major terms of the lease include:

TERM: Commences on March 1, 2020, for two years from the estimated date of facility opening (June 1, 2020), plus an option to extend through February 28, 2023.

RENT: March 1, 2020 – May 31, 2020 (period of tenant improvements and preparation for opening): \$0 rent.
June 1, 2020 – May 31, 2021: \$1,600 per month
June 1, 2021 – May 31, 2022: \$2,500 per month

PERFORMANCE: Within the first year, the tenant will hold at least 5 theater or other multi-day ticketed performing arts productions and rent the facility biweekly, to ensure its active use. Within the second year, the tenant will hold at least 7 theater or other multi-day ticketed performing arts productions or 5 theater or other ticketed, multi-day performing arts productions plus at least 3 major one-day performances, and rent the facility weekly.

COMMUNITY BENEFIT: The tenant will provide use of the facility at no charge for a designated number of days of Scotts Valley Branch Library programming and Scotts Valley Recreation Department programming and Friends of the Scotts Valley Library book storage. In addition, when utilizing the space, Scotts Valley organizations will have priority.

FISCAL IMPACT

The City will receive rent revenues totaling \$19,200 in the first year of operations and \$30,000 in the second year of operations. The Guild will cover operational costs of the facility.

STAFF RECOMMENDATION

It is recommended that the Council approve and authorize the City Manager to execute the lease with the Scotts Valley Community Theater Guild.

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None. The lease will be transmitted under separate cover on or before March 4, 2020, and available at the City Council meeting.

City of Scotts Valley
CITY COUNCIL STAFF REPORT

DATE: March 4, 2020

TO: Honorable Mayor and City Council

FROM: Kristin Ard, Recreation Division Manager

APPROVED: Tina Friend, City Manager

SUBJECT: **REQUEST FOR NON-COLLECTION OF FEES FOR TOUCH A TRUCK EVENT-SCOTTS VALLEY EDUCATIONAL FOUNDATION (SVEF)**

SUMMARY OF ISSUE

The Scotts Valley Educational Foundation (SVEF) is an all-volunteer 501(c)(3) non-profit organization. SVEF is hosting their 4th Annual Touch a Truck event at Skypark on Sunday, April 26, 2020. The event will be located in the open space adjacent to the dog park and the skate park parking lot. The proceeds raised at this event are given to the four schools in Scotts Valley School District to assist with costs such as: library expenses, counseling services, and technology needs.

The SVEF requests that the City Council consider not collecting the \$1,300 facilities use permit fee for the event space and use of Skypark classroom. This fee is based on event attendance; it is anticipated that approximately 400 participants will attend the event.

FISCAL IMPACT

The fiscal impact associated with this action will result in a loss of General Fund revenue in the amount of \$1,300. Facility rental and/or event permit revenue not collected from non-profit organizations for community events is estimated to be approximately \$9,300 annually.

STAFF RECOMMENDATION

It is recommended that Council consider the request for the non-collection of fees and provide staff direction.

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Letter from the SVEF requesting non-collection of fees	2



*Scotts Valley Educational Foundation
5610 Scotts Valley Drive, Suite B-173
Scotts Valley, CA 95066*

December 4, 2019

Kristin Ard
361 Kings Village Road
Scotts Valley, CA 95066

Dear Kristin,

The Scotts Valley Educational Foundation is very excited to be hosting our 4th annual Touch-A-Truck to benefit the Scotts Valley Unified School District on April 26, 2020. Once again, we plan to host our event at Skypark.

We ask that the City of Scotts Valley agree to non-collection of fees for the event space so-as to assist in our goal of providing more funds to the local schools. We would like to reserve Skypark and the community room on this date.

SVEF's has contributed over \$700,000 over the past seven years for various programs:

- SVEF funded **all four school libraries** for the past seven years
- SVEF paid to reinstate and expand **counseling services** at all four schools
- SVEF funded **technology needs** on each campus
- SVEF underwrote GLAD training for our teachers
- And more (view our annual report at www.SVEF.net to learn more)

These critical services would not have been possible without our community's support. Since SVEF is a 100% volunteer organization, the City's non-collection of fees for the event space will directly benefit the quality of education in Scotts Valley. To learn more, please review our annual report online, which can be found on the homepage at www.SVEF.net. Your donation will be used to continue to provide critical services that directly impact each and every one of our Scotts Valley students.

Thank you in advance for answering the call to help our local schools. Hope to see you at Touch A Truck 2020!

Sincerely,

Dennis Lane
President & Volunteer
Scotts Valley Educational Foundation

SVEF is an all-volunteer 501(c)(3) non-profit organization. Our tax ID number is (Tax ID 77-0006718).

City of Scotts Valley CITY COUNCIL STAFF REPORT

DATE: March 4, 2020
TO: Honorable Mayor and City Council
FROM: Tina Friend, City Manager
SUBJECT: **CONSIDER FY 2020/21 CITY STRATEGIC GOALS AND WORK PLAN**

SUMMARY OF ISSUE

Each year, the City Council establishes goals for the upcoming fiscal year to guide priorities and inform the budget development process. In February 2019, the Council adopted the FY 2019/20 Council Goals (attached). That document set forth the following overarching goals, which remained unchanged from previous years:

- **Ensure Long Term Fiscal Sustainability**
- **Encourage Business Development and Expand the City's Economic Base**
- **Implement Operational Initiatives to Enhance City Services**
- **Maintain Quality of Life for Residents**

Under these goals were nine priorities with 26 associated tasks.

For the Council discussion of the FY 2020/21 goals, staff prepared a summary (attached) of the progress made on the existing priorities that is presented side-by-side with proposed future objectives. This crosswalk allows for reference between the two years' plans.

The proposed FY 2020/21 goals are recommended to stay the same; the concepts of fiscal sustainability, economic development, operational improvements and quality-of-life continue to resonate as strong priorities for Scotts Valley. Nested under those goals are recommended continuing and new objectives and projects that reflect the City's past progress and emerging needs.

From there, staff recast the Council Goals document into a "Strategic Goals and Work Plan" that documents more detail about each project, including the responsible project leads, anticipated timelines and milestones, and the type of external resources needed to successfully complete each project. Benefits of this modified framework include greater transparency and accountability and creating a more direct line of sight from strategic goals to the budget.

At the March 4th meeting, staff will ask the Council to review the draft FY 2020/21 Strategic Goals and Work Plan and provide revisions as appropriate. Depending on the depth of the changes, the plan could be adopted then or returned to the March 18, 2020 Council meeting for final adoption.

Finally, given the City’s low staffing, successful completion of the work plan is predicated on availability of funding to hire external resources, typically consultants, to help carry out the projects. The results of the March 3, 2020 election will have significant bearing on the feasibility of the work plan and how staff and external resources may be allocated in the coming 15 months. Staff will report on the election result and present recommended changes to the work plan as needed.

FISCAL IMPACT

There is no fiscal impact associated with the discussion and/or adoption of the FY 2020/21 City Strategic Goals and Work Plan. However, resources to complete these priority projects as presented will need to be built into the proposed FY 2020/21 Budget.

STAFF RECOMMENDATION

It is recommended that Council take the following actions:

- 1. Discuss and refine and/or adopt the FY 2020/21 City Strategic Goals and Work Plan.
- 2. Direct the City Manager to include necessary resources in the Proposed FY 2020/21 Budget to advance the City’s Strategic Goals.

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FY 2019/20 Goals Update and Crosswalk to draft FY 2020/21 Strategic Goals	5
Draft FY 2020/21 City Strategic Goals and Work Plan	9

FY 2019/20 COUNCIL GOALS

GOALS	PRIORITIES
Ensure Long-Term Financial Stability	<i>Refine Fiscal Sustainability Plan (FSP) to include Alternate Budget Strategies to Address Revenue Needs</i> ✓ Identify additional revenue enhancement options, including but not limited to: increasing sales (Measure U) and/or hotel taxes, and/or modernizing the City's utility users' tax (UUT). ✓ Explore budget expenditure strategies, including, but not limited to outsourcing and/or service/staffing reductions. ✓ Preserve sales tax options by preparing legislative adjustment of tax cap. ✓ Quantify and qualify service impacts associated with the non-renewal and/or increase of Measure U.
	<i>Update FSP Implementation Strategy and Community Engagement Framework</i> ✓ Develop a FSP implementation strategy and timeline with key milestones, including a community informational campaign to enhance awareness of the City's finances and potential service impacts. ✓ Convene the Council Budget Subcommittee to guide the development of the FSP framework and recommended approaches for community engagement. ✓ Explore polling to assess the community's views and opinions.
Encourage Business Development and Expand the City's Economic Base	<i>Complete the Update of the General Plan</i> ✓ Complete the review and update of final two elements - Land Use and Mobility. ✓ Complete environmental impact report (EIR) to analyze potential impacts on various topics including; natural resources, public services and utilities, population and housing, and transportation and mobility. ✓ Bring forward the updated General Plan and Final EIR to Planning Commission and City Council for formal consideration and adoption. ✓ Communicate key changes in the updated General Plan to community and developer stakeholders upon completion.
	<i>Facilitate the Development of the Town Center and other Complimentary Land Uses</i> ✓ Conduct an economic analysis, project feasibility, and pro-forma analysis for the proposed Town Center development. ✓ Prepare a void analysis (identification of retail gaps) and provide retail attraction assistance on possible uses for the Town Center project. ✓ Prepare a market study for the possible reuse of KMART. ✓ Retain support to advance the Marriott Extended Stay Residence Inn. ✓ Develop and implement a marketing and branding campaign that supports the City's Economic Development Strategic Plan, leverages community assets to enhance tourism, and strengthens the City's economic base. ✓ Develop Measure S project scope and plan to meet bond proceeds expenditure timelines.

FY 2019/20 COUNCIL GOALS

Implement Operational Initiatives to Enhance City Services	<i>Implement Citywide Strategic Technology Plan</i> ✓ Develop work plan to prioritize recommendations as it relates to service gaps identified in the preliminary assessment of the City's information technology services. ✓ Continue to use existing e-communication tools to enhance engagement with the community. <i>Evaluate Opportunities to Build Organizational Capacity and Enhance Service Delivery</i> ✓ Explore alternate City Commission/Committee structures.
Maintain Quality of Life for Residents	<i>Maintain Investment in Parks, Recreation and Public Safety</i> ✓ Develop body worn camera policy and procedures; deploy camera technology in FY 2019/20. ✓ Explore and implement when feasible facility improvements as it relates to park, recreation and senior services.
	<i>Facilitate the Development of Glenwood Open Space Trail System</i> ✓ East trails are expected to be open by Fall 2019.
	<i>Collaborate with Fire, Water and Other Related Agencies to Explore Grant Funding Opportunities for Mutually Beneficial Projects</i> ✓ Explore opportunities with the Scotts Valley Protection District (SVFPD) to secure available state funding for emergency preparedness, fire prevention, and communication efforts. ✓ Collaborate with Cal-Fire, SVFPD, and other stakeholders to inform the community about strategies to mitigate wildfire risk, while protecting life and property. ✓ Explore funding opportunities with the Scotts Valley Water District (SVWD) to enhance groundwater storage and leverage resources to upgrade the City's wastewater treatment plant.

GOALS	FY 2019/20 PRIORITIES	PROPOSED FY 2020/21 OBJECTIVES
Ensure Long-Term Financial Stability	Refine Fiscal Sustainability Plan (FSP) to include Alternate Budget Strategies to Address Revenue Needs ✓ Identify additional revenue enhancement options, including but not limited to: increasing sales (Measure U) and/or hotel taxes, and/or modernizing the City's utility users' tax (UUT). ○ STATUS: Complete. Sales tax (Measure Z) placed before voters on 3/3/20. ✓ Explore budget expenditure strategies, including, but not limited to outsourcing and/or service/staffing reductions. ✓ Quantify and qualify service impacts associated with the non-renewal and/or increase of Measure U. ○ STATUS: Partially Complete. May 2019 FSP identified strategies and impacts. May 2020 election will determine if detailed reductions planning to occur. ✓ Preserve sales tax options by preparing legislative adjustment of tax cap. ○ STATUS: Complete. SB 723 adjusted local tax cap upwards by 0.50%.	Refine Fiscal Sustainability Plan (FSP) with Service Reductions OR Stabilization and Revenue Alternatives 1. <u>Either</u> analyze and model \$1-3 million in annuals cuts, to include outsourcing and service/staffing reductions <u>OR</u> analyze and model a stable, sustainable budget to provide quality City services. 2. Refine revenue options for hotel tax (TOT) or modernizing utility users tax (UUT). 3. Explore OPEB and PERS obligation reduction strategies. (NEW) 4. Implement cost allocation framework. (NEW) 5. Implement annual fee schedule updates, to include Recreation; after General Plan is approved, update Development Impact Fees. (NEW) 6. Pursue Federal, State and regional grant funding for operations, infrastructure and community service enhancements. (NEW)
	Update FSP Implementation Strategy and Community Engagement Framework ✓ Develop a FSP implementation strategy and timeline with key milestones, including a community informational campaign to enhance awareness of the City's finances and potential service impacts. ○ STATUS: Complete. ✓ Convene the Council Budget Subcommittee to guide the development of the FSP framework and recommended approaches for community engagement. ○ STATUS: Complete. ✓ Explore polling to assess the community's views and opinions. ○ STATUS: Complete.	

GOALS	FY 2019/20 PRIORITIES	PROPOSED FY 2020/21 OBJECTIVES
Encourage Business Development and Expand the City's Economic Base	Complete the Update of the General Plan ✓ Complete the review and update of final two elements - Land Use and Mobility. ○ STATUS: Complete. ✓ Complete environmental impact report (EIR) to analyze potential impacts on various topics including; natural resources, public services and utilities, population and housing, and transportation and mobility. ○ STATUS: Underway Spring 2020. ✓ Bring forward the updated General Plan and Final EIR to Planning Commission and City Council for formal consideration and adoption. ○ STATUS: Underway Spring 2020. ✓ Communicate key changes in the updated General Plan to community and developer stakeholders upon completion. ○ STATUS: Commencing upon final adoption.	Complete the Update of the General Plan 1. Complete the General Plan environmental impact report (EIR) and present for final adoption. Publicize once final.
	Facilitate the Development of the Town Center and other Complimentary Land Uses ✓ Conduct an economic analysis, project feasibility, and pro-forma analysis for the proposed Town Center development. ○ STATUS: Not pursued. Developer withdrew. ✓ Prepare a void analysis (identification of retail gaps) and provide retail attraction assistance on possible uses for the Town Center project. ○ STATUS: Partially complete. Council formed Town Center Exploratory Committee. Work in progress. ✓ Prepare a market study for the possible reuse of KMART. ○ STATUS: Partially complete. Council designated Vice Mayor to work on Kmart replacement. Work in progress. ✓ Retain support to advance the Marriott Residence Inn. ○ STATUS: Complete. Contract executed with HdL for economic development consulting services.	Facilitate the Development of the Town Center 2. Develop a grounded vision and actionable development plan for Town Center and complementary land uses. Complete an Economic Development Strategy 3. With local and regional partners, prepare a future-looking, data-grounded strategy for a healthy local economy with retail, commercial, employment and visitor sectors. (NEW) Facilitate the Replacement of Major Outgoing Retailers 4. Support efforts to replace outgoing retailers with vibrant, attractant and beneficial retail, dining or alternate uses. (NEW)

GOALS	FY 2019/20 PRIORITIES	PROPOSED FY 2020/21 OBJECTIVES
	✓ Develop and implement a marketing and branding campaign that supports the City's Economic Development Strategic Plan, leverages community assets to enhance tourism, and strengthens the City's economic base. ○ STATUS: Incomplete. No work initiated. ✓ Develop Measure S project scope and plan to meet bond proceeds expenditure timelines. ○ STATUS: Partially complete. Measure S plan under development with Library Renovations Committee.	Support a Marketing Plan to Promote Scotts Valley as a Business and Tourism Destination 5. Building upon existing partnerships, amplify communications about Scotts Valley's amenities and opportunities.
Implement Operational Initiatives to Enhance City Services	Implement Citywide Strategic Technology Plan ✓ Develop work plan to prioritize recommendations as it relates to service gaps identified in the preliminary assessment of the City's information technology services. ○ STATUS: Partially complete. Work in progress. ✓ Continue to use existing e-communication tools to enhance engagement with the community. ○ STATUS: Complete and ongoing as part of City's communications program. Evaluate Opportunities to Build Organizational Capacity and Enhance Service Delivery ✓ Explore alternate City Commission/Committee structures. ○ STATUS: Partially complete. Underway and recommendations anticipated to Council by June 2020.	Implement Citywide Strategic Technology Plan 1. Develop a work plan to prioritize approaches to staffing, capital investment and budgeting for information technology services. 2. Procure and implement planning permitting software. (NEW) Enhance Staff Professional Development and Engagement 3. Present trainings and professional development opportunities for staff to increase skill, knowledge and abilities and support high engagement in the workplace. (NEW) Plan and Implement State Mandated Environmental Compliance Programs 4. Develop work plan and implement State mandated stormwater discharge program and organic waste disposal (SB 1383) programs. (NEW)

GOALS	FY 2019/20 PRIORITIES	PROPOSED FY 2020/21 OBJECTIVES
Maintain Quality of Life for Residents	Maintain Investment in Parks, Recreation and Public Safety ✓ Develop body worn camera policy and procedures; deploy camera technology in FY 2019/20. ○ STATUS: Complete. Fully deployed. ✓ Explore and implement when feasible facility improvements as it relates to park, recreation and senior services. ○ STATUS: Partially complete and ongoing as part of FSP and Capital Improvement Program planning.	Enhance Public Safety 1. Refine disaster preparedness policies, procedures and training, including Public Safety Power Shut-Offs (PSPS) preparation 2. Once complete, review the Active Transportation Plan and develop phased implementation of pedestrian, bicycle and vehicle mobility and safety improvements. (NEW) 3. Create a bicycle patrol team for enhanced patrol of open space, trail systems and commercial districts. (NEW) Support Affordable and Work Force Housing 4. Consider increasing the inclusionary housing boundary. (NEW) 5. Complete the Accessory Dwelling Unit (ADU) Policy, Code and Program Revisions. (NEW) 6. Complete code and program revisions to implement Objective Design Standards for Mixed-Use Developments. (NEW) Complete Major Capital Planning 7. Complete assessment and major capital planning for the Scotts Valley Branch Library, wastewater treatment plant, Public Works Building, streets and roads, public facilities and parks. Parks Master Planning 8. Develop a work plan, engagement strategy and consultant scope for a new Parks Master Plan process in FY 2021/22 (NEW)
	Facilitate the Development of Glenwood Open Space Trail System ✓ East trails are expected to be open by Fall 2019. ○ STATUS: Complete. Trails opening 4/4/20.	
	Collaborate with Fire, Water and Other Related Agencies to Explore Grant Funding Opportunities for Mutually Beneficial Projects ✓ Explore opportunities with the Scotts Valley Protection District (SVFPD) to secure available state funding for emergency preparedness, fire prevention, and communication efforts. ○ STATUS: Partially complete. Ongoing priority. ✓ Collaborate with Cal-Fire, SVFPD, and other stakeholders to inform the community about strategies to mitigate wildfire risk, while protecting life and property. ○ STATUS: Partially complete. Ongoing priority. ✓ Explore funding opportunities with the Scotts Valley Water District (SVWD) to enhance groundwater storage and leverage resources to upgrade the City's wastewater treatment plant. ○ STATUS: Partially complete. Ongoing priority, wastewater treatment plant master facility planning initiating Spring 2020.	

CITY OF SCOTTS VALLEY
Strategic Goals & Work Plan FY 2020/21

1

ENSURE LONG-TERM FINANCIAL STABILITY									
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES	
Refine Fiscal Sustainability Plan (FSP) with Service Reductions <u>OR</u> Stabilization Options and Revenue Alternatives	(1) Analyze and model \$1-3 million in annual cuts to include outsourcing and service/staffing reductions OR Analyze and model a stable, sustainable budget to provide quality City services	- FSP Council Committee - City Manager - Finance	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Potential consultant support for FSP analysis (\$)	
	(2) Refine revenue options for hotel tax (TOT) or modernizing utility users tax (UUT)	- FSP Council Committee - City Manager - Finance	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Potential polling to understand community priorities (\$)	
	(3) Explore OPEB & PERS obligation reduction strategies	- FSP Council Committee - City Manager - Finance	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Update to actuarial study (\$)	
	(4) Implement cost allocation framework	- City Manager - Finance	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Potential consultant to conduct study (\$)	

CITY OF SCOTTS VALLEY
Strategic Goals & Work Plan FY 2020/21

2

ENSURE LONG-TERM FINANCIAL STABILITY																		
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES										
Refine Fiscal Sustainability Plan (FSP) with Service Reductions <u>OR</u> Stabilization Options and Revenue Alternatives	(5) Implement annual fee schedule updates, to include Recreation; after General Plan is approved, update Development Impact Fees	- FSP Council Committee - City Manager - Finance - Community Development - Recreation	<table><tr><td>Apr-June 20</td><td>July - Sept 20</td><td>Oct-Dec 20</td><td>Jan - Mar 21</td><td>Apr-June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> - Include Recreation fees in FY 20/21 fee update - Initiate development impact fee study - Develop fee revisions for Council action					Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21						Potential consultant support for development impact fee study (\$)
	Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21													
	(6) Pursue Federal, State and Regional grant funding for operations, infrastructure and community service enhancements	City Manager	<table><tr><td>Apr-June 20</td><td>July - Sept 20</td><td>Oct-Dec 20</td><td>Jan - Mar 21</td><td>Apr-June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> Dedicate staff resources to identity and pursue grants					Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21						Grant writing staff resources (\$)
Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21														

CITY OF SCOTTS VALLEY
Strategic Goals & Work Plan FY 2020/21

3

ENCOURAGE BUSINESS DEVELOPMENT AND EXPAND THE CITY'S ECONOMIC BASE																		
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES										
Complete the Update of the General Plan	(1) Complete the General Plan environmental impact report (EIR) and present for final adoption. Publicize once final.	- General Plan Advisory Committee - Community Development - City Manager	<table><tr><td>Apr- June 20</td><td>July - Sept 20</td><td>Oct- Dec 20</td><td>Jan - Mar 21</td><td>Apr- June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> - Present draft General Plan to Planning Commission & City Council - Prepare EIR - Present final General Plan for Adoption Fall of 2020 - Publicize adopted General Plan					Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21						EIR consultant support (\$)
			Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21											
Facilitate the Development of the Town Center	(2) Develop a grounded vision and actionable development plan for the Town Center and complementary land uses	- Town Center Exploratory Committee - City Manager - Community Development	<table><tr><td>Apr- June 20</td><td>July - Sept 20</td><td>Oct- Dec 20</td><td>Jan - Mar 21</td><td>Apr- June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> - Establish vision and principles - Prepare economic analysis and project feasibility for potential development - Prepare TC development concepts					Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21						Potential economic analysis, conceptual drawings, studies (\$)
			Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21											
Complete an Economic Development Strategy	(3) With local and regional partners, prepare a future-looking, data-grounded strategy to support a healthy local economy with vibrant retail, commercial, employment and visitor sectors	- Economic Development Council Committee - City Manager - Community Development	<table><tr><td>Apr- June 20</td><td>July - Sept 20</td><td>Oct- Dec 20</td><td>Jan - Mar 21</td><td>Apr- June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> - Convene ED Committee - Prepare economic analyses, market studies, trade area/retail studies - Develop draft strategy					Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21						Potential market studies, consultant to prepare economic development plan (\$)
			Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21											

CITY OF SCOTTS VALLEY
Strategic Goals & Work Plan FY 2020/21

4

ENCOURAGE BUSINESS DEVELOPMENT AND EXPAND THE CITY'S ECONOMIC BASE								
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES
Facilitate the Replacement of Major Outgoing Retailers	(4) Support efforts to replace outgoing retailers with vibrant, attractant and beneficial retail, dining or alternate uses	- Council Member designee - City Manager - Community Development	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Potential market and trade studies (\$)
			- Engage with property owners, brokers and potential retailers - Develop trade/marketing information and materials to promote Scotts Valley					
Support a Marketing Plan to Promote Scotts Valley as a Business, Recreation and Tourism Destination	(5) Building upon existing partnerships, amplify communications about Scotts Valley's amenities and opportunities	- Economic Development Council Committee - City Manager	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Marketing collateral (print materials, images) (\$)
			- Coordinate with Chamber of Commerce, Visit Santa Cruz County - Develop information and materials that highlight Scotts Valley's dining, shopping, visitor-serving and recreational opportunities - Actively promote across the City's social media, online and written materials					

CITY OF SCOTTS VALLEY
Strategic Goals & Work Plan FY 2020/21

5

IMPLEMENT OPERATIONAL INITIATIVES TO ENHANCE CITY SERVICES																		
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES										
Implement a Citywide Strategic Technology Plan	(1) Develop a work plan to prioritize approaches to staffing, capital investment and budgeting for information technology services	- City Manager - Management Team - Finance	<table><tr><td>Apr-June 20</td><td>July - Sept 20</td><td>Oct-Dec 20</td><td>Jan - Mar 21</td><td>Apr-June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> - Study and make recommendations to Council on IT internal staffing - Prepare Citywide IT strategic and work plan with budget	Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21										Potential consultant support (\$)
	Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21													
	(2) Procure and implement planning permitting software	Community Development	<table><tr><td>Apr-June 20</td><td>July - Sept 20</td><td>Oct-Dec 20</td><td>Jan - Mar 21</td><td>Apr-June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> - With SB2 State grant funds, identify and procure an off-the-shelf permitting software system - Implement, train and launch	Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21										Software consulting (implement, training) (\$)
Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21														
Enhance Staff Professional Development and Engagement	(3) Present trainings and professional development opportunities for staff to increase skill, knowledge and abilities and support high engagement in the workplace	- City Manager - Management Team	<table><tr><td>Apr-June 20</td><td>July - Sept 20</td><td>Oct-Dec 20</td><td>Jan - Mar 21</td><td>Apr-June 21</td></tr><tr><td></td><td></td><td></td><td></td><td></td></tr></table> - Identify regular training opportunities, promote and encourage attendance - Provide 3 annual all staff meetings to encourage communication and connection	Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21										Training resources (\$)
Apr-June 20	July - Sept 20	Oct-Dec 20	Jan - Mar 21	Apr-June 21														

CITY OF SCOTTS VALLEY
Strategic Goals & Work Plan FY 2020/21

6

IMPLEMENT OPERATIONAL INITIATIVES TO ENHANCE CITY SERVICES								
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES
Plan and Implement State Mandated Environmental Compliance Programs	(4) Develop work plan and implement State mandated stormwater discharge program and organic waste disposal (SB 1383) programs	- Public Works - City Attorney - City Manager - Community Development	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Consultant support to prepare programs and community information (\$)
			- Develop work plan and implement stormwater discharge program and coordinate with internal/external stakeholders - Develop work plan and implement SB 1383 organic waste disposal program					

CITY OF SCOTTS VALLEY
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MAINTAIN QUALITY OF LIFE FOR CITY RESIDENTS								
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES
Enhance Public Safety	(1) Refine disaster preparedness policies, procedures and training, including Public Safety Power Shut-Off (PSPS) preparation, in partnership with the Fire, Water and School Districts and CalFire	- City Manager - Police - Public Works	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Support for additional plans, training, equipment and vegetation management (\$)
			- Review and revise EOC and PSPS plans - Develop action plan for 2020 vegetation maintenance and PSPS resilience and response - Refine communication plan for coordinated public announcements					
	(2) Once complete, review the Active Transportation Plan (ATP) and develop phased implementation of pedestrian, bicycle and vehicle mobility and safety improvement options	- City Manager - Police - Public Works - Community Development	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Engineering and design consulting (\$)
		- Present the ATP for final adoption - Identify priority projects for inclusion in CIP planning - Seek grant funding						
	(3) Create a bicycle patrol team for enhanced patrol of open space, trail systems and commercial districts	Police	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Equipment purchases (\$)
		- Establish program objectives and protocols - Finalize team members and assignments - Deploy and report out on outcomes						

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MAINTAIN QUALITY OF LIFE FOR CITY RESIDENTS								
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES
Support Affordable and Work Force Housing	(4) Consider increasing the inclusionary housing boundary	- Affordable Housing Council Committee - City Manager	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Planning consultant support (\$)
	(5) Complete the Accessory Dwelling Unit (ADU) Policy, Code and Program Revisions	Community Development	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Planning consultant support (\$)
	(6) Complete code and program revisions to implement Objective Design Standards for Mixed-Use Developments	Community Development	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Planning consultant support (\$)

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MAINTAIN QUALITY OF LIFE FOR CITY RESIDENTS								
OBJECTIVE	PROJECT	PROJECT LEAD	TIMELINE / MILESTONES					RESOURCES
Complete Major Capital Planning	(7) Complete assessment and major capital planning for the Scotts Valley Branch Library, wastewater treatment plant, Public Works building, streets and roads, public facilities and parks	- City Manager - Management Team - Library Renovations Council Committee	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Consultant support for design, engineering, planning and WWTP facility master plan (\$)
Advance Parks Master Planning	(8) Develop a work plan, engagement strategy and consultant scope for a new Parks Master Plan process in FY 2021/22	- Recreation - Public Works - City Manager	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Consultant support for outreach and plan drafting (\$)
Complete Major Capital Planning	(7) Complete assessment and major capital planning for the Scotts Valley Branch Library, wastewater treatment plant, Public Works building, streets and roads, public facilities and parks	- City Manager - Management Team - Library Renovations Council Committee	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Consultant support for design, engineering, planning and WWTP facility master plan (\$)
Advance Parks Master Planning	(8) Develop a work plan, engagement strategy and consultant scope for a new Parks Master Plan process in FY 2021/22	- Recreation - Public Works - City Manager	Apr- June 20	July - Sept 20	Oct- Dec 20	Jan - Mar 21	Apr- June 21	Consultant support for outreach and plan drafting (\$)