



## **MINUTES**

April 29, 2021

**SPECIAL MEETING NOTICE**  
**CITY COUNCIL GOAL PLANNING WORKSHOP**  
9:00 a.m.  
Martha Riley Library Community Room  
1501 Pleasant Grove Boulevard  
Roseville, California  
[www.Roseville.ca.us](http://www.Roseville.ca.us)

The meeting will be open to limited in-person attendance. To remain in compliance with the state's public health guidance, attendance will be limited to 25% of the room's capacity (15 seats) and will require 6 feet of social distancing inside and outside the community room. Face coverings are required and will be provided to those who don't have a mask.

If you need disability-related modification or accommodation to participate in this meeting, please contact: Voice: 916-774-5200, TDD: 916-774-5220. Requests must be made as early as possible.

### **1. CALL TO ORDER AND WELCOME**

Mayor Krista Bernasconi called the workshop to order at 9:00 a.m. and made opening remarks.

### **2. PUBLIC COMMENTS**

No public comment received.

### **3. REVIEW WORKSHOP OBJECTIVES, GROUND RULES, AND TODAY'S AGENDA**

City Manager Dominick Casey made remarks and introduced Greg Larson from Management Partners.

Greg Larson, Management Partners, covered the workshop objectives, agenda, and ground rules.

Objectives:

- Strengthen the City leadership team
- Address Council districting impacts
- Review City goals and strategies
- Establish Council priorities through 2022

Ground rules:

- Listen to understand
- Assume good intent
- Pursue consensus
- Speak up if we need course correction
- Maintain COVID safety

Bike Rack:

- Time management tool
- Things to discuss at another time will be traced separately

#### **4. CELEBRATE ACCOMPLISHMENTS**

Celebrating Accomplishments:

- Shifted available funds into strategic reserves
- Moved ahead on housing projects
- Completed the Charter update
- Attracted new businesses
- Opened new parks
- Added police staffing
- New fire station
- Financially solvent

#### **5. WORKING TOGETHER**

City Council as a Team:

- Relationships with community
- Humanity based
- Invested in success of Roseville
- Superior communication by Public Affairs
- Responsiveness to community concerns
- Worked closely with Placer County and other cities and hospitals
- Election year - Districts - Three councilmembers elected
- Measure B funding kept programs afloat
- Partnerships with community - family meals, Chamber of Commerce and neighborhood associations

Strength Finder:

- The City Council as a Team Using *StrengthFinder*
  - Talent plus investment to the team
  - 34 different themes
    - Top strengths

- Executing
  - Influencing
  - Relationship Building
  - Strategic Thinking
  - Influencing
  - Activator
  - Command
  - Competition
  - Communication
  - Maximizer
  - Significance
  - Self-Assurance
  - Woo
- Four Domains of Leadership
  - Executing, Influencing, Relationship Building, Strategic Thinking
- Individual Strengths Discussion:
  - Mayor Krista Bernasconi - Communication, Arranger, Confidence
  - Vice Mayor Bruce Houdesheldt - Woo, Initiating with Strangers
  - Councilmember Scott Alvord - Futuristic, Achiever, Faith based
  - Councilmember Pauline Roccucci - Never Give up, Unique, Learner, Individualization
  - Councilmember Tracy Mendonsa - Individualization, Competition, Responsibility, Achiever
  - City Manager Dominick Casey - Arranger, Learner, Arranger, Belief, Responsibility
  - City Attorney Michelle Sheidenberger - Learner, Achiever, Positivity, Strategic
- Strengths the City Council, City Manager and City Attorney Share:
  - Learner
  - Achiever
  - Relator
  - Individualization
  - Arranger
  - Positivity
  - Belief
  - Responsibility
  - Self-Assurance
- One Roseville with Council Districts
  - Set the Foundation for Governing Together
    - Review prior One Roseville Council direction
    - Review Council feedback from the interviews
    - Consider additional norms or guidelines
    - Governing in the interest of all residents and not just the residents of a single district - allows for the continuation of accessible customer service, the most effective use of taxpayer resources, and consistency in city services
    - Any member of the City Council may respond to and assist

anyone in the community who calls or contacts them regardless of residence in or representation of any particular district

- Current practices regarding invitations to members of the City Council to events and activities, and the process with respect to appointments to committees and various bodies with remain in effect
- Use neighborhoods to the extent possible
- City Budget Development - consistent with the General Principles of Governance adopted by the City Council in the Elections Ordinance, the City shall maintain a citywide focus during the budget development process and in the adopted budget. Revenues and expenditures shall be budgeted on a citywide basis and not tracked by Council district

#### Redistricting:

- Everything will change with new Council district map
- Council should be neutral and serve whole community
- Elected by district - but two still at-large
- Don't put district on business cards - majority
- Consistency with city website and business cards - communications - find a new balance
- Share responsibility of education - district verses citywide
- Communicate neighborhoods verses districts
- Elected serves neighborhoods
- Website - statement that City Council serves the whole community
- Consensus to use "neighborhood" verses "districts"
- Web page - concern, call Mayor, Vice Mayor or any member of Council

City Council were provided a presentation on the Roseville Resident Survey results with Roseville scoring high in many factors.

#### Ceremonial Events:

- Notifications of celebrations within districts - ribbon cutting, ground breaking - how do we do it? Making sure Councilmembers within district be notified of events and don't use social media outside of your geographic area - courtesies - involve all Council members
- Ceremonial - Mayor and/or staff extends invitations to all Councilmembers - differs to Mayor's direction - to the extent that the host is acceptable - invite whole Council
- Personal Relationship Invitations - people want to talk to the person they elected

## **6. LUNCH BREAK**

Recess at 11:58 a.m.

Reconvene at 1:00 p.m.

## **7. AFFIRM MISSION, VISION AND VALUES, AND REVIEW COMMUNITY**

## **SURVEY RESULTS**

### **Continuing Response to the Pandemic:**

- Return to normal operations in a safe manner as soon as possible (for physical and mental health)
- Continuing assistance to small businesses and residents as allowed
- Identify customer service improvements and operating efficiencies to maintain beyond the pandemic
- When do we come out of executive order emergency orders?
- Workload constraints, funding constraints

### **Goal A: Remain fiscally responsible in a changing world**

- Address pension and other liabilities, increase transportation funding, attract new businesses, balance utility operating costs to maintain competitive rates

### **Goal B: Support community engagement and advocacy**

- Restart the City of Roseville news bureau, provide more context about budget and financial conditions including unfunded mandates, enhance outreach to youth/young adults, raise awareness of advocacy efforts

### **Goal C: maintain a safe and healthy community**

- Deploy police body cameras; continue focus on homelessness response/and partnerships, ensure service levels align with city growth; strengthen inclusiveness, equality, and justice efforts in partnership with the community for all

### **Goal D: Economic vitality:**

- Expand on sports tourism and recreation opportunities, consider options for vacant storefront, job growth incubators and other economic growth

### **Goal E: Deliver exceptional city services**

- Return to normal operations while maintaining best practices that we learned from the remote experience such as customer-service improvements and operating efficiencies; address staffing turnover and challenges and succession planning; implement Customer Service Software (formerly known as CRM); maintain vigilance on community standards to address blight and graffiti, hold community cleanups, call in problem areas while serving community

### **Goal F: Invest in well-planned infrastructure and growth**

- Revitalize core neighborhoods; support opportunities for more affordable housing; develop strategy and implementation plans for water resiliency and electrification of the transportation grid

## **8. REVIEW CITY GOALS AND STRATEGIC PRIORITIES, UPDATE AS REQUIRED**

### **Keeping Focused on Priorities - Constraints:**

- State and federal mandates
- Potential recession

- Rising traffic impacts locally and regionally
- Pension and other liabilities

What We Do Well to stay focused on Priorities:

- Council agenda items linked to the Strategic Plan
- Council provides clear vision and priorities
- Staff delivers on goals and strategies
- Respectful and collegial with diverse perspectives
- Coordinate all City communications
- Continue to strengthen the team
- Courteous to each other's district residency

Where we council improve:

- Find ways to engage new businesses and residents in the City's Strategic Plan
- Assist Council in using the Strategic Plan for broader communications

## 9. WRAP-UP

Councilmembers, City Manager, and City Attorney were requested to provide Tweet language relating to Roseville ten years from now;

- Roseville City Council renews City Manager Dominick Casey's contract for five years
- New businesses and prosperity
- West Roseville Sports Center is up and running - national success
- Roseville named nations safest city
- Capital Corridor expands to 10 commuter trips from Roseville to Sacramento
- Roseville lands mayor university
- Roseville only city in Sacramento area to meet RHNA numbers
- Roseville voted highest quality of life in the nation
- Roseville earns triple A bond rating

Mayor Krista Bernasconi adjourned the workshop at 3:35 p.m.