

**CITY OF SAN FERNANDO  
CITY COUNCIL MINUTES**

**FEBRUARY 13, 2024 – 5:30 P.M.  
SPECIAL MEETING**

**CITY HALL COUNCIL CHAMBERS  
117 MACNEIL STREET  
SAN FERNANDO, CALIFORNIA 91340**

**CALL TO ORDER/ROLL CALL**

Mayor Celeste Rodriguez called the meeting to order at 5:33 p.m.

Present: Council: Mayor Celeste Rodriguez, Vice Mayor Mary Mendoza, and Councilmember Mary Solorio

Staff: City Manager Nick Kimball, City Attorney Richard Padilla, Police Chief Fabian Valdez, Deputy City Manager/Economic Development Kanika Kith, Director of Finance Erica Melton, Director of Community Development Erika Ramirez, Director of Public Works Wendell Johnson and City Clerk Julia Fritz

Absent: Councilmember Joel Fajardo

**TELECONFERENCING REQUESTS/DISCLOSURE**

No requests considered.

**PLEDGE OF ALLEGIANCE**

Led by City Clerk Julia Fritz

**APPROVAL OF AGENDA**

Motion by Councilmember Solorio, seconded by Vice Mayor Mendoza to approve the agenda. The motion carried, unanimously with Councilmember Fajardo absent.

**PUBLIC STATEMENTS**

Melissa Pelayo submitted a written public comment in support of the Automated License Plate Reader cameras and Police Department funding.

**ADMINISTRATIVE REPORTS**

- 1) PRESENTATION AND DISCUSSION OF CITY COUNCIL STRATEGIC GOALS AND BUDGET PRIORITIES FOR FISCAL YEAR 2024-2025

Councilmembers received a presentation from City Manager Kimball regarding 2023 efforts to move the Strategic Goals forward; a presentation from the Assistant to the City Manager Hernandez regarding the City’s Strategic Goals 2022-2026; and a presentation was received from Director of Finance Melton regarding City Council budget priorities for Fiscal Year (FY) 2024-2025.

It was noted that the City Council recessed the meeting at 7:18 p.m. and reconvened at 8:05 p.m. with Councilmember Fajardo absent.

City Manager Kimball briefly summarized City Council’s direction to staff and concluded staffs presentation.

Summary of the 2024 Strategic Goals Study Session is attached as **Attachment “A”**.  
Review and Wrap Up – City Council Direction to Staff is attached as **Exhibit "1” to Attachment “A”**.

**STAFF COMMUNICATION INCLUDING COMMISSION UPDATES**

None

**GENERAL CITY COUNCIL/BOARD MEMBER COMMENTS AND LIAISON UPDATES**

Councilmember Solorio had no further comments.

Vice Mayor Mendoza expressed thanks to staff for their work.

Mayor Rodriguez provided closing comments and expressed thanks to staff for their work.

**ADJOURNMENT (8:50p.m.)**

Mayor Rodriguez adjourned the meeting to the next regular meeting.

I do hereby certify that the foregoing is a true and correct copy of the minutes of the February 13, 2024, Special meeting as approved by the San Fernando City Council on September 3, 2024.

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Julia Fritz, City Clerk



THE CITY OF  
**SAN FERNANDO**

CITY COUNCIL

May 6, 2024

MAYOR  
CELESTE T. RODRIGUEZ

## Summary of the 2024 Strategic Goals Study Session, held February 13, 2024

VICE MAYOR  
MARY MENDOZA

### Part 1: 2023 Accomplishments and Executive Management Retreat

COUNCILMEMBER  
MARY SOLORIO

To begin the Strategic Goals Study Session, the City Manager presented the 2023 Annual Report Accomplishments video followed by the 2023 Economic Development Year-in-Review video that was presented to the Valley Economic Alliance.

COUNCILMEMBER  
JOEL FAJARDO

The City Manager then presented an overview of the 2023 Executive Management Retreat where staff reviewed each department's mission and lessons learned from the prior year. The following modules were covered during the retreat:

- 1) Mission and Success
  - a. Work plan and accomplishments
  - b. Identified challenges to Department work plans
  - c. Discussed lessons learned and areas for improvement
- 2) Personality Types
  - a. Completed DISC assessment for each Director
  - b. Gained insight into behavior styles and communication preferences
  - c. Fostered self-awareness and communication strategies for better collaboration
- 3) Customer service
  - a. Reviewed "Lessons from the Mouse" – customer service principles at Disney
  - b. Identified customer service principles to move City's mission forward
- 4) Leadership Principles
  - a. Reviewed "Dare to Lead" by Brene brown and "Extreme Ownership" by Jocko Willink and Leif Babin
  - b. Compared each leadership style and its effectiveness
  - c. Identified types of leaders needed to move the City forward

ADMINISTRATION  
DEPARTMENT117 MACNEIL STREET  
SAN FERNANDO  
CALIFORNIA  
91340

The culmination of the Executive Management retreat developed a set of Core Values: **Excellent Customer Service, Quality of Work, Diversity of Services, and Stewardship of the City**. These core values are included in detail in **Attachment B**.

OFFICE OF THE  
CITY MANAGER  
(818) 898-1202

The City Manager concluded this section by proposing that the City Council consider hosting a "State of the City" event to take place during October/November, where the sitting Mayor would have the ability to provide an overview of achievements, challenges, and plans for the future.

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### *Feedback for Annual report:*

- Look to add photos and narrative to the following:
  - Open Streets event photos
  - New homeless outreach team narrative
  - New Housing Coordinator and Social Services Coordinator narrative
  - Language Access Plan and Translation services narrative
  - Education compact narrative
  - Valley Economic Alliance, Legacy Award photo
  - SFPD HVAC project photo

### *General Feedback:*

- The City Council suggested that the *state of the city* shall be discussed during the budget study session.
- The *City Accomplishments* video has been posted to the City's homepage [www.sfcity.org](http://www.sfcity.org)
- The City Manager delivered the summary of Executive Management Retreat. City Council received presentation but provided no direction to staff.

## Part 2: Strategic Goals 2022-2026 Review and Discussion

The Assistant to the City Manager presented an update and review of the 2022 – 2026 City Council Strategic Goals. The presentation began with a history of the goals, as well as previous updates to the goals in 2023. Staff presented each strategic goal and associated strategies by focusing on 1) Strategies Completed, 2) Strategies In-Progress, and 3) Ongoing Strategies; in efforts to show how much progress has been made for each goal.

Staff concluded this section by presenting the recommended approach for the 2024 Citywide Survey, which aims to collect resident feedback on the performance of various City functions.

### *Feedback for Next Strategic Goals:*

- Generally pleased to see progress of strategic goals and no discussion of changing existing Strategic Goals.
- Goals that are specific and measurable have either been completed or expected to be completed in 2024. On-going goals are the only items that will be left next year (i.e. 2025).
- Next version of the Strategic Goals:
  - Look at creating an Ad Hoc in early 2025 to start to develop new Strategic Goals.
  - Due to progress on Strategic Goals and up to two new incoming Councilmembers in November, the City Council may want to classify current Strategic Goals as met and start the process for new strategic goals sooner.

### *Feedback for Community Survey:*

- The Community Survey is supported by all councilmembers. Staff will use last year's survey to track changes in resident opinion/satisfaction over the years. Staff shall substitute specific grant-related questions for website questions.
- Based on Councilmember Fajardo's remarks on 2/20/2024, staff may want to add a few questions about satisfaction with city contractors (e.g. Republic Services, Athens street sweeping, WCA tree trimming, LAFD, etc.)
- Use the survey to promote the city app and include a link to download city app at the end of the survey.

### **Part 3: FY 2024-2025 Budget Priorities**

The City's Director of Finance facilitated a presentation on revenues, expenditures, and unallocated funds. Following the presentation, the City Manager provided instructions on a prioritization exercise and recessed for 20 minutes for City Council to eat a light dinner and complete the exercise. After returning from break, the City Manager explained that the exercise was meant as a thought exercise to spur discussion of priorities. The examples provided were not actual proposals, rather a way to get City Council in the mindset of thinking about tradeoffs and priorities. As such, the exercise was not discussed in detail with City Council as part of the meeting agenda.

Approximately one week prior to the Strategic Goals Study Session, the City Manager asked each Councilmember to provide the top 5-6 complaints/issues that they hear from the community on a regular basis. The City Manager used this opportunity to provide a summary of the responses, which included:

1. Parking (3 councilmembers flagged this issue)
2. Homelessness (3)
3. Trash (including City parking lots, trash enclosures, and bulky items)(2)
4. Speeding/rolling stops (2)
5. Graffiti (2)
6. Street & sidewalk repair (1)(Councilmember Fajardo mentioned this as a priority during Council comments on 2/20/24)
7. Lack of businesses (1)
8. Lack of murals/public art (1)
9. Stray cats/animal control (1)
10. Affordability of utilities (water, power, trash) (1)

After Council discussion, the City Manager summarized the action items, including returning with status updates to the City Council in March/April/May on the top five complaints/issues:

- Parking Management Master Plan – Provide an update on the final plan, next steps, policies that can be adopted, etc.

- Homelessness Update – Present results of PIT count and use the opportunity to discuss services offered, ensure NVCS and Home Again LA present their services.
- Trash – discuss enclosures in downtown and what can be done right now until a final solution is found. Have Republic present to City Council as well.
- Speeding & Traffic options – Discuss SFPD efforts to date. Outline possible solutions going forward, including special unit and technology.
- Graffiti – update on graffiti operations, current ordinances, possible changes to be made, and how to assist impacted businesses.

### Part 4: Review and Wrap Up

- The City Manager summarized next steps for each segment of the meeting and outlined direction from City Council.
- The meeting concluded at 8:50PM.

#### ATTACHMENT:

- A. Review and Wrap Up

# Review and Wrap Up

## City Council direction to staff:

- More information for State of the City event to be presented during this year budget process.
- Accomplishment Report to include:
  - Open street, homeless street outreach, on-boarding housing and social services coordinators, VEA legacy award, Education Compact, translation services
- Goals & Strategies
  - Identify metrics and measureable outcomes
  - Receive priorities in 2025 before forming Ad-Hoc
- Continue Community Survey
  - Council to review questions and provide feedback for new survey
  - Include link for download of City App at end of survey

# Review and Wrap Up

## City Council direction to staff:

- Budget Priorities – Provide Updates on:
  - Parking Management Master Plan
  - Homeless services
  - Trash – Bulky Items, Downtown parking lots, trash enclosures
  - Speeding & Traffic
  - Graffiti