



Town of Yountville

"The Heart of the Napa Valley"

Town of Yountville

Council Priority Setting Meeting

January 29-30, 2009

Meeting Notes

Yountville Town Council Vision Statement

"To provide leadership, inspire community spirit, maintain fiscal health and offer a high level of service to the residents, businesses and visitors in Yountville."

Town Council Guiding Principles

- Provide our residents, guests and businesses and our Napa Valley neighbors with high quality public services and facilities
- Encourage citizen engagement and welcome a variety of viewpoints
- Maintain the unique character that is Yountville
- Assure the long-term vitality of our town through good planning and prudent financial management.

The purpose of this meeting is to:

- Lay the foundation for Council to work effectively together
- Converse with community members on policy issues and strategies for community outreach
- Identifying priorities and plan for 2009-2010

Agenda, Jan. 29: 1:00 p.m.--5:00 p.m., Yountville Library

Theme: Leveraging Council Effectiveness

1:00- 1:10 p.m. Welcome, Purpose, Outcomes, Mayor Saucerman

1:10-1:20 p.m. Public Comment

Agenda, Ground Rules, Carrie Hays, Dan Whitehurst, The Halle Group

Check-in: Town Council Vision and Guiding Principles

Learnings, New Mayors & Council Members Workshop, Lewis Chilton, Marjorie Mohler, John Dunbar

Council Members "Getting to Know You"

Developing Agreements: How We Will Work Together

Discussion: Retreat Survey Summary

Agenda, Jan. 30. 8:30:a.m.--5:00 p.m., Groezinger Mansion Meeting Room North

Theme: 2009 Outlook and Game Plan

8:00 a.m.-8:30 a.m. Continental Breakfast

8:30 a.m. Welcome Back, Mayor Saucerman

Agenda, Ground Rules, Roles

8:45-8:55 a.m. Public Comment

Priorities for 2009-2010:

Town Manager Report Recap/Update

Agreeing on Priorities and Goals

Guidance for Staff for 2009-2010

12:00-1:00 p.m. Lunch

1:00-2:00 p.m. Community Outreach Conversation #2

Policy Discussion

Wrap-up and Next Steps

COUNCIL RETREAT NOTES – 1-30-2009

Working Agreements Developed

- ❖ No hidden agendas – being open minded and don't form final opinion until all facts in, voices heard.
- ❖ We honor mtg. protocol
- ❖ Share your reasoning
- ❖ Showing respect for each other, staff.
 - Community - inside and outside of mtgs.
 - Ways of disagree – engage in honest discussion w/o mocking or questioning motives.
 - Civility
 - Openness to disagreement
 - Listening
 - Apologizing
- ❖ No surprises/"gotchas"
- ❖ Keeping Community 1st
- ❖ Act with Integrity and assume your colleagues are too
- ❖ No laptops/blackberries during meetings

Ground Rules

1. State your views and ask genuine questions.
2. Share all relevant information.
3. Use specific examples and agree on what important words mean.
4. Explain reasoning and intent.
5. Test assumptions and inferences.
6. Jointly design next steps.
7. Focus on interests, not positions.
8. Discuss undiscussable issues.
9. Use a decision making rule that generates the level of commitment needed.

2009-2010 COUNCIL GOALS, POLICY ISSUES, LIST, RETREAT EVALUATION

GOALS FOR COUNCIL

Goal: Maintain the Town's fiscal soundness through the current economic crisis and beyond.

Goal: Maintain and enhance the Town's public facilities and infrastructure

Goal: Develop and implement a business plan for the Community Center.

Goal: Improve two-way communication between Town Government and the Community.

Goal: Update our vision for character and quality of life in the Community.

Staff Guidance for the 5 Goals

- ❖ Achieve Fiscal Mgmt.
 - Balanced budget
 - Handle on revenue sources
 - Risk Management – evaluate internal financial policies; re-evaluate reserves- services levels
 - 2 yr. plan with options
 - Internal policy/procedures
 - Retirement liabilities
 - 5yr-10yr. projections

Infrastructure Improvement

- ❖ Constantly evaluate CIP
- ❖ Practicality of projects; achievable within budget

Develop Community Center Business Plan

- ❖ Program offerings
- ❖ Service hours

Community Engagement

- ❖ Communication
- ❖ Technology
- ❖ Pathway Home

Quality of Life

- ❖ General Plan
- ❖ Urgent land use issues
- ❖ Community wide vision
- ❖ Affordable living
- ❖ Housing
- ❖ Economic strategy

POLICY STATEMENT DEVELOPMENT PLAN (LISTED IN PRIORITY ORDER)

1. Financial outlook and strategy (CIP, 5 and 10 yr. plan, OPEB, user fees, rate subsidies, for water/sewer, community services program, scenarios)
2. Address Local Serving Businesses issue
 - a. Taco truck, business mix
 - b. Community forum with business and residential community together
 - i. Include: ask them what should town be surveyed in regarding this policy
 - c. Consider bench mark other communities – other cities policies, how they define “local serving business”
3. Parking (policy for business; parking requirements for customers; and for employees)
 - a. Needs public outreach component
 - b. Identify different parking needs for different types of businesses; residences
 - c. Parking standards developed for new uses and re-uses
4. Land Use (include residential expansion; review multiplex zoning)
 - a. Review applicability town- wide
5. Water Conservation (commercial and residential and municipal, water reclamation, wastewater)

RETREAT EVALUATION

Keep

- Community Conversation
- Myers-Briggs
- Inviting diverse set of people
- Personal invitations
- Dividing people up

Stop

- Anonymity of surveys

Start

- Overview of retreat plan, format- 1 month prior
- Include Latino community in Community Conversation
- Contact Community representatives earlier (extend invitations earlier)
- Send a WORD version of the planning survey in advance, so Council members can print out and prepare, prior to electronic online survey
- Take photos of Community Conversation
- Conduct Community Conversation at end of day, followed by social time
- Consider a 2-day planning session (a bit longer)
- Consider a 1 day check- in, in six months

COMMUNITY CONVERSATION NOTES FOR APPENDIX

Community Outreach Mechanisms/Processes for “Getting the Message Out!”

- Public Comment at meeting
- Email/Survey
- Town Hall Meeting
- Newspaper – info/meeting calendar
- Earlier agenda release
- Wider distribution
- Email broadcast
- Publish agenda in Sun
- Acknowledge/respond to public comment
- List serve for cell phones/text message
- Town on Facebook
- Kiosk-Electronic paper
- Small meetings in different neighborhoods with residents giving feed back to Council
- Email, surveys, small meetings – accommodate working residents
- Electronic means – i.e. bulletin boards, issue briefs (5-6 min)
- Veterans Home reaches out to Town and visa versa – small groups
- Continue to gather & deliver using open communication – share regularly good & bad news
- Use website to distribute all info, good or bad, i.e. blog
- Email, website, text briefs (database)
- Distribute announcement via text message
- Press Release via Napa Valley Register & Yountville Sun
- Face to face information = good
- Good that “Grapevine” is in the Yountville Sun – sharing Vets Home activities
- Joint planning session with Vets Home & Community – Discussion of single topics
- Community Outreach – Methods from residents
- Residents need advanced info on topics/additional time (i.e. 2 weeks)
- Community Survey
- Advertise public comment as part of Council – submit letter, appear in person
- Alternate avenues for public information – neighborhood meeting (i.e. 6 mo. Living room meeting), council member to neighborhood outside his comfort zone
- Form Ad Hoc committee on hot topics
- Methods to residents –
 1. Mr. Roger’s column in Sun
 2. Distribute survey results back to community
 3. Council, staff, Sun remain approachable
 4. Need response from Council regarding public comments at Council Meeting
 5. Town Newsletter

6. Town Website

On What should Council be Gathering Information?

- Describe event & programs you would like to see/participate in
- What are your likes/dislikes about Yountville?
- What are you/we doing to conserve water?
- What is the best way to communicate with you?
- Library Programs?
- Are you interested in volunteering?
- What are the Town's committees & boards? Please describe
- What is the Town vision for 1, 2, 3 years and beyond?
- What retail/services are coming to Town?
- What business mix?
- Community survey – what is downtown going to look like? Preservation of mountain views
- Here are 5 issues – what are your top issues, concerns you would like addressed – rank
- Types of info. Needed -
 1. Hot topics
 2. What do we want this Town to be?
 3. Role of arts & culture
 4. Identify business interests
 5. Identify resident interests
 6. Capital Improvements Plan – street lights
 7. What are resident hot topics?

What Policy Issues/Topics Should Council be Discussing this Year?

- Taco Truck
- Parking (4) – Ordinances
- Water conservation
- “Greening” of the Town
- Recreational programming
- Volunteer opportunities
- Financial outlook and strategy
- Business forum – marketing and economic outreach
- Types of “residential” expansion
 1. Housing mix
 2. Infill
 3. Zoning
- Infrastructure improvements
- Town beautification “lights”
- Re-forestation plan (trees)

- Affordable Housing (long term)
- Affordability (business)
- Put plan in place prior to more development
- Vision/plan
- AFFORDABILITY to residents
- What are unfunded retirement liabilities?
- PARKING! (Possibly working with Vets Home)
- Chamber Funding – such as enhancing marketing the Town, businesses & entertainment (Lincoln Theatre)
- Helping community work together – Town, Vets Home, Chamber
- Should the Chamber support itself/funding?
- Public Safety
- Re-address local serving business issues; develop a policy for this
- Vets Home Town Liaison
- Look at the valley as a “whole”
- Bring together various factions & interests
- Dog Park
- Public art policy
- Policy on cultural events
- Policy on artistic exhibits/programs
- General Plan – prepare & follow
- Policy on water conservation
- Continue message on Town revenue
- Define architectural standards
- Outsourcing Services (justify) i.e. Town grass cutting (consider economics)
- Executive Summary on policy – simple & easy to understand
- Own Yountville’s history – stakeholder/central clearing house
- Walking Town
- Tasting rooms – too many