



City of Kingsburg

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Mayor Vince Palomar
Mayor Pro Tem Brandon Pursell, Jr.
Council Member Laura North
Council Member Staci Smith
Council Member David M. Silva

City Manager Alexander J. Henderson

AGENDA KINGSBURG CITY COUNCIL STRATEGIC PLANNING SESSION

(559) 897-5821

www.cityofkingsburg-ca.gov

Friday, August 11, 2023: 3:00 P.M.-7:00 P.M.

Kingsburg Historic Train Depot: 1465 California Street, Kingsburg, California

Saturday, August 12, 2023: 9:30 A.M.-3:00 P.M.

Kingsburg Senior Center 1450 Ellis Street, Kingsburg, California

3:00 P.M. Friday, August 11, 2023:

- 1. Call to Order and Roll Call**
- 2. Public Comment**
- 3. Strategic Planning Session - Presentation by The Mejorando Group**
- 3. Continue Strategic Planning Session to Saturday August 12, 2023 at 9:30 A.M.**
- 4. Adjourn City Council Strategic Planning Session**

Any writings or documents provided to a majority of the Governing Body regarding any item on this agenda will be made available for public inspection at City Hall, in the City Clerk's office, during normal business hours. In addition, such writings and documents may be posted on the City's website at www.cityofkingsburg-ca.gov.

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the office of the City Clerk (559) 897-6520. Notification 48 hours prior to a meeting will enable the City to make reasonable arrangements to ensure accessibility to that meeting [28 CFR 35 .102.35.104 ADA Title II].

Title VI of the Civil Rights Act of 1964 provides that no person in the United States shall, on the grounds of race, color, or national origin, be excluded from participation in, be denied the benefits of, or be subjected to discrimination under any program or activity receiving federal financial assistance.

I hereby certify, under penalty of perjury under the laws of the State of California that the foregoing Agenda was posted at the front entrance of City Hall not less than 72 hours prior to the meeting. Dated this 7th day of August 2023.

Abigail Palsgaard, City Clerk

**City of Kingsburg
Mayor and City Council
Planning Session
August 11th and 12th, 2023**

Facilitated by Patrick Ibarra
The Mejorando Group

Day One – Friday, August 11th (Historic Train Depot; 1465 California St.)

1. Identify and discuss benefits from Good Government. Group discussion about the benefits of Good Government. (3:10 – 3:30) Refer to page 3
2. What's Your Legacy – Mayor and each Councilmember will briefly share what he/she would like their legacy to be. (3:30 – 3:45)
3. Governing Body/Team Effectiveness – Review and discuss the keys to the group's effectiveness. (3:45 – 4:10) Refer to page 4
4. Refresher on the Council-Manager form of government: Discuss the various roles for elected officials, city manager, department directors, city staff and community members. 4:10 – 4:40) Refer to page 5

Break 4:40 – 4:55

6. Brief review – Review Mission, Vision, and Values to determine what, if any, changes are necessary. (4:55 – 5:25) Refer to pages 6 thru 8
7. Complete STEEP (Social, Technology, Economic, Environment and Political) Analysis - Explore trends and their potential impact to the community and city organization. Input from the three community focus groups will be shared. (5:25 – 6:00) Refer to page 9

Dinner will be served at about 6 p.m.

8. Role as community builder – Group discussion about the city's role as a community builder reflecting on its past role, present approach, and possible future role. (6:15 – 6:45) Refer to page 10
9. Discuss Topics for August 12th (6:45 – 7:00)

Day Two – Saturday, August 12th (Senior Center; 1450 Ellis St.)

1. Strategic Plan Update - City Manager will present major initiatives planned for the near-term – 2023 and 2024 and into the short-term. (9:30 – 10:45)
2. Review current Strategic Goals and verify their continuation (10:45 – 11:05) – refer to page 12
3. Discuss potential strategic objectives – Based on the discussions held so far in this process, the Mayor and Council will begin to identify possible strategic objectives to include the revised Strategic Plan. The following list are those topics identified during pre-session interviews (11:05 – 11:45) Refer to page 13
 - Ensure the City's Continued Financial Stability:
 - Economic Development
 - Business Park
 - Downtown
 - Parking
 - Improve Public Safety
 - Measure E
 - Improve Recreational Opportunities for All Ages:
 - Sports Complex
 - Programs for youth
 - Promote Sustainable Development
 - Update the City's General Plan and Zoning Code
 - Growth Management
 - City organization
 - New City Hall
 - Training City Workforce members

Lunch 11:45 – 12:30

4. Finish up discussion about potential Strategic Objectives (12:30 – 2:45)
5. Discuss next steps – City Manager, partnering with his staff, will review the list created of strategic objectives created by Mayor and Council, and factoring in the existing priorities and strategic plan, will incorporate them into internal workplan/budget discussions. determine a path forward. This will be brought back to the Mayor and Council for their consideration and adoption. (2:45 – 3:00)

BENEFITS FROM GOOD GOVERNMENT

***“Role of local government is to be the
facilitator for a
better quality of life.”***

ENHANCING CREDIBILITY AS A GOVERNING BODY



REFRESHER ON THE FORM OF GOVERNMENT

- Role of Elected Officials
- Role of City Manager
- Role of Department Directors
- Role of city staff
- Role of community members

OUR VISION

Vision statements for communities reflect the collective understanding of the ideal situation. They may reflect a certain standard of living, the pleasantness of the environment, or the general vibrancy of the community. In local government strategic plans, the vision statement typically represents a view of the ideal community toward which the group is working.

The vision is a description of Kingsburg's "desired future". In other words, where do the stakeholders believe the community will be in five to ten years? The emphasis is on the future as it describes the organization as the stakeholders would like it to become – in the future.

Benefits of Visioning

The process and outcomes of visioning may seem vague and superfluous. The long-term benefits are substantial, however. Visioning:

- Provides continuity and avoids the stutter effect of planning fits and starts.
- Identifies direction and purpose.
- Alerts stakeholders to needed change.
- Promotes interest and commitment.
- Promotes laser-like focus.
- Encourages openness to unique and creative solutions.
- Encourages and builds confidence.
- Builds loyalty through involvement (ownership)
- Results in efficiency and productivity

Current Vision:

The City of Kingsburg is a unique, safe, affordable, and welcoming community with a thriving themed downtown and recreation opportunities for all ages.

OUR MISSION

Current Mission:

To provide quality, professional services and a safe, family-orientated community for our diverse residents to thrive.

The intent here is to verify the accuracy of the existing mission statement and make changes where needed. Questions which should be answered that will help modify the existing mission statement are:

- What are the needs and wants of our citizens?
- How does the City go about fulfilling the wants and needs?

The basic question to address in the mission statement will be, "What is the business of the City of Kingsburg and who do we serve?" An accurate description of the organization's purpose will drive the strategic plan. It will embody in a few words or sentences what the City of Kingsburg is. Why does it exist at all? What is its function? Who does it serve (customers or stakeholders)? The mission statement shall be crafted so it's clear, credible, and understandable, flexible but focused, and brief.

OUR VALUES

- Integrity
- Collaboration
- Transparency
- Mutual Respect
- Customer Service
- Innovation

STEEP EXAMINE THE PRESENT AND THE FUTURE



1. What are the potential impacts from recent events on our role as community builders?
2. What types of services will residents require in the future that are not already provided? What might be required to fund and staff these services?
3. Which city processes and practices might need to change to serve a larger and more diverse population?

STRATEGIC GOALS

- Strategic Goals:**
1. Ensure Financial Stability
 2. Improve Public Safety
 3. Increase Retail Opportunities
 4. Improve Community Communication
 5. Provide Recreation Opportunities for All Ages
 6. Promote Sustainable Development

POTENTIAL STRATEGIC OBJECTIVES

- Ensure the City's Continued Financial Stability:
 - Economic Development
 - Business Park
 - Downtown
 - Parking

- Improve Public Safety
 - Measure E

- Improve Recreational Opportunities for All Ages:
 - Sports Complex
 - Programs for youth

- Promote Sustainable Development
 - Update the City's General Plan and Zoning Code
 - Growth Management

- City organization
 - New City Hall
 - Training City Workforce members