

SPECIAL MEETING MINUTES OF THE EL SEGUNDO CITY COUNCIL
STRATEGIC PLANNING WORKSHOP
EL SEGUNDO CITY COUNCIL
TUESDAY, APRIL 30, 2024– 9:00 AM

CALL TO ORDER - by Mayor Boyles at 9:07 AM

ROLL CALL

Mayor Boyles	-	Present
Mayor Pro Tem Pimentel	-	Present
Council Member Pirsztuk	-	Present
Council Member Giroux	-	Present
Council Member Baldino	-	Present

PLEDGE OF ALLIGIANCE –

PUBLIC COMMUNICATION – (Related to City Business Only – 5-minute limit per person, 30-minute limit total) None

SPECIAL ORDERS OF BUSINESS:

The Strategic Planning Workshop was facilitated by Henry Garcia and Rhonda D. Strout-Garcia of HR Dynamics & Performance Management, Inc., Principal Consultants/Owner.

1. Strategic Planning Workshop to Update the Fiscal Year (FY) 2022-23 through FY 2025-26 Strategic Plan and Discuss the City’s Current Strategic Goals and Top Priorities

The Strategic Planning Workshop includes the following:

- I. Welcome from Mayor Boyles
- II. Comments from City Manager, Darrell George
- III. Agenda Review and Expectations from Facilitators Henry Garcia and Rhonda Strout-Garcia
 - Facilitators reviewed what will be achieved during the meeting and from the strategic plan update process.
- IV. Review of Strategic Planning Terms and Definitions
 - Reviewed common strategic planning terms, such as mission, vision, goal, strategy, etc.

- V. Staff Presentation of FY 2023-24 Strategic Plan Achievements, Proposed Strategies for FY 2024-25, and Review of Key Performance Indicators (KPIs)
- Barbara Voss, Deputy City Manager made the presentation.
 - Council asked questions and discussed.
- VI. Discuss and Reaffirm the Existing Five Goals and Proposed Strategies
- Council discussed and revised the order and wording of the goals;
 1. Develop and Maintain Quality Infrastructure and Technology
 2. Optimize Community Safety and Preparedness
 3. Deliver Solution-Oriented Customer Service and Proactive Communications to All Members of the Community.
 4. Promote and Celebrate a Quality Workforce Through Teamwork and Organizational Excellence
 5. Champion Economic Development and Fiscal Sustainability
- VII. Prioritize Top Ten Strategies for FY 2024-25
- Council discussed and made the decision to have six top strategies;
 1. Goal 5 Strategy C: Implement strategic initiatives to attract new businesses and foster business to business networking and collaboration to retain and grow existing businesses.
 2. Goal 5 Strategy D: Implement community planning, land use, and enforcement policies that encourage growth while preserving El Segundo's quality of life and small-town character
 3. Goal 1 Strategy A: Seek opportunities to implement and expedite the projects in the Capital Improvement Program and ensure that City-owned infrastructure is well maintained, including streets, entryways, and facilities.
 4. Goal 1 Strategy B: Seek opportunities to innovate and implement the use of technology to improve services, efficiency, and transparency.
 5. Goal 2 Strategy A: Comprehensively address the unsheltered homeless population.
 6. Goal 4 Strategy B: Enhance staff recruitment, retention, and training to ensure delivery of unparalleled City services and implementation of City Council policies.
- IV. Develop Priority Action Items/Projects for the Top Ten Strategies
- Council discussed and advised staff of their top six strategies. Staff will now update and revise the Strategic Plan according to Council's discussion.
- VI. Wrap Up & Next Steps

Recommendation:

1. Receive, discuss, and provide direction to update the Strategic Plan for FY 2022-23 through FY 2025-26.

Staff will update the Strategic Plan and Strategies per Council's discussion and input and will then bring the item before Council for final approval.

Adjourned at 12:30 PM


Tracy Weaver
Tracy Weaver, City Clerk