



# A G E N D A

Meeting of the  
**Scotts Valley City Council**  
**In-Person and Remote Access**  
**Date: February 15, 2023**  
**Time: 6:00 PM**

| CONTACT INFORMATION                                                                           | MEETING LOCATION                                                                                                                                                                                     | POSTING                                                                                                                                                                                   |
|-----------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City of Scotts Valley<br>1 Civic Center Drive<br>Scotts Valley, CA<br>95066<br>(831) 440-5600 | City Council Chambers<br>1 Civic Center Drive<br>Scotts Valley, CA 95066<br>OR<br>Zoom Video Conference<br><a href="https://us02web.zoom.us/j/83697177721">https://us02web.zoom.us/j/83697177721</a> | The agenda was posted<br>on 2-10-2023 at City<br>Hall, SV Senior Center,<br>SV Public Works and on<br>the Internet at<br><a href="http://www.scottsvalley.org">www.scottsvalley.org</a> . |

| ELECTED OFFICIALS                                                                                                                          | CITY STAFF MEMBERS                                                                                                                                                                                                |
|--------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Jack Dilles, Mayor<br>Randy Johnson, Vice Mayor<br>Donna Lind, Council Member<br>Derek Timm, Council Member<br>Allan Timms, Council Member | Mali LaGoe, City Manager<br>Kirsten Powell, City Attorney<br>Chris Lamm, Public Works Director<br>Ali Robinson, Recreation Division Manager<br>Cathie Simonovich, City Clerk<br>Lauren Lambert, Deputy 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, and via Zoom Webinar remote access.

### 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](http://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](http://www.scottsvalley.org).

### Public Participation:

The meeting will be available on Zoom and livestreamed to the City of Scotts Valley's YouTube channel: [City of Scotts Valley, California - YouTube](#)  
For those wishing to participate via Zoom you can join the following ways:  
Zoom Webinar meeting link: <https://us02web.zoom.us/j/83697177721>  
Or dial one of these numbers: (669) 900-9128 or (669) 444-9171  
Webinar ID: 836 9717 7721

Whether attendance is in-person or remote, you will be given opportunities to provide public comment at the appropriate times throughout the meeting. The time limit is up to 3 minutes for an individual, or 5 minutes for someone who is representing a group of three or more, at the discretion of the Mayor. Please note that this is not a question-and-answer time, but simply a time to provide comments to the Council. At the appropriate times during the meeting for public comment, on items not on the agenda, and on specific agenda items, the Mayor will announce that public comment will be accepted.

**How to comment via in-person attendance:**

Please proceed to the public comment podium when the Mayor opens the item for public comment.

**How to comment via Zoom Webinar:**

Use the webinar attendee option to "raise hand" when the Mayor opens the item for public comment. The Clerk will unmute you when it is your turn. If you have joined via Zoom phone call, dial \*9 or your phone to "raise your hand", and the Clerk will unmute you when it is your turn.

**CALL TO ORDER 6:00 PM**

**PLEDGE OF ALLEGIANCE and MOMENT OF SILENCE**

**ROLL CALL**

**SPECIAL SET MATTER**

Mayor's Proclamation celebrating Alfred Hitchcock Week: March 6<sup>th</sup> – March 12, 2023

**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.

**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.

#### **ALTERATIONS TO CONSENT AGENDA**

Council can remove or add items to the Consent Agenda.

#### **CONSENT AGENDA**

The Consent Agenda is comprised of items which are intended to be non-controversial and are approved without discussion. Persons wishing to speak on any item may request the item be moved to the Regular Agenda by raising their hand to be recognized by the Mayor. An item will only be moved from the Consent Agenda to the Regular Agenda if a City Council Member requests it to be moved and a majority of the Council agrees.

- A. Approve meeting minutes of 01-30-2023/01-31-2023 and 02-01-2023
- B. Approve check registers dated 01-30-2023, 02-02-2023, and 02-09-2023

#### **ALTERATIONS TO REGULAR AGENDA**

Council can remove or add items to the Regular Agenda.

#### **REGULAR AGENDA**

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

- 1. Fiscal Year 2023-2024 Strategic Goals and Mission, Vision, Values statements
- 2. City hosted 4<sup>th</sup> of July event budget review and City Staff recommendations for 2023

#### **PUBLIC HEARING(S)** (To be heard after 6:30 p.m.)

- 1. Public Hearing for CDBG Contract 20-CDBG-SV2-3-00291
  - Open public hearing
  - Close public hearing
  - Staff Recommendation: Direct staff to submit the required close-out documents per the requirements.

#### **REGULAR AGENDA (resumed)**

- 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 labor negotiator regarding employee negotiations with Scotts Valley Police Bargaining Unit and the Scotts Valley Police Supervisors Association.

Legal Authority: Government Code Section 54957.6

Staff Present: City Manager, City Attorney, Chief of Police, Administrative Services Director

- (2) Conference with legal counsel regarding existing litigation.

Legal Authority: Government Code 54956.9

Name of Case: GRANT PARK ASSOCIATION ADVOCATES, ET AL. v. CALIFORNIA DEPARTMENT OF PUBLIC HEALTH, ET AL. – Joining Amicus Brief filed by City of Santa Cruz

Staff Present: City Manager, City Attorney, Chief of Police

#### **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) 440-5600 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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# City of Scotts Valley

## Mayor's Proclamation

*Celebrating Alfred Hitchcock Week - March 6th through 12th, 2023*

**WHEREAS**, March 12th is celebrated as National Hitchcock Day each year; and

**WHEREAS**, the Scotts Valley Community Theater Guild, supported by the Exchange Club of Scotts Valley and Scotts Valley Historical Society, is producing a Hitchcock Festival March 10 and 11 at the Scotts Valley Cultural & Performing Arts Center; and

**WHEREAS**, Alfred Hitchcock and his wife Alma Reville were a force of nature in the Motion Picture industry in England. And it wasn't long before Hollywood beckoned them to come Stateside; and

**WHEREAS**, in 1940 Alfred and Alma purchased the 200-acre estate in Scotts Valley known as "Heart o' the Mountains", their home away from the bustle of Hollywood for 30 years; and

**WHEREAS**, Alfred and Alma invited many celebrities to come stay at their retreat. Stars of stage and screen like Ingrid Bergman, Cary Grant, James Stewart, Kim Novak and Grace Kelly visited them. Robert Cummings loved to fly into Skypark Airport for a weekend getaway. Princess Grace and the Prince of Monaco visited many times and were their life-long friends; and

**WHEREAS**, Local restaurant owners welcomed the Hitchcocks in their restaurants. The Old Danish Inn in Scotts Valley was visited many times by Alfred and Alma. Gilda's on the wharf, the Palomar Inn Downtown, and Adolph's were Alfred's favorites. He also loved to visit United Cigar in Santa Cruz, where he would get Hollywood newspapers and his favorite cigars; and

**WHEREAS**, Alfred made many movies from his Northern California compound. He left a legacy of wonderful movies and TV shows for us to still enjoy today.

**WHEREAS, NOW, THEREFORE, I**, Jack Dilles, as Mayor of the City of Scotts Valley, on behalf of the entire City Council, do hereby recognize Alfred Hitchcock, well-known citizen of the world and Scotts Valley resident, for his great contributions to the film world and love of Scotts Valley; and hereby declare the week of March 6th through March 12th, 2023 as "Alfred Hitchcock Week."



*Jack Dilles*

Jack Dilles, Mayor

Signed and sealed this 15th day of February 2023



# MINUTES

Special Study Session of the  
**Scotts Valley City Council**  
**Date: January 30-31, 2023**  
**Time: 9:00 AM**

| CONTACT INFORMATION                                                                        | MEETING LOCATION                                                                                 | POSTING                                                                                                                                                                              |
|--------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City of Scotts Valley<br>1 Civic Center Drive<br>Scotts Valley, CA 95066<br>(831) 440-5600 | Four Points by Sheraton<br>5030 Scotts Valley Drive<br>Scotts Valley, CA 95066<br>(831) 438-1500 | The agenda was posted on<br>1-27-23 at City Hall, SV Senior<br>Center, SV Public Works and on<br>the Internet at<br><a href="http://www.scottsvalley.org">www.scottsvalley.org</a> . |

|                      |                |
|----------------------|----------------|
| <b>CALL TO ORDER</b> | <b>9:00 AM</b> |
|----------------------|----------------|

The meeting was called to order at 9:06 AM on January 30, 2023.

| ROLL CALL                                                                                                                                                                |                                                                                                                                                                                                                                                                                                                                                                                                                         |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ELECTED OFFICIALS PRESENT:<br>Jack Dilles, Mayor<br>Randy Johnson, Vice Mayor<br>Donna Lind, Council Member<br>Derek Timm, Council Member<br>Allan Timms, Council Member | CITY STAFF MEMBERS:<br>Mali LaGoe, City Manager<br>Kirsten Powell, City Attorney<br>Steve Walpole, Chief of Police<br>Taylor Bateman, Community Development Director<br>Chris Lamm, Public Works Director/City Engineer<br>Ali Robinson, Recreation Division Manager<br>Phillip Linarte, Senior Civil Engineer<br>Selina Andrews, Finance Manager<br>Cathie Simonovich, City Clerk<br>Lauren Lambert, Deputy City Clerk |

|                            |
|----------------------------|
| <b>PUBLIC COMMENT TIME</b> |
|----------------------------|

No one from the public came forward.

|                              |
|------------------------------|
| <b>SPECIAL SET MATTER(S)</b> |
|------------------------------|

**Strategic Planning 2023 summary of presentation/discussion items:**

- 2022 Strategic Plan update and City Manager year in review and goals for 2023 presented by Mali LaGoe, City Manager

Date:

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- Mid-year budget update presented by Selina Andrews, Finance Manager; Mali LaGoe, City Manager; and Steve Toler and Don Rhodes from Baker Tilly.
- Public Works Department/Capital Improvement Plan (CIP) update presented by Chris Lamm, Public Works Director.
- Recreation Update presented by Chris Lamm, Public Works Director; and Ali Robinson, Recreation Division Manager.
- 4<sup>th</sup> of July event discussion presented by Chris Lamm, Public Works Director; and Ali Robinson, Recreation Division Manager.
- Police Department Updates presented by Chief Steve Walpole, Captain Scott Garner, and Captain Jayson Rutherford.
- Community Development updates presented by Taylor Bateman, Community Development Director.
- Town Center Update presented by Dara Sanders and Aaron Aknin from Good City Company.
- Legislative Issues presented by Kirsten Powell, City Attorney.
- Community Engagement Plan for 2023 presented by Mali LaGoe, City Manager.
  - Michael Shulman, a resident of Scotts Valley, spoke after the Community Engagement segment and noted that he was impressed and excited about the community engagement news, and that we wished more people could have heard that message.
- Mission, Vision, Values statements review presented by Mali LaGoe, City Manager.
- 2023 Strategic Goals discussion lead by Mali LaGoe, City Manager.
- Long range budget planning discussions lead by Mali LaGoe, City Manager; and Steve Toler from Baker Tilly.

## **ADJOURNMENT**

The meeting adjourned at 4:27 PM on January 31, 2023.

*Date:*

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Approved: \_\_\_\_\_  
Jack Dilles, Mayor

Attest: \_\_\_\_\_  
Cathie Simonovich, City Clerk



# MINUTES

Meeting of the  
**Scotts Valley City Council**  
**In-Person and Remote Access**  
**Date: February 1, 2023**  
**Time: 6:00 PM**

| CONTACT INFORMATION                                                                        | MEETING LOCATION                                                                                      | POSTING                                                                                                                                                                   |
|--------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| City of Scotts Valley<br>1 Civic Center Drive<br>Scotts Valley, CA 95066<br>(831) 440-5600 | City Council Chambers<br>1 Civic Center Drive<br>Scotts Valley, CA 95066<br>and Zoom Video Conference | The agenda was posted<br>at City Hall, SV Senior Center,<br>SV Public Works and on the<br>Internet at<br><a href="http://www.scottsvalley.org">www.scottsvalley.org</a> . |

## 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:

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

#### CITY STAFF MEMBERS PRESENT:

Mali LaGoe, City Manager  
Kirsten Powell, City Attorney  
Cathie Simonovich, City Clerk  
Laurent Lambert, Deputy City Clerk

## COMMITTEE REPORTS

CM Lind attended a Santa Cruz Metropolitan Transit District (METRO) meeting, and they are launching a Countywide program for youth (grades K-12) to ride free beginning March 1, 2023. METRO is also launching Transit Equity Week on February 4, 2023 by providing free fares for Transit Equity Day, and they will host several other events throughout the week. CM Lind attended the unveiling of the newly wrapped transit buses. A portion of the proceeds from the fares on these buses will support the Bay of Life Program and the Monterey Bay National Marine Sanctuary Foundation (for every 25 rides, \$10 will be donated to one of these two charities as designated by the rider).

CM Lind attended a Criminal Justice Council meeting, and they are starting the next study on behavioral health which will deal with the courts and jails.



*Date:*

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CM Lind reported that several of the Council Members attended an event hosted by Comcast today where they provided free laptops to needy families. They also had free movies, food, and they presented \$50k check that will be shared equally by Community Bridges and the United Way to assist with the flood recovery in our community. A huge thank you to Comcast for doing this.

Mayor Dilles welcomed the Leadership Santa Cruz Group to Local Government Day which was held in the Council Chambers. He spoke to the group about why he ran for Council, and both Mayor Lind and City Manager LaGoe also presented to the group.

Mayor Dilles attended a meeting of the Library Financing Authority where they approved the revised library revenues for this year.

Mayor Dilles attended the Santa Cruz County Chamber of Commerce annual meeting, along with CM Timm and CM Lind. CM Lind presented a Mayor's proclamation to Chris Maffia who was being celebrated by the Chamber for her long career and years of service to the community. Santa Cruz Mayor Fred Keeley spoke at this event.

Mayor Dilles attended the Second Harvest Food Bank Blue Ribbon Committee where they discussed the selection of the Hunger Fighter of the Year. The recipient will be announced soon.

Mayor Dilles attended a meeting of the Santa Margarita Ground Water Agency along with CM Timms who attended virtually as the alternate representative. They discussed the \$2.6 million State grant application which will assist with groundwater sustainability plans.

Mayor Dilles, along with City Manager LaGoe, attended the City Selection Committee and CM Timm was appointed as a representative from Scotts Valley City Council to the Visit Santa Cruz Board. The Mayor's Selection Committee also provided names to the Speaker of the Assembly Anthony Rendon identifying people who might be considered for an appointment to the Coastal Commission. They heard from Santa Cruz County about cash flow issues associated with the recent storms, and they are talking about having to borrow money to bridge the gap while waiting for money from the Federal Emergency Management Agency (FEMA).

Mayor Dilles attended the League of California Cities Revenue and Taxation Committee. This Committee is currently advocating for more housing dollars and no financial takeaways from local government. There is \$100 million in the budget to fight Fentanyl drug abuse and at the same time the State is considering closing more jails. Also discussed was the need for more incentives for Cities to add more housing. They heard information on the State budget, and they heard a presentation about sales taxes. Finally, they discussed concerns over a new State initiative called the Taxpayer Protection and Government Accountability Act, which would make it much harder for Cities to pass or expand taxes.

Date:

**CITY MANAGER REPORT**

**Vision Zero Grant:** The Public Works Department partnered with Santa Cruz County and other Cities to submit a grant application to the Federal Traffic Safety program for Vision Zero, and this grant has been fully funded. The City will now work with other Cities to reduce pedestrian injuries and deaths across the County.

**Shaded Fuel Break:** City Manager LaGoe attended a meeting with the Resource Conservation District regarding a shaded fuel break which will stretch 5.5 miles along the ridge between Zayante and Lockhart Gulch and is funded through CalFire. This project will take approximately one year in the planning and environmental assessment stage, and they expect to begin construction near the end of 2024. This is an important regional project and is already a great collaborative effort between Santa Cruz County, CalFire, the Cities and the Fire Protection Districts.

**City of Scotts Valley Website Redesign:** The launch of the newly redesigned website is on track for mid-March. City Manager LaGoe thanked the staff involved with working on this project, as this will be a huge improvement to our City's website.

**New Senior Planner:** City Manager LaGoe introduced Sarah Wikle who is the new Senior Planner for the City. We are very excited to have Sarah as part of the City of Scotts Valley team!

**PUBLIC COMMENT TIME**

Victor Alejandro, a resident of Scotts Valley and also the President of the Exchange Club and the Treasurer of the Scotts Valley Chamber of Commerce, spoke about National Hitchcock Day on March 12<sup>th</sup> and the plans for an inaugural National Hitchcock Festival in Scotts Valley with a series of activities to engage the community and provide a fundraiser for the Scotts Valley Community Theater. Activities will include speakers, movies, a costume party, and more. Sponsors and volunteers are needed for this event.

CM Lind announced that the Fallen Officers Ball will be on February 25, 2023 at the Cocoanut Grove and tickets can be purchased on the website at [www.scfof.org](http://www.scfof.org). If you would like to donate to the silent or live auction please send a message through the website or contact CM Lind directly.

**APPROVAL OF CONSENT AGENDA WITH NO ALTERATIONS**

**M/S: Lind/Timm**

**To approve the Consent Agenda.**

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



Date:

### **CONSENT AGENDA**

- A. Approve City Council regular meeting minutes of 12-07-2022 and 01-18-2023; and special meeting minutes of 01-18-2023
- B. Approve check registers dated 01-19-2023 and 01-26-2023
- C. Second reading and adoption of Ordinance No. 16-ZC-232 to change the zoning on Lot 1 from Service Commercial (C-S) to Medium High Residential (R-M-6) and Ordinance No. 16-ZC-233 approving a planned development district overlay (PD18-002) for the development of mixed-use commercial and residential development which includes 24,973 sf. of commercial, eight townhomes, and 44 apartments, on a 3.56 acre parcel located at the intersection of Mt. Hermon Road and Glen Canyon Road/APN 022-162-76

### **APPROVAL OF THE REGULAR AGENDA WITH NO ALTERATIONS**

***M/S: Lind/Timms***

***To approve the Regular Agenda.***

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

### **REGULAR AGENDA**

- 1. Future Council agenda items  
None.

### **CONVENE TO CLOSED SESSION**

City Attorney Powell announced that the City Council will convene to closed session at 6:23 PM to discuss the following item:

- (1) Public Employee Annual Performance Evaluation
  - Legal Authority: Government Code Section 54957(b)(1)
  - Position: City Manager
  - Staff Present: City Manager, City Attorney

### **RECONVENE TO OPEN SESSION**

The City Council reconvened to open session at 7:30 PM.

### **REPORT ON ACTION TAKE DURING CLOSED SESSION**

Mayor Dilles announced that there was nothing to report.

Date:

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**ADJOURNMENT**

The meeting adjourned at 7:30 PM.

Approved: \_\_\_\_\_  
Jack Dilles, Mayor

Attest: \_\_\_\_\_  
Cathie Simonovich, City Clerk

AGENDA ITEM B

DATE: 02-15-2023

SCOTTS VALLEY ACCOUNTS PAYABLE  
01/30/2023 18:57:38 Check Register

CITY OF SCOTTS VALLEY  
GL050S-V08.19 COVERPAGE  
GL540R

Report Selection:

RUN GROUP... 013023 COMMENT... 01/30/2023 A/P

DATA-JE-ID DATA COMMENT  
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W-01302023-560 01/30/2023 A/P

Run Instructions:

| Jobq | Banner | Copies | Form | Printer | Hold | Space | LPI | Lines | CPI | CP | SP | RT |
|------|--------|--------|------|---------|------|-------|-----|-------|-----|----|----|----|
| L    |        | 01     |      |         | Y    | S     | 6   | 066   | 10  |    |    |    |

SCOTTS VALLEY ACCOUNTS PAYABLE  
CITY OF SCOTTS VALLEY  
01/30/2023 18:57:38  
GL540R-V08.19 PAGE 1

Check Register

| BANK   | VENDOR                   | CHECK# | DATE     | AMOUNT   |     |
|--------|--------------------------|--------|----------|----------|-----|
| BA     | GENERAL CHECKING ACCOUNT |        |          |          |     |
| 002083 | UNITED STATES TREASURY   | 125965 | 01/30/23 | 2,999.99 |     |
|        | GENERAL CHECKING ACCOUNT |        |          | 2,999.99 | *** |

SCOTTS VALLEY ACCOUNTS PAYABLE  
CITY OF SCOTTS VALLEY  
01/30/2023 18:57:38  
GL540R-V08.19 PAGE 2

Check Register

| BANK           | VENDOR | CHECK# | DATE | AMOUNT   |
|----------------|--------|--------|------|----------|
| REPORT TOTALS: |        |        |      | 2,999.99 |

RECORDS PRINTED - 000001

SCOTTS VALLEY ACCOUNTS PAYABLE  
CITY OF SCOTTS VALLEY  
01/30/2023 18:57:38  
GL060S-V08.19 RECAPPAGE

Check Register

GL540R

FUND RECAP:

| FUND            | DESCRIPTION | DISBURSEMENTS |
|-----------------|-------------|---------------|
| ----            | -----       |               |
| 001             | GENERAL     | 2,999.99      |
| TOTAL ALL FUNDS |             | 2,999.99      |

BANK RECAP:

| BANK            | NAME                     | DISBURSEMENTS |
|-----------------|--------------------------|---------------|
| ----            | -----                    |               |
| BA              | GENERAL CHECKING ACCOUNT | 2,999.99      |
| TOTAL ALL BANKS |                          | 2,999.99      |

SCOTTS VALLEY ACCOUNTS PAYABLE  
02/02/2023 17:13:41 Check Register

CITY OF SCOTTS VALLEY  
GL050S-V08.19 COVERPAGE  
GL540R

Report Selection:

RUN GROUP... 020223 COMMENT... 02/02/2023 A/P

DATA-JE-ID DATA COMMENT  
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W-02022023-562 02/02/2023 A/P

Run Instructions:

| Jobq | Banner | Copies | Form | Printer | Hold | Space | LPI | Lines | CPI | CP | SP | RT |
|------|--------|--------|------|---------|------|-------|-----|-------|-----|----|----|----|
| L    |        | 01     |      |         | Y    | S     | 6   | 066   | 10  |    |    |    |



| BANK   | VENDOR                   | CHECK# | DATE     | AMOUNT    |
|--------|--------------------------|--------|----------|-----------|
| BA     | GENERAL CHECKING ACCOUNT |        |          |           |
| 003342 | ACCENT CLEAN & SWEEP INC | 125966 | 02/02/23 | 3,181.75  |
| 002066 | AC3                      | 125967 | 02/02/23 | 2,500.00  |
| 001405 | AFLAC-FLEX ONE           | 125968 | 02/02/23 | 1,103.45  |
| 004057 | ANDREWS/SELINA           | 125969 | 02/02/23 | 50.00     |
| 004029 | ARMSTRONG/AMANDA         | 125970 | 02/02/23 | 50.00     |
| 000097 | AT&T                     | 125971 | 02/02/23 | 1,047.22  |
| 001928 | BATEMAN/TAYLOR           | 125972 | 02/02/23 | 50.00     |
| 001373 | BAY TREE, LLC            | 125973 | 02/02/23 | 3,620.38  |
| 004067 | BEERS/OLIVIA             | 125974 | 02/02/23 | 50.00     |
| 003170 | BOGARD CONSTRUCTION INC  | 125975 | 02/02/23 | 500.00    |
| 005037 | BUCHANAN/LOGAN           | 125976 | 02/02/23 | 50.00     |
| .15924 | CAL STATE MONTEREY BAY   | 125977 | 02/02/23 | 375.00    |
| 001633 | CAL-WEST LIGHTING & SIGN | 125978 | 02/02/23 | 5,664.58  |
| 003915 | CALIFORNIA DEPARTMENT OF | 125979 | 02/02/23 | 33.20     |
| 003887 | CHEUNG/ATHENA            | 125980 | 02/02/23 | 50.00     |
| 003656 | CIVICPLUS                | 125981 | 02/02/23 | 9,548.28  |
| 002091 | COMCAST                  | 125982 | 02/02/23 | 359.51    |
| 004003 | DREW DDS/ALLYSON S       | 125983 | 02/02/23 | 364.80    |
| 000202 | FEDERAL EXPRESS          | 125984 | 02/02/23 | 344.79    |
| 004039 | GARNER/SCOTT             | 125985 | 02/02/23 | 50.00     |
| 004093 | GERA/BEAUJO              | 125986 | 02/02/23 | 50.00     |
| 001881 | GRAINGER                 | 125987 | 02/02/23 | 58.82     |
| 003706 | GRANADOS/JUSTIN          | 125988 | 02/02/23 | 50.00     |
| 004059 | HAROS/JOANNA             | 125989 | 02/02/23 | 50.00     |
| 003944 | HEBARD/TYLER             | 125990 | 02/02/23 | 50.00     |
| 001841 | IDEXX LABORATORIES, INC. | 125991 | 02/02/23 | 1,814.88  |
| 003976 | INTRADO LIFE & SAFETY    | 125992 | 02/02/23 | 7,294.77  |
| 001660 | KING/KATI                | 125993 | 02/02/23 | 50.00     |
| 005005 | KRUSEE/RANDALL           | 125994 | 02/02/23 | 50.00     |
| 005062 | KUBOTA DDS/GARRETT       | 125995 | 02/02/23 | 285.60    |
| 004018 | LAMBERT/LAUREN           | 125996 | 02/02/23 | 50.00     |
| 004046 | LAMM/CHRIS               | 125997 | 02/02/23 | 50.00     |
| 005036 | LINARTE/PHILLIP          | 125998 | 02/02/23 | 50.00     |
| 001673 | LINCOLN FINANCIAL GROUP  | 125999 | 02/02/23 | 1,450.49  |
| 003389 | LOCKE/CERINA             | 126000 | 02/02/23 | 50.00     |
| 003913 | LONG/AMANDA              | 126001 | 02/02/23 | 50.00     |
| 001591 | MARKELL/ROD              | 126002 | 02/02/23 | 1,974.00  |
| 001815 | MC GRATH/TRISH           | 126003 | 02/02/23 | 50.00     |
| 005007 | METOYER/ARTHUR           | 126004 | 02/02/23 | 50.00     |
| 002078 | METRO MOBILE COMMUNICATI | 126005 | 02/02/23 | 2,242.76  |
| 001418 | MONTEREY REGIONAL        | 126006 | 02/02/23 | 7,720.80  |
| 005056 | NEWT GARDEN LLC          | 126007 | 02/02/23 | 3,506.00  |
| 003766 | ORMONDE/ROBERT           | 126008 | 02/02/23 | 50.00     |
| 000101 | PACIFIC GAS & ELECTRIC C | 126009 | 02/02/23 | 57,372.53 |
| .15925 | PARS                     | 126010 | 02/02/23 | 118.75    |
| 005061 | PFEFFERKORN/ALLISON      | 126011 | 02/02/23 | 50.00     |
| 001615 | PIONEER AMERICAS LLC 107 | 126012 | 02/02/23 | 4,980.26  |
| 001097 | PRODESSE PROPERTY GROUP  | 126013 | 02/02/23 | 3,523.52  |

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|      | 001118 RUTHERFORD/JAYSON        | 126015 | 02/02/23 | 50.00      |     |
|      | 005042 SANTA CRUZ STAFFING LLC  | 126016 | 02/02/23 | 607.50     |     |
|      | 004092 SIMONOVICH/CATHIE        | 126017 | 02/02/23 | 50.00      |     |
|      | 002065 SOTO/ART                 | 126018 | 02/02/23 | 50.00      |     |
|      | 005052 SOUTH/SARA               | 126019 | 02/02/23 | 50.00      |     |
|      | 003958 STANDEN/BENJAMIN         | 126020 | 02/02/23 | 54.00      |     |
|      | 001844 STERLING WATER TECHNOLOG | 126021 | 02/02/23 | 2,880.00   |     |
|      | 005019 STOCKER/CORIE            | 126022 | 02/02/23 | 50.00      |     |
|      | 003757 SWEDBERG ELECTRIC INC.   | 126023 | 02/02/23 | 2,476.50   |     |
|      | 003973 THOMAS/TYLER             | 126024 | 02/02/23 | 50.00      |     |
|      | 001831 USA BLUE BOOK            | 126025 | 02/02/23 | 668.81     |     |
|      | 000151 VISION SERVICE PLAN      | 126026 | 02/02/23 | 1,197.00   |     |
|      | 003145 WAGE WORKS               | 126027 | 02/02/23 | 425.66     |     |
|      | 000443 WALPOLE/STEVE            | 126028 | 02/02/23 | 125.00     |     |
|      | 005018 WATSONVILLE DIESEL       | 126029 | 02/02/23 | 1,176.60   |     |
|      | 005053 WENTWORTH/CODY           | 126030 | 02/02/23 | 50.00      |     |
|      | 003971 WIZIX TECHNOLOGY GROUP,  | 126031 | 02/02/23 | 17.00      |     |
|      | GENERAL CHECKING ACCOUNT        |        |          | 132,114.21 | *** |

SCOTTS VALLEY ACCOUNTS PAYABLE  
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| BANK           | VENDOR | CHECK# | DATE | AMOUNT     |
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| REPORT TOTALS: |        |        |      | 132,114.21 |

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FUND RECAP:

| FUND            | DESCRIPTION                  | DISBURSEMENTS |
|-----------------|------------------------------|---------------|
| ----            | -----                        |               |
| 001             | GENERAL                      | 39,662.50     |
| 002             | RECYCLING/ENVIRONMENTAL      | 3,181.75      |
| 004             | RECREATION                   | 5,910.88      |
| 010             | WASTEWATER OPERATIONS        | 67,216.09     |
| 011             | TERTIARY TREATMENT PLANT     | 4,264.54      |
| 019             | AFFORDABLE HOUSING           | 1,974.00      |
| 023             | SVRDA SUCCESSOR AGENCY       | 7,143.90      |
| 028             | SENIOR CENTER                | 995.07        |
| 050             | PINEWOOD EST LNDSCP MAINT DT | 10.18         |
| 077             | SKYPARK MAINT ASSESS DIST    | 30.54         |
| 088             | LIBRARY FACILITIES-MEAS "S"  | 500.00        |
| 112             | DENTAL INS INTERNAL SERV     | 775.40        |
| 123             | COMMUNITY FACILITY CENTER    | 449.36        |
| TOTAL ALL FUNDS |                              | 132,114.21    |

BANK RECAP:

| BANK            | NAME                     | DISBURSEMENTS |
|-----------------|--------------------------|---------------|
| ----            | -----                    |               |
| BA              | GENERAL CHECKING ACCOUNT | 132,114.21    |
| TOTAL ALL BANKS |                          | 132,114.21    |

SCOTTS VALLEY ACCOUNTS PAYABLE  
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Report Selection:

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W-02092023-586 02/09/2023 A/P

Run Instructions:

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| 000182 | A SIGN ASAP              | 126032 | 02/09/23 | 332.49    |
| 000041 | ACC BUSINESS             | 126033 | 02/09/23 | 1,218.93  |
| 003919 | ACCO ENGINEERED SYSTEMS  | 126034 | 02/09/23 | 1,264.20  |
| 003497 | ALVAREZ INDUSTRIES, INC  | 126035 | 02/09/23 | 256.00    |
| 000563 | APPI                     | 126036 | 02/09/23 | 921.81    |
| 005043 | BAKER TILLY US, LLP      | 126037 | 02/09/23 | 39,240.00 |
| 001593 | BENEDICT DDS/NANNETTE    | 126038 | 02/09/23 | 129.00    |
| 000437 | BRASS KEY LOCKSMITH      | 126039 | 02/09/23 | 195.03    |
| 004083 | BRIGHTVIEW LANDSCAPE     | 126040 | 02/09/23 | 8,333.00  |
| 003894 | BURKE, WILLIAMS & SORENS | 126041 | 02/09/23 | 1,351.50  |
| 001566 | BUSINESS WITH PLEASURE   | 126042 | 02/09/23 | 303.55    |
| 003119 | CALIFORNIA SOCIETY OF    | 126043 | 02/09/23 | 125.00    |
| 001553 | CARD SHARK INC/THE       | 126044 | 02/09/23 | 163.53    |
| 003668 | CARNEY/HANNAH            | 126045 | 02/09/23 | 207.00    |
| 000756 | CENTRAL HOME SUPPLY      | 126046 | 02/09/23 | 971.58    |
| 002091 | COMCAST                  | 126047 | 02/09/23 | 167.82    |
| .15927 | COUNTY OF SANTA CRUZ     | 126048 | 02/09/23 | 400.00    |
| .15926 | DAY ONE SOLAR ENERGY NOW | 126049 | 02/09/23 | 415.00    |
| 004091 | DEERE & COMPANY          | 126050 | 02/09/23 | 17,418.14 |
| 001597 | ENVIRONMENTAL INNOVATION | 126051 | 02/09/23 | 8,140.00  |
| 000202 | FEDERAL EXPRESS          | 126052 | 02/09/23 | 301.37    |
| 004039 | GARNER/SCOTT             | 126053 | 02/09/23 | 207.00    |
| 005065 | GRAHAM/CHLOE             | 126054 | 02/09/23 | 207.00    |
| 001881 | GRAINGER                 | 126055 | 02/09/23 | 2,496.31  |
| 003630 | JACOBSEN/KIARA           | 126056 | 02/09/23 | 207.00    |
| 000934 | JOHN'S ELECTRIC MOTOR SE | 126057 | 02/09/23 | 200.39    |
| 004024 | K & D LANDSCAPING, INC.  | 126058 | 02/09/23 | 6,869.43  |
| 003726 | LE DDS/VU                | 126059 | 02/09/23 | 125.00    |
| 000078 | LLOYD'S TIRE SERVICE INC | 126060 | 02/09/23 | 276.50    |
| 000083 | MISSION UNIFORM SERVICE  | 126061 | 02/09/23 | 1,156.92  |
| 003685 | MONTEREY BAY ANALYTICAL  | 126062 | 02/09/23 | 122.00    |
| 000323 | NBS GOVERNMENT FINANCE G | 126063 | 02/09/23 | 3,437.94  |
| 003199 | NEW PIG CORPORATION      | 126064 | 02/09/23 | 308.93    |
| 001872 | NORTH CENTRAL LABORATORI | 126065 | 02/09/23 | 727.70    |
| 003766 | ORMONDE/ROBERT           | 126066 | 02/09/23 | 264.00    |
| 000098 | PALACE BUSINESS SOLUTION | 126067 | 02/09/23 | 5,154.97  |
| 004045 | PHILLIP D NEUMAN         | 126068 | 02/09/23 | 30,890.37 |
| 004031 | ROBERT WILLIAM PAYNE JR. | 126069 | 02/09/23 | 840.00    |
| 000135 | SAN LORENZO VALLEY WATER | 126070 | 02/09/23 | 45.01     |
| 000060 | SANTA CRUZ CHILDRENS DEN | 126071 | 02/09/23 | 209.60    |
| 003367 | SANTA CRUZ LIVE SCAN, IN | 126072 | 02/09/23 | 60.00     |
| 000127 | SANTA CRUZ SENTINEL      | 126073 | 02/09/23 | 1,541.95  |
| 000127 | SANTA CRUZ SENTINEL      | 126074 | 02/09/23 | 1,541.95  |
| 000127 | SANTA CRUZ SENTINEL      | 126075 | 02/09/23 | 238.40    |
| 005042 | SANTA CRUZ STAFFING LLC  | 126076 | 02/09/23 | 850.50    |
| 005063 | SARAH JANE MCARTHUR      | 126077 | 02/09/23 | 378.88    |
| 000128 | SCARBOROUGH LUMBER       | 126078 | 02/09/23 | 8,332.78  |
| 000319 | SCOTTS VALLEY CAR WASH   | 126079 | 02/09/23 | 64.94     |

Check Register

| BANK | VENDOR                         | CHECK# | DATE     | AMOUNT     |     |
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|      | 000133 SCOTTS VALLEY SPRINKLER | 126080 | 02/09/23 | 252.06     |     |
|      | 005046 SECURE SOLUTIONS        | 126081 | 02/09/23 | 1,579.64   |     |
|      | 000228 SOIL CONTROL LAB        | 126082 | 02/09/23 | 715.00     |     |
|      | 005064 SPARTAN ENGINEERING INC | 126083 | 02/09/23 | 630.90     |     |
|      | 002053 STEPFORD                | 126084 | 02/09/23 | 400.00     |     |
|      | 001113 STERICYCLE INC          | 126085 | 02/09/23 | 284.02     |     |
|      | 000143 SUMMIT UNIFORMS         | 126086 | 02/09/23 | 1,915.16   |     |
|      | 001085 SYCAL ENGINEERING INC   | 126087 | 02/09/23 | 3,148.22   |     |
|      | 005018 WATSONVILLE DIESEL      | 126088 | 02/09/23 | 10,380.46  |     |
|      | 003971 WIZIX TECHNOLOGY GROUP, | 126089 | 02/09/23 | 464.03     |     |
|      | GENERAL CHECKING ACCOUNT       |        |          | 168,379.91 | *** |

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| BANK           | VENDOR | CHECK# | DATE | AMOUNT     |
|----------------|--------|--------|------|------------|
| REPORT TOTALS: |        |        |      | 168,379.91 |

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FUND RECAP:

| FUND            | DESCRIPTION                  | DISBURSEMENTS |
|-----------------|------------------------------|---------------|
| ----            | -----                        |               |
| 001             | GENERAL                      | 124,526.97    |
| 002             | RECYCLING/ENVIRONMENTAL      | 6,435.00      |
| 004             | RECREATION                   | 1,568.31      |
| 010             | WASTEWATER OPERATIONS        | 13,182.71     |
| 011             | TERTIARY TREATMENT PLANT     | 461.08        |
| 028             | SENIOR CENTER                | 184.00        |
| 050             | PINEWOOD EST LNDSCP MAINT DT | 313.00        |
| 077             | SKYPARK MAINT ASSESS DIST    | 2,183.34      |
| 112             | DENTAL INS INTERNAL SERV     | 463.60        |
| 123             | COMMUNITY FACILITY CENTER    | 333.00        |
| 150             | GENERAL CAPITAL IMPROVEMENTS | 17,418.14     |
| 306             | SUPPL LAW ENFORCEMENT SRVS   | 931.88        |
| 312             | POLICE - BUDGET ACT OF 2016  | 378.88        |
| TOTAL ALL FUNDS |                              | 168,379.91    |

BANK RECAP:

| BANK            | NAME                     | DISBURSEMENTS |
|-----------------|--------------------------|---------------|
| ----            | -----                    |               |
| BA              | GENERAL CHECKING ACCOUNT | 168,379.91    |
| TOTAL ALL BANKS |                          | 168,379.91    |

## City of Scotts Valley CITY COUNCIL STAFF REPORT

**DATE:** February 15, 2023

**TO:** Honorable Mayor and City Council

**FROM:** Mali LaGoe, City Manager

**SUBJECT:** **FY23/24 STRATEGIC GOALS AND MISSION, VISION, VALUES STATEMENTS**

### **SUMMARY OF ISSUE**

On January 30-31, 2023 the City Council conducted a study session to discuss the City's strategic plan. Staff presented progress on the City's 2022 strategic goals, provided updates from each department, and supported the Council in a conversation regarding the City's long-term fiscal sustainability.

### **Strategic Goals**

The attached strategic goals were discussed at the study session and are presented here for the Council's consideration for adoption. The adoption of strategic goals at this time will inform staff's process of developing the Fiscal Year 2023/24 budget as well as an operational work plan for the coming year. However, in the next few months, leading up to the end of the current fiscal year on June 30, 2023, staff will also continue to focus on the 2022 strategic plan work items that are ongoing or haven't started yet.

The mid-year strategic plan update prepared and presented by staff is also attached and is posted on the City's website.

### **Mission, Vision, Values Statements**

The last time a City Mission Statement was drafted was in the early 1990s and the City Manager has prioritized establishing a new set of guiding statements for the organization. Over the last year, the City Manager engaged with all City Staff, the Management Team, the Executive Team and the City Council to share input on what is important to and special about Scotts Valley. The attached statements are not intended to be community-wide, rather they are intended to serve the organization, it's staff and leaders in the day-to-day decision making and culture of the City organization.

These statements, as drafted by and with input from staff, were presented to the City Council at the Strategic Planning study session with an option of presenting them at a regular City Council meeting for formal action. The advantage of the City Council

adopting these statements, rather than the City Manager, is to solidify the alignment of purpose from the staff to the Council level of the City organization.

**FISCAL IMPACT**

There is no fiscal impact of approving the Strategic Goals or Mission, Vision and Values statements. Funding for projects related to the Strategic Goals will be included in the FY23/24 draft budget, or brought separately, for Council for consideration.

**STAFF RECOMENDATION**

Staff recommends the City Council approve the 2023 Strategic Goals and Mission, Vision and Values Statements.

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### **Fiscal Year 2023/24 Strategic Goals**

- Identify additional revenue sources to support a thriving City.
- Invest in operational enhancements to improve the efficiency of day-to-day operations.
- Plan for the future by completing the General Plan update, Housing Element, and facilitating the future development of the Town Center.
- Explore new ways to connect and partner with local businesses to explore Scotts Valley's brand and competitive advantage.
- Re-establish recreation programming that supports the diverse interests of our community.
- Prioritize implementation of critical Wastewater infrastructure projects.
- Encourage civic engagement and improve transparency by launching the City's new website and OpenGov portal and increase use of digital media to share and receive information with Scotts Valley residents.
- Invest in improvements to bike and pedestrian safety.
- Support cultural events, art, and projects that celebrate Scotts Valley.



# 2022-23 Strategic Plan

January 2023 update





# Introduction

## Report Description

Following the City Manager's summary on the next page, this report is organized in two sections. The first section on pages 4-5 contains a quick status graphic organized by the City Council's Goals. Each goal was assigned three strategies and several tactics (or projects) that were identified as priorities to focus on in the next 1-2 years. The quick status symbols show what is going well and where the City is not making as much progress as anticipated.

The second section on pages 6-9 is a Project Matrix that describes in some detail what activities have occurred for each of the 36 total tactics or projects.

## Quick Status Symbols

-  Green means the project is progressing as expected. It's "on track" to be completed as planned.
-  Yellow means the project or tactic is being monitored or has been started but needs more resources or attention.
-  Red means we're running into challenges and aren't progressing as we'd hoped.
-  Blue means the activity isn't planned to start yet, but will start later in the year.



# Summary

## Goal I:

*Ensure long-term  
financial stability*

## Goal II:

*Encourage business  
development and  
expand the City's  
economic base*

## Goal III:

*Implement operational  
initiatives to enhance  
City services*

## Goal IV:

*Maintain quality of life  
for residents*



Mayor Dilles and Honorable City Councilmembers,

This strategic plan update reviews progress on the City Council's four strategic goals and the work that is underway to achieve them. After the Council met in the spring to discuss these goals and the City's priorities, staff developed a matrix of strategies and tactics that are achievable in the next 1—2 years to move the city toward your goals (listed to the left).

This update reflects the work that has been in progress in the second quarter of the Fiscal Year 22/23 utilizing the resources allocated in the current City budget.

As we recover from the pandemic, we're focused on ensuring the long term financial stability of the City by addressing the City's long-term pension obligations. With assistance from the City's financial advisors, and the City Council's ad-hoc subcommittee, we are working on an investment strategy to leverage the earmarked funds included in this year's budget. We will also assess the fees we charge for various services to align to cost recovery goals.

With a dozen new staff hired across the City this year, I am especially focused on ensuring they have the tools and technology needed to be successful. To that end, the City has implemented major upgrades to technology infrastructure and facilities, utilizing ARPA funds. From the council chamber to our police cars, modern equipment is being installed across the City to enhance services.

Our entire City team is focused on restoring and enhancing the quality of life of our residents. After bare-bones staffing before and during the pandemic, Measure Z has delivered the much needed revenue to rebuild our police staff, reinstating our motorcycle patrol and K9 unit. Through contracts with professional landscapers, our fields, parks, and medians are being regularly maintained, and with new staff, recreation programs are being restored and major capital projects are moving forward.

At this mid year mark, I am proud of what we have accomplished toward these goals and look forward to building upon this momentum as we finish FY 22/23 and prepare for FY 23/24.

Best regards,

Mali LaGoe, City Manager





## Goal I: Ensure long-term financial stability

### Stabilize revenue sources



Conduct Fee Study



Monitor and support tax revenue  
growth opportunities



Research potential  
new revenue sources

### Address pension and OPEB liability



Hire financial advisor to assess pension/OPEB  
cost containment tools



Once a strategy is developed,  
implement initial steps

### Strengthen financial forecasting tools



Implement OpenGov budget  
and finance software



Enhance 5 and 10 year  
forecasting tools



Develop tool to track  
economic performance



## Goal II: Encourage business development & expand the City's economic base

### Implement electronic systems & increase capacity for permit processing



Implement OpenGov software for  
permit processing



Implement OpenGov Business  
License software



Address staff shortage

### Prepare Town Center site for development



Complete soil clean up



Secure Santa Cruz parcels



Develop master site plan  
with stakeholder input

### Support post-pandemic economic recovery



Partner with the Chamber, SBDC and  
Workforce SCC to offer resources to  
Scotts Valley businesses



Partner with the Santa Cruz  
Arts Council to support Scotts  
Valley professional artists



Continue to seek resources to  
assist recovering businesses





# Goal III: Implement operational initiatives to enhance City services

## Implement Technology Solutions



Contract with a new IT service provider



Implement hardware upgrades at City Hall and Wastewater



Implement software solutions

## Enhance organizational structure



Develop City mission vision and values statements with staff



Increase bidirectional communication



Provide Diversity, Equity and Inclusion training to staff

## Seek community feedback on priorities and service satisfaction



Implement a survey tool to ask for resident feedback



Implement service request tool for public works



# Goal IV: Maintain quality of life for residents

## Maintain Police Service Levels



Invest in training, mentoring, resources for Officers



Upgrade facilities and technology where needed



Focus on succession planning for leadership PD positions

## Prioritize catch-up maintenance at City parks



Implement contracted landscape services for select areas



Prioritize CIP projects related to park infrastructure



Complete Parks Master Plan

## Support sense of community through gatherings, activities, inclusivity & arts



Implement recreation recommendations



Support Theatre Guild in opening Performance Arts Center



Promote Diversity, Equity and Inclusion in the SV community



Support local non-profit events



Provide grants to local non-profits serving SV

# Progress Matrix



## **GOAL I:** *Ensure long-term financial stability*

| Strategy 1:          | Stabilize Revenue Sources                                                                                                                                                                 |                                                                                                                                                                                                                                                                   |                                                                                                                  |
|----------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------|
| Tactic/Project       | Conduct Fee Schedule Study and prepare updated fees for FY23/24 meeting cost recovery goals                                                                                               | Monitor and support tax revenue growth opportunities under existing tax structure                                                                                                                                                                                 | Research potential new revenue sources                                                                           |
| Progress Update 1/23 | A consultant was selected, NBS, to perform the User Fee and Development Impact fee study. The first set of data has been sent over and a kick off meeting will be scheduled this quarter. | Sales tax reports are reviewed quarterly for trends, new business activity and declining business activity.<br><br>TOT Tax is recovering in part because of the partnership between 1440 and Salesforce. Residence Inn was approved, but construction is on hold. | City staff are monitoring regional trends in TOT rates, utility tax rates and opportunities for new tax revenue. |

| Strategy 2:          | Address Pension and OPEB Liability                                                                                                                                    |                                                                                                  |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------|
| Tactic/Project       | Hire a financial advisor to assess all pension/OPEB cost containment tools and develop strategy to manage/minimize liability                                          | Once a strategy is developed, implement initial steps                                            |
| Progress Update 1/23 | City Council adopted a Pension Funding Policy in December 2022 and directed the Subcommittee and staff to continue working with NHA to implement a Section 115 Trust. | Next step is to select a 115 Trust provider and bring a recommendation back to the City Council. |

| Strategy 3:          | Strengthen Financial Forecasting Tools                                                                                                                                                                                                            |                                                                                                                                                       |                                                                                                                                                                                                                    |
|----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tactic/Project       | Implement financial/budgeting software solution (ERP) to improve financial data and reporting                                                                                                                                                     | Enhance 5 and 10 year forecasting tool for multiple scenarios                                                                                         | Develop tool to track economic performance indicators                                                                                                                                                              |
| Progress Update 1/23 | The City continues to transfer data from the legacy system and is working with OpenGov on creating an online Budget Book. Staff is also working on the Chart of Accounts to begin the financial integration which should be completed end of '23. | The City received a demo from OpenGov on their forecasting software. Depending on capacity, staff looks to add this tool to current OpenGov services. | A dashboard is under construction to track economic indicators such as tax trends. This combined with OpenGov's reporting platform will provide the data needed to better forecast and track economic performance. |

# Progress Matrix



## **GOAL II:** *Encourage Business Development & Expand the City's Economic Base*

| <b>Strategy 1: Implement Electronic Systems &amp; Increase Capacity for Permit Processing</b> |                                                                                                   |                                                  |                                                                                                                               |
|-----------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|--------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------|
| Tactic/<br>Project                                                                            | Implement OpenGov software for permit processing                                                  | Implement OpenGov Business License software      | Address staffing shortages through recruitment and contracts                                                                  |
| Progress<br>Update 1/23                                                                       | Complete for subtrades. Working with SVFD and SVWD to route permits via OpenGov for their review. | Not started yet. Forecasted to begin in FY 23/24 | Staffing in Police and Public Works is stable and almost full. Staffing in Community Development continues to be a challenge. |

| <b>Strategy 2: Prepare Town Center Site for Development</b> |                                                                                                                                                          |                                                                                                                    |                                                                                                                                                                                                                                                                             |
|-------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tactic/<br>Project                                          | Complete surface level environmental clean up                                                                                                            | Secure site control for Santa Cruz parcels                                                                         | Develop master site plan with stakeholder input                                                                                                                                                                                                                             |
| Progress<br>Update 1/23                                     | Remedial Excavation Work Plan was approved by County Environmental health. The January storms have delayed the final drilling to prepare for excavation. | City staff is exploring opportunities to secure site control of the three parcels owned by the City of Santa Cruz. | <p>The City hired a consulting firm to review the Town Center Specific Plan and evaluate the need for updates due to changes in state law and current site conditions.</p> <p>The Town Center Subcommittee meets regularly to discuss the City's goals for the project.</p> |

| <b>Strategy 3: Support Post-Pandemic Economic Recovery</b> |                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                  |                                                                                           |
|------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------|
| Tactic/Project                                             | Partner with the Chamber, SBDC and Workforce Santa Cruz County to offer resources to all Scotts Valley businesses                                                                                                                                                                                      | Partner with the Santa Cruz Arts Council to support Scotts Valley professional artists                                                                           | Continue to seek resources to assist recovering businesses                                |
| Progress<br>Update 1/23                                    | <p>The City partnered with the Chamber and SBDC to allocated state funds for COVID economic relief. Ongoing reporting requirements continue for the City and awardees associated with this funding.</p> <p>The City regularly promotes small business support resources on its social media pages.</p> | <p>Funding was restored in the current budget to support SCAC.</p> <p>City staff met with SCAC staff to discuss opportunities for projects in Scotts Valley.</p> | The City continues to participate in the Chamber Economic Recovery Task Force activities. |



# Progress Matrix



## ***GOAL III: Implement Operational Initiatives to Enhance City Services***

| <b>Strategy 1: Implement Technology Solutions</b>                                 |                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                |
|-----------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tactic/<br>Project                                                                | Contract with a new IT service provider for tech support, cyber security and IT management                                                                                                                          | Implement hardware upgrades at City Hall and Wastewater                                                                                                                                                                                                                                                                                                                                                                                | Implement software solutions in Finance, Human Resources, Public Works and Community Development                                                                                                                                                                                                                                                                               |
| Progress<br>Update 1/23                                                           | After the competitive RFP process, the City awarded Cyber Ascend Technologies (CyAs Tech) the IT services contract until June 30, 2025.                                                                             | <p>Fiber internet was installed at City Hall vastly improving upload speeds.</p> <p>A new phone system was implemented Citywide, allowing for voicemail to email integration and a more streamlined phone tree for the community's ease.</p> <p>Audio/Video equipment for the City Council Chamber has been installed, with a few parts on backorder. The City has fully transitioned to hybrid and live streamed public meetings.</p> | <p>OpenGov implementation is underway in Community Development and Finance.</p> <p>The City contracted with KPay (Kronos) for timekeeping and payroll services. Implementation starts mid-January 2023.</p> <p>The City's website refresh project was kicked off and will include improved access to public documents with the new site planned to be live in Spring 2023.</p> |
| <b>Strategy 2: Enhance Organizational Culture</b>                                 |                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                |
| Tactic/<br>Project                                                                | Develop a City mission, vision, values statements as guiding documents with input from staff                                                                                                                        | Increase bidirectional communication about priorities, workload, problems and solutions                                                                                                                                                                                                                                                                                                                                                | Provide DEI training to all staff                                                                                                                                                                                                                                                                                                                                              |
| Progress<br>Update 1/23                                                           | Drafts have been created based on staff, leadership and Council input. The Management team will review the drafts before a final recommendation is made to the City Council.                                        | <p>A City-wide Teams site has been initiated for chat, announcements and file sharing.</p> <p>The Management Team now meets quarterly, with the next scheduled meeting on January 25. All staff meetings, and thank you lunches for staff provide opportunities for information sharing and relationship building.</p>                                                                                                                 | Staff received DEI training in October and City Council received the training in November.                                                                                                                                                                                                                                                                                     |
| <b>Strategy 3: Seek Community Feedback on Priorities and Service Satisfaction</b> |                                                                                                                                                                                                                     |                                                                                                                                                                                                                                                                                                                                                                                                                                        |                                                                                                                                                                                                                                                                                                                                                                                |
| Tactic/<br>Project                                                                | Implement a simple survey tool to ask for resident feedback about city amenities and services                                                                                                                       | Implement service request tool for public works services                                                                                                                                                                                                                                                                                                                                                                               |                                                                                                                                                                                                                                                                                                                                                                                |
| Progress<br>Update 1/23                                                           | The City implemented FlashVote as a survey tool in August. Almost 450 residents have signed up to receive future surveys and two surveys have been conducted related to the City's website and recreation services. | Public Works is identifying their requirements needed for a service request, work order, and asset management software solution.                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                                                                                                                                                                                                                                |

# Progress Matrix



## **GOAL IV: Maintain Quality of Life for Residents**

|                      |                                                                                                                                                                                   |                                                                                                                                                                         |                                                                                                                                                                                                                     |                                                                                                                                                                                                  |                                                                                               |
|----------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------|
| Strategy 1:          | Maintain Police Service Levels                                                                                                                                                    |                                                                                                                                                                         |                                                                                                                                                                                                                     |                                                                                                                                                                                                  |                                                                                               |
| Tactic/Project       | Invest in training, mentoring, resources for Officers                                                                                                                             | Upgrade facilities and technology where needed                                                                                                                          |                                                                                                                                                                                                                     | Focus on succession planning for leadership positions in the PD                                                                                                                                  |                                                                                               |
| Progress Update 1/23 | New PD focused Employee Assistance Program launched in September.                                                                                                                 | Unsupported computer systems have been replaced.                                                                                                                        |                                                                                                                                                                                                                     | Captain Garner was promoted to fill the vacancy left by Captain Dean in July.                                                                                                                    |                                                                                               |
|                      | Motorcycle Patrol training completed and position filled for the first time in 3 years.                                                                                           | New computers were installed in all 7 patrol cars.                                                                                                                      |                                                                                                                                                                                                                     | Chief Walpole completed a two week Chief’s training in July.                                                                                                                                     |                                                                                               |
|                      | K9 training completed and K9 Xena is out on patrol after 2 years without a K9 officer.                                                                                            | City owned cell phones have been issued to all officers.                                                                                                                |                                                                                                                                                                                                                     | Captain Rutherford completed FBI training in the fall and is pursuing a masters degree.                                                                                                          |                                                                                               |
|                      |                                                                                                                                                                                   | Locker room remodel plans are being completed.                                                                                                                          |                                                                                                                                                                                                                     | Sergeant Galli was hired, leaving 1 Sergeant vacancy unfilled due to the retirement of Detective Sergeant Bellville.                                                                             |                                                                                               |
|                      |                                                                                                                                                                                   |                                                                                                                                                                         |                                                                                                                                                                                                                     |                                                                                                                                                                                                  |                                                                                               |
| Strategy 2:          | Prioritize Catch-Up Maintenance at City Parks                                                                                                                                     |                                                                                                                                                                         |                                                                                                                                                                                                                     |                                                                                                                                                                                                  |                                                                                               |
| Tactic/Project       | Implement contracted landscape services for select areas                                                                                                                          | Prioritize CIP projects related to park infrastructure                                                                                                                  |                                                                                                                                                                                                                     | Complete Parks Master Plan                                                                                                                                                                       |                                                                                               |
| Progress Update 1/23 | KD Landscaping was hired in July to maintain Linear Trail, City facilities and medians. Major clean-up has been completed at several location.                                    | Several projects have been identified and are underway to replace sprinkler systems and playground equipment. The Siltanen pool project is complete.                    |                                                                                                                                                                                                                     | A consultant has been selected and kick off meetings are underway to initiate the parks master plan and recreation strategic plan.                                                               |                                                                                               |
|                      |                                                                                                                                                                                   |                                                                                                                                                                         |                                                                                                                                                                                                                     |                                                                                                                                                                                                  |                                                                                               |
| Strategy 3:          | Support a Sense of Community Through Gatherings, Activities, Inclusivity and Arts                                                                                                 |                                                                                                                                                                         |                                                                                                                                                                                                                     |                                                                                                                                                                                                  |                                                                                               |
| Tactic/Project       | Implement recreation assessment recommendations                                                                                                                                   | Support local non-profit community events                                                                                                                               | Support the Theater Guild in opening the Performing Arts Center                                                                                                                                                     | Provide grants to local non-profits serving SV residents                                                                                                                                         | Promote diversity, equity and inclusion in the SV Community                                   |
| Progress Update 1/23 | The newly hired Recreation Manager is implementing the recommendations including a recreation strategic plan, gathering public input and working with vendors to deliver services | City hosted the independence day fireworks and parade on July 3rd and supported the Art and Wine Festival, Music in the Park, Food Truck Fridays, and many more events. | Lease was signed for \$1/year for the City owned PAC location.<br><br>The City contributed \$95,000 to facility upgrades.<br><br>The City supported the construction project through countless hours of staff time. | \$50,000 was allocated in the current budget.<br><br>Applications were reviewed and the City Council awarded 7 grants to nonprofit organizations. Contracts are executed with each organization. | Planning is underway with SVUSD and City Rec staff for a 2023 Multicultural Fair at Sky-park. |



# Projects to look forward to

**Town Center**

**New Public Works Building**

**Mt. Hermon Rd Transportation  
Master Plan**

**General Plan Update**

**Housing Element Update**

**New Playgrounds at Skypark**

**Park Master Plan & Recreation  
Strategic Plan**

**Vision:**

Scotts Valley is a healthy, safe, and welcoming city, rooted in hometown values and appreciation for the natural environment that surrounds us.

**Mission:**

Our mission is to create and sustain high-quality amenities and services for our residents, businesses, and visitors to Scotts Valley, in a fiscally responsible way.

**Share Values:**

- **Teamwork.** We collaborate, care about, and respect each other. We are each accountable to our team and our community.
- **Growth and Learning.** We are outcome focused, and committed to continuous improvement and professional development. We are flexible and adaptable.
- **Health and Safety.** We put the health and safety of our employees and our community first. We value work-life balance.
- **Integrity.** We do the right thing, even when it's not the easy thing.
- **Financial Stability.** We make prudent decisions to protect long-term financial stability.
- **Openhearted.** We embrace diverse perspectives, strive for fairness and support a sense of belonging for our staff and community.
- **Making a Difference.** We do this work because we care about, and are proud of, our community.
- **Fun!** We are friendly, creative, and enjoy working with one another.
- **Hardworking.** We get things done and celebrate achievements.

## **City of Scotts Valley CITY COUNCIL STAFF REPORT**

**DATE:** February 15, 2023

**TO:** Honorable Mayor and City Council

**FROM:** Ali Robinson, Recreation Division Manager

**REVIEWED:** Chris Lamm, Public Works Director

**APPROVED:** Mali LaGoe, City Manager

**SUBJECT:** **CITY HOSTED 4<sup>th</sup> of JULY EVENT BUDGET REVIEW AND CITY STAFF RECOMMENDATIONS FOR 2023**

### **SUMMARY OF ISSUE**

#### **Background**

The 4<sup>th</sup> of July in Scotts Valley has historically been a landmark community event. Up until 2020, when the COVID-19 pandemic hampered community events, the 4<sup>th</sup> of July celebration included a parade, fireworks at Skypark and other activities. The events were supported by the Park Advocates as well as the City, with significant involvement by the Parks and Recreation Division, Public Works Department and the Police Department.

As a result of the economic impacts of the global pandemic, Scotts Valley laid off most of the Parks and Recreation staff and continues to operate minimal staffing levels as the Division rebuilds. In 2021, the City Council voted to dissolve the Advocates based on the fact that both the State and the IRS determined it was not an independent entity and could no longer operate as a 501(c)(3) corporation.

In 2020 and 2021, the fireworks celebrations were cancelled due to the ongoing global pandemic and the parade was held virtually in 2020 and in person in 2021, thanks to the heroic efforts of Councilmember Donna Lind and volunteers.

#### **2022 Event Recap**

In 2022 the City of Scotts Valley City Council directed staff to host the annual 4th of July event modeled after years prior which included a daytime parade along Scotts Valley Drive, daytime Skypark festivities including a Community Education Foundation Kids Korner fundraiser zone, airplane flyover, all capped off by a ticketed evening fireworks display.

Although the parade is heavily attended by locals, and the community can enjoy the fireworks from the surrounding areas, recent ticket sales data shows the firework



component of the celebration is more populated with visitors from Santa Cruz, San Jose, Watsonville and many other Bay Area cities, such as Oakland, purchasing hundreds of tickets. The fireworks display has historically been staged in the empty lot adjacent to the dog park/skate park in Skypark on the site of the future Town Center project.

In analyzing the ticket sale data, 21% of presold tickets were Scotts Valley residents. Being the only city in Santa Cruz County to offer fireworks on the 4<sup>th</sup> of July, many Bay Area residents traveled to the City to view the show. Neighboring cities such as Capitola and Watsonville have stopped presenting a firework show due to budget and safety concerns, in 2008 and 2019 respectively. San Jose offers event permits to various non-profits to host firework shows in their parks but, like many cities, does not host 4<sup>th</sup> of July fireworks directly.

#### 2022 Budget Review

With the City Council direction to move forward with a 4<sup>th</sup> of July event in March of 2022, it gave staff limited time to plan a large-scale event. The City Council allocated \$70,000 for the 2022 4<sup>th</sup> of July event. During the 2022 approval, staff was also directed to bring a post-event budget summary back to the Council.

Due to the City's Recreation Division still being vacant after 2020 layoffs, the City contracted with a professional event planner to run the large community event with expected attendance of 5,000-10,000. City staff, including the Executive Team, were subsequently called in to work on the planning and execution of the event to fill in gaps that were left, totaling roughly 484 hours worked. Additionally, Public Works maintenance staff were required to shift all focus to the event for the week leading up to and following the event, putting other maintenance needs and repairs on hold.

The actual direct costs for the 2022 event totaled \$103,000. This was offset by \$84,000 taken in donations and ticket sales. The Indirect Costs of City staff time and opportunity cost totaled \$36,000. The net cost to the City was \$55,000. A breakdown of costs are provided in Tables 1-3.

| 2022 Event Revenues  |                  |
|----------------------|------------------|
| Donations            | \$ 28,000        |
| Ticket Sales         | \$ 56,000        |
| <b>Total Revenue</b> | <b>\$ 84,000</b> |

Table 1

| 2022 Event Direct Expenses  |                   |
|-----------------------------|-------------------|
| Event Planner               | \$ 25,000         |
| Fireworks                   | \$ 23,000         |
| Other Event Costs           | \$ 42,000         |
| Staff Direct OT             | \$ 11,000         |
| <b>Total Direct Expense</b> | <b>\$ 103,000</b> |

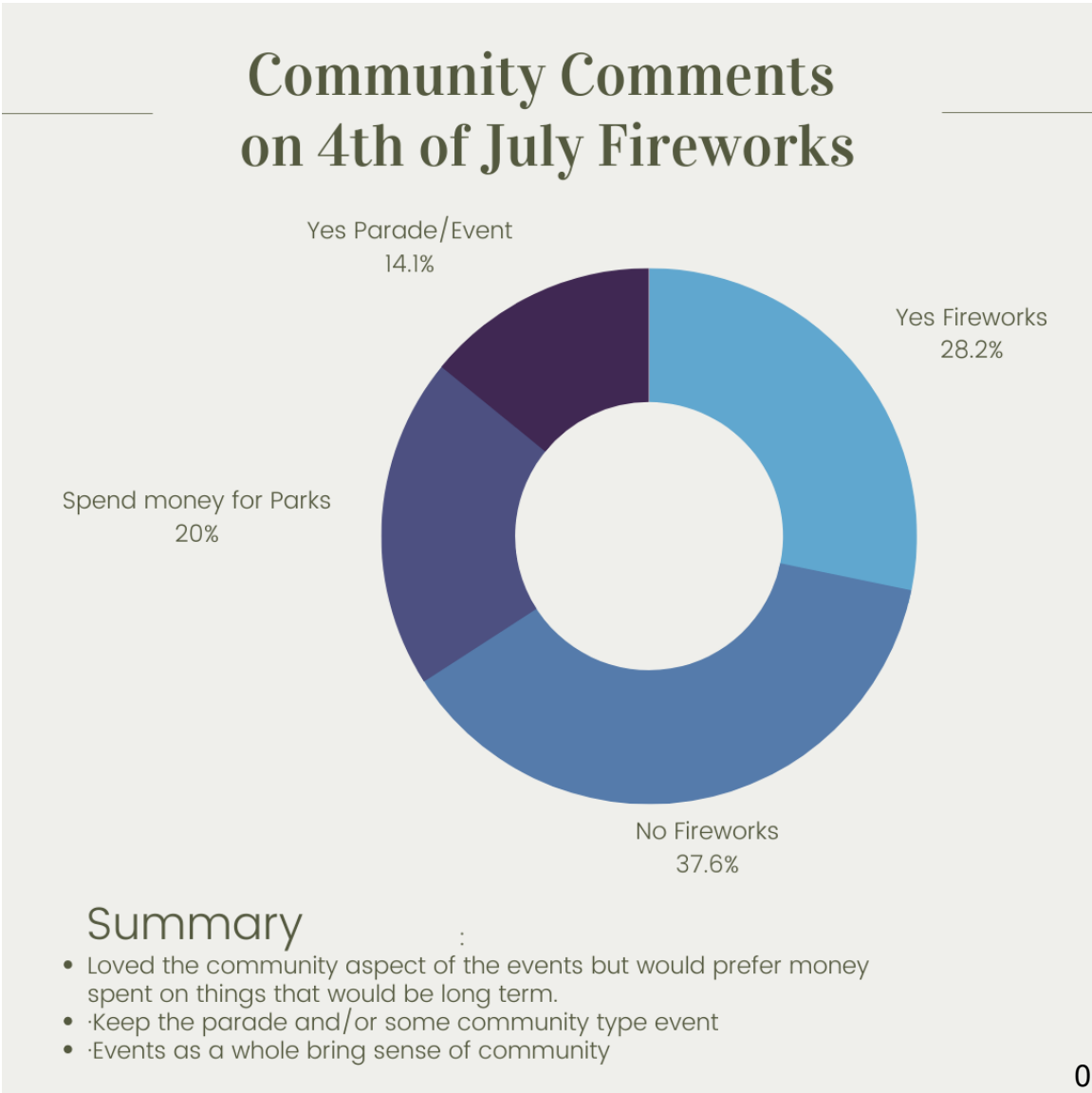
Table 2

| 2022 Cost Summary               |             |
|---------------------------------|-------------|
| Staff Indirect Costs (484 hrs.) | \$ 36,000   |
| Total Costs                     | \$ 139,000  |
| Net Cost to the City            | \$ (55,000) |

Table 3

2023 Event Options and Community Feedback

In the recent City Council Strategic Plan seminar, the Council was presented with the budget, staffing and difficulty for a variety of event options for this year’s 4<sup>th</sup> of July celebration. After the discussion, a post was made on MyScottsValley’s Facebook page asking the community for their input on the fireworks display. With over 100 comments, the results showed a split opinion on holding the fireworks in Scotts Valley many noting complaints about traffic, impact to neighborhoods, PTSD, dog anxiety and cost, citing the money could be better served for park improvements with a longer standing effect. The overall agreement was that the events (parade and fireworks) are a treasured part of the community.



2023 Event Recommendation

Current staffing levels in Public Works are down with multiple Maintenance Worker positions vacant, and pressing needs to work on essential services such as wastewater improvements, street repairs, storm recovery, and parks maintenance. Additionally, the Recreation Division is in the middle of rebuilding efforts to get programming up and running this summer. It is staff's recommendation that the City host the annual daytime parade along Scotts Valley drive and do not present the fireworks display and Skypark festival in 2023.

The logistics and organization can be more easily managed within the condensed five-month planning timeline and staff will utilize temporary contract resources that can assist in delivering a safe community event. There will be overtime costs for Police and Public Works with the totals higher if the holiday is celebrated on the July 4<sup>th</sup> Holiday. Staff will once again need to rely on the community groups and individual volunteers to step forward support the parade. Staff have developed an event budget and have contacted several key vendors to inquire about their availability and estimates.

The cost projected for a daytime parade-only celebration is \$26,000. This total is what is needed to move forward with planning the event and any donations that are received will offset the overall cost. A breakdown of the costs are provided in Tables 4-6

| 2023 Parade Revenues     |                           |
|--------------------------|---------------------------|
| Known/Expected Donations | \$ 5,000 - \$20,000       |
| Ticket Sales             | \$ 0                      |
| <b>Total Revenue</b>     | <b>\$5,000 - \$20,000</b> |

Table 4

| 2023 Parade Direct Costs                                   |                  |
|------------------------------------------------------------|------------------|
| Event Costs (portable restrooms, security, supplies, etc.) | \$ 17,000        |
| Temp Staffing                                              | \$ 4,000         |
| Staff Direct OT                                            | \$ 5,000         |
| <b>Total Direct Expense</b>                                | <b>\$ 26,000</b> |

Table 5

| 2023 Cost Summary                     |                              |
|---------------------------------------|------------------------------|
| Staff Indirect Costs (up to 300 hrs.) | Up to \$ 23,000              |
| Total Costs                           | \$ 49,000                    |
| <b>Net Cost to City</b>               | <b>(\$29,000 - \$44,000)</b> |

Table 6

Staff seek approval in holding a 4<sup>th</sup> of July Parade only, forgoing the fireworks display and Skypark activities and authorization to expend funds on the parade resources, in the amount of \$26,000.

**FISCAL IMPACT**

If approved, the following recommendations will have a General Fund impact as follows:

- The 4<sup>th</sup> of July daytime parade will require a budget of \$26,000.
- Staffing resources up to 300 hours

**STAFF RECOMMENDATION**

Staff recommends the Council approve the budget of \$26,000 of General Fund for 2023 Independence Day Celebration expenses and authorize the City Manager to execute related contracts necessary to host the event.

## City of Scotts Valley CITY COUNCIL STAFF REPORT

**DATE:** February 15, 2023

**TO:** Honorable Mayor and City Council

**FROM:** Mali LaGoe, City Manager

**SUBJECT:** Public Hearing for CDBG Contract 20-CDBG-SV2-3-00291

### **SUMMARY OF ISSUE**

The City of Scotts Valley was awarded funds from the Department of Housing and Community Development under the American Reinvestment and Recovery Act under contract number 20-CDBG-CV2-3-00291. The purpose of these funds was to provide Business Assistance grants in the City of Scotts Valley. Qualified businesses that were eligible for the COVID-19 Relief Grant Program (Program) were provided assistance with a grant up to \$50,000 to support the businesses during the pandemic.

The City contracted with Adams Ashby Group to assist with grant administration and reporting as well as partnered with the Santa Cruz Small Business Development Center to review received grant applications. The City of Scotts Valley was able to award grants to 8 businesses to qualified applicants.

Per the requirements of the CDBG contract, the City is required to hold a public hearing to review the Final Grantee Performance Report (attached) and to review the past use of funds and program performance for the City of Scotts Valley Community Development Block Grant Program contract 20-CDBG-CV2-3-00291. This agreement with the State of California Department of Housing and Community Development also requires the City to solicit citizen input regarding the outcome and accomplishments of the funding received under this contract.

### **FISCAL IMPACT**

The grant funding under this contract was \$285,000.00 described as follows:

| Activity               | Grant Award  | Expended     |
|------------------------|--------------|--------------|
| General Administration | \$35,000.00  | \$7,187.50   |
| Subsistence Program    | \$250,000.00 | \$250,000.00 |
|                        |              |              |
| Total                  | \$285,000.00 | \$257,187.50 |

**STAFF RECOMMENDATION**

It is recommended to review the background of project and accomplishments, open the public hearing to receive comments from the public, close the public hearing and direct staff to submit required close out documents per the requirements.

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# CDBG Combined Closeout Package

|                                              |                     |
|----------------------------------------------|---------------------|
| <b>CDBG Award/Contract Number (fill in):</b> | 20-CDBG-CV2-3-00291 |
|----------------------------------------------|---------------------|

## Checklist

I/we have completed the following forms. Check all that apply.

- ☒ Closeout Certification
- ☒ Acquired Property Inventory
- ☒ Disencumbrance of Funds Acknowledgement/Request
- ☐ Completion Report Acknowledgement
  - ☐ Completion Report uploaded or attached
- ☐ Section 3 Compliance Acknowledgement
- ☐ Section 3 Closeout Report (complete only if applicable)
  - ☐ Select and complete correct form based on award date
- ☐ Section 3 Qualitative Efforts (complete only if applicable)
- ☒ Affidavit of Posting Notice
  - ☐ Proof of posting also upload/attached (e.g., picture of the website posting with date stamp, newspaper clipping, or a photo of the document posted in a public place noted on affidavit)
- ☐ If this award included a planning activity, I/we have uploaded or attached **ALL** of the following:
  - ☐ Final Product(s)
  - ☐ Documentation of Public Hearing to accept final product(s) (e.g., copies of announcements, posting, etc.)
  - ☐ Board Resolution accepting each/all final product(s)
- ☒ CDBG Combined Closeout Package Signature



## CDBG – Closeout Certification

### Closeout Certification

I (name of authorized representative), Mali LaGoe, hereby certify that all activities undertaken by the Grantee with funds provided under CDBG Award/Contract Number 20-CDBG-CV2-3-00291 have, to the best of my knowledge, been carried out in accordance with the award/contract agreement; that proper provision has been made by the Grantee for the payment of all costs and claims; that the State of California is under no obligation to make further payment to the Grantee under the award/contract agreement; and that every statement and amounts set forth in **all Financial Reports** are to the best of my knowledge, true and correct.

The Grantee shall continue to comply with the State CDBG program income reporting requirements.

All costs incurred subsequent to the most recent annual audit period will be audited at the time the Grantee's next annual audit is conducted in accordance with 2 CFR 200, Subpart F. The Grantee will resolve any audit findings relating to both the program and financial aspects of the award/contract. In the event there are any costs which are disallowed by this audit or any subsequent audits which cover CDBG expenditures, and which are sustained by the Department of Housing and Community Development, the amount of such costs shall be returned to HCD.



## CDBG – Acquired Property Inventory

### Acquired Property Inventory

Complete the table below listing any property acquired in whole or in part with CDBG funds or CDBG Program Income in the table below in accordance with the provisions of 24 CFR Part 570.489(k) – Accountability of Real and Personal Property and 24 CFR Part 570.489(e) – Program Income of the HUD CDBG regulations pertaining to property management and program income. If applicable, state “**None**” acquired. Include additional copies of the table if required.

Future disposition of this property shall be carried out in accordance with CFR 24 Sec. 570.489(j) – Change of Use of Real Property for instructions.

|                                                                                 |                                                   |
|---------------------------------------------------------------------------------|---------------------------------------------------|
| <b>Grantee:</b> City of Scotts Valley                                           | <b>Award/Contract Number:</b> 20-CDBG-CV2-3-00291 |
| <b>Contract/Project Name:</b> City of Scotts Valley Business Assistance Program |                                                   |

In the table below in the **Proof of Ownership** column, enter the type of proof on record, e.g., title, deed, invoice receipt. In the **% CDBG Funded** column, enter the percentage of the property funded by CDBG award dollars or by CDBG Program Income.

| Description of Property | Acquisition Date | Acquisition Cost | Serial # or ID # | Condition | Status | Location | Proof of Ownership | % CDBG Funded |
|-------------------------|------------------|------------------|------------------|-----------|--------|----------|--------------------|---------------|
| None                    |                  |                  |                  |           |        |          |                    | %             |
|                         |                  |                  |                  |           |        |          |                    | %             |
|                         |                  |                  |                  |           |        |          |                    | %             |
|                         |                  |                  |                  |           |        |          |                    | %             |



## CDBG – Acquired Property Inventory

| Description of Property | Acquisition Date | Acquisition Cost | Serial # or ID # | Condition | Status | Location | Proof of Ownership | % CDBG Funded |
|-------------------------|------------------|------------------|------------------|-----------|--------|----------|--------------------|---------------|
|                         |                  |                  |                  |           |        |          |                    | %             |
|                         |                  |                  |                  |           |        |          |                    | %             |
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|                         |                  |                  |                  |           |        |          |                    | %             |
|                         |                  |                  |                  |           |        |          |                    | %             |



## CDBG – Disencumbrance of Funds

### Disencumbrance of Funds Acknowledgement/Request

This award/contract has unused CDBG Grant Funds. This excludes Program Income.



Yes



No (If “No”, skip to the Completion Report Acknowledgement form)

Use the table below for Agreements from **Program Year 2017 and prior**.

| Program Activity    | Activity Code | Awarded Amounts | Amount to Be Disencumbered | Balance       |
|---------------------|---------------|-----------------|----------------------------|---------------|
| Business Assistance |               | \$ 285,000.00   | \$ 27,812.50               | \$ 257,187.50 |
|                     |               |                 |                            | \$ 0.00       |
|                     |               |                 |                            | \$ 0.00       |
|                     |               |                 |                            | \$ 0.00       |
|                     |               |                 |                            | \$ 0.00       |
|                     |               |                 |                            | \$ 0.00       |
|                     |               |                 |                            | \$ 0.00       |
| <b>TOTAL</b>        |               | \$ 285,000.00   | \$ 27,812.50               | \$ 257,187.50 |

For **Program Years 2018 and later**, please enter the total amount to be disencumbered: \$ 27,812.50



## CDBG – Completion Report Acknowledgement

### Completion Report Acknowledgement

Complete one of the acknowledgments below based on the funding year for the CDBG award/contract you are closing out.

**For 2017 and prior projects:** I/We have **attached** a copy of the completed Completion Report for this project/program to this Combined Closeout Package.

- Grantee should obtain the appropriate Completion Report for their activity type from their HCD Representative or Grant Administrator.

☐

Yes

☐

No (Grantee will be unable to close out the project/program until report is provided.)

**For 2018 and later projects (including CDBG-CV):** I/We have **uploaded** a copy of the completed Completion Report to the Grants Network Portal concurrently with the submittal of this package.

- Grantee should obtain the appropriate Completion Report for their activity type from their HCD Representative or Grant Administrator.

☒

Yes

☐

No (Grantee will be unable to close out the project/program until report is provided.)

**Grantee should not initiate closeout in the Grants Network Portal until they can provide a Completion Report.**



## CDBG – Section 3 Compliance Acknowledgement

### Section 3 Compliance Acknowledgement

The purpose of Section 3 of the Housing and Urban Development Act of 1968 is to ensure that employment and other economic opportunities generated by certain HUD financial assistance shall, to the greatest extent feasible, be directed to low- and very low-income persons, particularly those who are recipients of government assistance for housing, and to business concerns which provide economic opportunities to low- and very low-income persons.

Section 3 requirements apply to housing rehabilitation, housing construction, or other public construction projects when the total amount of housing and community development assistance for the covered project activity (not including general administration) meets or exceeds a funding threshold, generally \$200,000.

Section 3 compliance requirements should have been established at project set up. Grantees who are uncertain whether Section 3 requirements apply to their project(s) should contact their HCD Representative or Grant Administrator.

1. This project/program was funded prior to November 30, 2020 and is required to comply with the prior HUD Section 3 Rule, found at 24 CFR 135.

- ☐ Yes (Complete the Section 3 Closeout Report for Contracts Funded **Prior to** November 30, 2020 on the next page.)
- ☒ No (If "No", answer Question 2 on this form.)

2. This project/program is required to comply with the HUD Section 3 Final Rule, effective on November 30, 2020, and codified at 24 CFR part 75.

- ☐ Yes (Complete the Section 3 Closeout Report for Contracts Funded **on or After** November 30, 2020.)
- ☒ No

**If you answer "No" to both questions above, skip to the Affidavit of Posting Notice form.**





## CDBG – Section 3 Closeout Report (Prior to 11/30/2020)

### Section 3 Closeout Report (For Contracts Funded **Prior to November 30, 2020**)

|                                                                                |
|--------------------------------------------------------------------------------|
| <b>Grantee Name:</b>                                                           |
| <b>Award/Contract Number:</b>                                                  |
| <b>Project Name:</b>                                                           |
| <b>Project Location (Address):</b>                                             |
| <b>County or Metropolitan Service Area (MSA)<br/>Where Project is Located:</b> |
| <b>Report Date:</b>                                                            |

Please complete the tables below showing Section 3 hires for Grantee and any subrecipients and contracting opportunities for this project/program. Copy this page and attach to report if you need additional rows.

| Job Category            | Number of New Hires | Number of Section 3 New Hires | Number of Section 3 Trainees |
|-------------------------|---------------------|-------------------------------|------------------------------|
|                         |                     |                               |                              |
|                         |                     |                               |                              |
|                         |                     |                               |                              |
|                         |                     |                               |                              |
|                         |                     |                               |                              |
|                         |                     |                               |                              |
|                         |                     |                               |                              |
| <b>Category Totals:</b> | 0.00                | 0.00                          | 0.00                         |



## CDBG – Section 3 Closeout Report (Prior to 11/30/2020)

| Construction Contracts     |                                                                                                                       |       |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------|-------|
| 1                          | Total <b>dollar amount</b> of construction contracts awarded                                                          |       |
| 2                          | <b>Dollar amount</b> of construction contracts awarded to Section 3 businesses                                        |       |
| 3                          | <b>Percentage</b> of total construction contract dollars awarded to Section 3 business (Row 2 divided by Row 1)       | 0.00% |
| 4                          | <b>Number</b> of Section 3 businesses that received construction contracts                                            |       |
| Non-Construction Contracts |                                                                                                                       |       |
| 1                          | Total <b>dollar amount</b> of non-construction contracts awarded                                                      |       |
| 2                          | <b>Dollar amount</b> of non-construction contracts awarded to Section 3 businesses                                    |       |
| 3                          | <b>Percentage</b> of total non-construction contract dollars awarded to Section 3 businesses (Row 2 divided by Row 1) | 0.00% |
| 4                          | <b>Number</b> of Section 3 businesses that received non-construction contracts                                        |       |

**\*Non-construction** contracts are often construction-related contracts for professional services like landscaping, pest control, accounting, architecture, legal services, engineering etc.



## CDBG – Section 3 Closeout Report

### Section 3 Closeout Report

(For Contracts Funded **On or After** November 30, 2020)

|                                                                                |
|--------------------------------------------------------------------------------|
| <b>Grantee Name:</b>                                                           |
| <b>Award/Contract Number:</b>                                                  |
| <b>Project Name:</b>                                                           |
| <b>Project Location (Address):</b>                                             |
| <b>County or Metropolitan Service Area (MSA)<br/>Where Project is Located:</b> |
| <b>Report Date:</b>                                                            |

Please complete the table below showing labor hours on this contract and percentages as of the date of this report. Remember, if you have multiple projects under this contract, this report should show combined (roll-up) hours for the entire contract (program) as well as percentages based on these totals. Individual project information should be maintained in Grantee records.

For reference the Section 3 “safe harbor” benchmarks are:

- Section 3 Workers make up at least 25% of the total project’s hours

**AND**

- Targeted Section 3 Workers make up at least 5% of the total project’s hours by the time of project closeout.

|                                                | Hours | Percent of Total Labor Hours | Safe Harbor Benchmark Met? (Y/N) |
|------------------------------------------------|-------|------------------------------|----------------------------------|
| <b>Total Labor Hours to Date:</b>              |       |                              |                                  |
| <b>Total Section 3 Labor Hours to Date:</b>    |       | 0.00%                        |                                  |
| <b>Targeted Section 3 Labor Hours to Date:</b> |       | 0.00%                        |                                  |



## CDBG- – Section 3 Qualitative Efforts

### Section 3 Qualitative Efforts Description

This form is only required for Grantees whose project was **funded on or after** November 30, 2020 **and** whose labor hour benchmarks for Section 3 Workers (25% of a total project's hours) **AND** Targeted Section 3 Workers (5% of a total project's hours) are not anticipated to be met by the time of project closeout. Grantees should maintain records for HUD review to document any efforts checked.

**Award/Contract Number:**

**Contractor/Grantee:**

Please read the following list of qualitative efforts that may be undertaken to comply with Section 3 and **check ALL that applied to your organization during the course of this CDBG project.** Note that these actions are associated with your organization and do not need to be associated with the particular CDBG project. For more information consult the Community Planning and Development (CPD) Notice at <https://www.hud.gov/sites/dfiles/OCHCO/documents/2021-09cpdn.pdf>.

- ☐ Outreach efforts to generate job applicants who are Public Housing Targeted Workers
- ☐ Outreach efforts to generate job applicants who are Other Funding Targeted Workers
- ☐ Direct, on-the-job training including apprenticeships
- ☐ Indirect training such as arranging for contracting for, or paying tuition for, off-site training
- ☐ Technical assistance to help Section 3 workers compete for jobs (e.g., resume assistance, coaching)
- ☐ Outreach efforts to identify and secure bids from Section 3 business concerns
- ☐ Technical assistance to help Section 3 business concerns understand and bid on contracts



## CDBG- – Section 3 Qualitative Efforts

- ☐ Division of contracts into smaller jobs to facilitate participation by Section 3 business concerns
- ☐ Provided or connected residents with assistance in seeking employment including drafting resumes, preparing for interviews, finding job opportunities, connecting residents to job placement services
- ☐ Held one or more job fairs
- ☐ Provided or connected residents with supportive services that can provide direct services or referrals
- ☐ Provided or connected residents with supportive services that provide one or more of the following: work readiness health screenings, interview coaching, uniforms, test fees, and/or transportation
- ☐ Assisted residents with finding childcare
- ☐ Assisted residents to apply for or attend community college or a four-year educational institution
- ☐ Assisted residents to apply for or attend vocational/technical training
- ☐ Assisted residents to obtain financial literacy training and/or coaching
- ☐ Bonding assistance, guaranties, or other efforts to support viable bids from Section 3 business concerns
- ☐ Provided or connected residents with training on computer use or online technologies
- ☐ Other (Please describe below.)



## CDBG – Affidavit of Posting Notice

### Affidavit of Posting Notice

I, (Name of Official Designated in Resolution) Mali LaGoe, hereby certify that on the 3rd day of February (month), 2023 (year), I did post the notice of public hearing concerning discussion of closure and remittal of remaining funds, if any, under the California Department of Housing and Community Development, Community Development Block Grant Program at the following 6 (number) locations listed below, which are available to the public. These postings will be available from 2/3/2023 (date) to 2/16/2023 (date).

|                    |                                                                     |
|--------------------|---------------------------------------------------------------------|
| <b>Location 1:</b> | The Sentinel Newspaper                                              |
| <b>Location 2:</b> | City Instagram and Facebook                                         |
| <b>Location 3:</b> | City Website                                                        |
| <b>Location 4:</b> | City Hall                                                           |
| <b>Location 5:</b> | Scotts Valley Senior Center and Scotts Valley Public Works building |

I, (name) Cathie Simonovich, Clerk of Scotts Valley (city, county, or jurisdiction name), State of California, hereby certify the above and foregoing is true and correct.

Dated at Scotts Valley (location), California, this 9th (date) day of February (month), 2023.

DocuSigned by:

*Cathie Simonovich*

00BDB2B26C07422...

Signature of Clerk

(This may not be the same person as the official designated in the Resolution who is certifying the posting)

City Clerk

Title



## CDBG – Combined Closeout Package Signature

### CDBG Combined Closeout Package Signature

I, the undersigned, hereby certify that all representations made and/or information provided in this combined closeout package and any referenced uploads or attachments is, to the best of my knowledge, true. I further state that my signature below will serve as signature for each of the completed forms in this package as well as for the CDBG Combined Closeout Package taken as a whole.

| Date:     | Typed Name and Title of Official Authorized in the Resolution: | Signature of Official Authorized in the Resolution                                                                          |
|-----------|----------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------|
| 1/30/2023 | Name: Mali LaGoe<br><br>Title     City Administrator           | DocuSigned by:<br><br>2B09397A0219400... |