

**MINUTES
SPECIAL MEETING OF THE
CITY COUNCIL OF THE CITY OF MORENO VALLEY
MORENO VALLEY COMMUNITY SERVICES DISTRICT
COMMUNITY REDEVELOPMENT AGENCY OF THE
CITY OF MORENO VALLEY**

**SPECIAL MEETING- 2:00 PM
May 18, 2011**

CALL TO ORDER – A special meeting of the City Council of the City of Moreno Valley, Moreno Valley Community Services District and the Community Redevelopment Agency of the City of Moreno Valley was called to order at 2:04 p.m. by Mayor Stewart in the Conference and Recreation Center, Alessandro Room B, located at 14075 Frederick Street, Moreno Valley, California.

PLEDGE OF ALLEGIANCE – The Pledge of Allegiance was led by Council Member Batey

INVOCATION – Mayor Richard A. Stewart

ROLL CALL

Council:	Richard A. Stewart	Mayor
	Jesse L. Molina	Mayor Pro Tem
	William H. Batey	Council Member
	Marcelo Co	Council Member
	Robin N. Hastings	Council Member
Staff:	Jane Halstead	City Clerk
	Bob Hansen	City Attorney
	Henry Garcia	City Manager
	Michelle Dawson	Acting Assistant City Manager
	Richard Teichert	Financial and Administrative Services Director
	Steve Curley	Fire Chief
	Chris Vogt	Public Works Director/City Engineer
	Paula Smus	Acting Library Services Division Manager
	Mike McCarty	Parks and Community Services Director
	Barry Foster	Community and Economic Development Director
	Sonny Morkus	Human Resources Director
	Chad Blanco	Lieutenant

Mayor Stewart opened the agenda item for public comments, which were received from Deanna Reeder and Tom Jerele Sr.

1 Workshop to Discuss Goals, Priorities and Expectations Regarding Future Economic Development Programs and Services of the City

Executive Summary

The purpose of the exercise was to hold a Goal Setting Workshop with the Mayor and City Council to include decision making and planning, in order to provide staff with clear direction. To be more specific, the Mayor and City Council engaged in an interactive process in which they accomplished the following:

1. Established expectations for the Workshop
2. Identified the organization’s Strengths, Weaknesses, Opportunities and Threats (SWOT)
3. Established Prioritized Goals
4. Developed Actions to Achieve the Goals
5. Referred development of the detailed action plans/tasks and schedule to the City Manager and Executive Team

Expectations

The Mayor and City Council expressed the following expectations related to the goal setting workshop:

▪ To cut through the rhetoric
▪ To establish specific goals
▪ To set goals, milestones, and time lines
▪ To discuss future expectations
▪ To revisit where we have been
▪ To send a clear message regarding change and transparency
▪ To demonstrate partnerships and a relationship with the community

Strengths, Weaknesses, Opportunities, Threats (SWOT Analysis)

Strengths
▪ Affordable Housing
▪ Vacant Land Opportunity
▪ Good Work Force
▪ Good Geographic Location
▪ Diversity
▪ Transportation Corridors
▪ Developing City

▪ March Air Reserve Base
▪ Higher Education
▪ Access to Medical Services
▪ Recreation and Parks

Weaknesses
▪ Perception / Image
▪ Low Property Values
▪ High School Drop Out Rate
▪ Slow Economic Development Process
▪ Bedroom Community
▪ Low Employment Opportunities = No Jobs
▪ Low Tax Base
▪ Jobs to Housing Imbalance
▪ Geography Requires More Infrastructure
▪ Lack of Adequate Infrastructure/ Lack of Planning
▪ Lack of Cultural Activities

Opportunities
▪ Job Development
▪ Good Bidding Environment
▪ Open Land
▪ Flexibility For Change
▪ Regional Presence
▪ MARB Reuse / March LifeCare
▪ General Aviation
▪ Maximizing Medical Corridor Opportunities
▪ College Expansion
▪ UCR Medical School Training at RCRMC
▪ Transportation Corridors
▪ BiCorridors
▪ MVU as Economic Opportunity

Threats
▪ Outside Organizations are a Threat
▪ Lack of Organizational Flexibility
▪ Federal and State Budgets

▪ Revenues Still Flat
▪ Resistance to Change
▪ Lack of Communication and Coordination

Prioritized Goals

Priority	Goals
#1	Job Development
#1a	Maximizing Vacant Land Opportunities
#2	Focus on Medical Corridor and Health Services/ Educational Opportunities
#3	Maximize Transportation and Infrastructure Opportunities
#4	Economic and Tax Base Development
#5	Enhance City Image

Prioritized Goals/Actions/Schedule

Prioritized Goal #1: Job Development	
#1a: Maximizing Vacant Land Opportunities	
Actions	
1.	Identify specific land use types to produce new jobs
2.	Identify specific locations in the City to produce new jobs
3.	Identify needed infrastructure to support new development
4.	Identify and attract related support business services

Further defined tasks, responsible department, and schedule:

TASK	DEPARTMENT	SCHEDULE
Prepare 2-year Economic Development Action Plan for Council adoption	CEDD	Adopted 4/26/11
Adopt the City’s Capital Improvement Plan	PW/CEDD	June, 2011
Work with Highland Fairview on new Master plan to replace Moreno Highlands Specific Plan	CMgr/CEDD	2011/12

Work with Highland Fairview and two hospitals to advance medical and health related development projects

CMgr/CEDD

2011/12

Facilitate construction of new industrial buildings for logistics/distribution uses in the Centerpointe, South Moreno Valley, and Rancho Belago areas

CEDD

2011/12

Prioritized Goal #2: Focus on Medical Corridor and Health Services/Educational Opportunities	
Actions	
1.	Coordinate planning and development activities with the expansions of Moreno Valley College, Kaiser Permanente Community Hospital, and Riverside County Regional Medical Center
2.	Pursue medical office development
3.	Coordinate economic development activities with March LifeCare
4.	Retool Aquabella (needs discussion)

Further defined tasks, responsible department, and schedule:

TASK	DEPARTMENT	SCHEDULE
Work with Moreno Valley College on expansion plans including growth of the Allied Health Services Program	CEDD	2011-2013
Facilitate development of Kaiser's 75,000 s.f. expansion of the Community Hospital	CEDD	2011/12
Cooperate with RCRMC on its master plan expansion	CEDD	2011-2013
Facilitate medical office development for Medical overlay zone and other areas	CEDD	2011-2013
Work with March LifeCare on planning and entitlement issues	CEDD/PW	2011-2013
Work with Highland Fairview on plans to reposition approximately 200 acres of	CEDD	2011-2013

Aquabella site for use as medical and Health related campus

Prioritized Goal #3: Maximize Transportation and Infrastructure Opportunities	
Actions	
1.	Improve arterials to ultimate
2.	Increase regional presence

Further defined tasks, responsible department, and schedule:

TASK	DEPARTMENT	SCHEDULE
Prioritize the improvement of arterials to their ultimate configuration, identify funding	PW	Annual within CIP process, amend with resequencing as needed
Increase staff assistance to the Council and participation with regional agencies by assigning staff liaisons to each committee, discuss and formalize this with the Council	CMgr/CEDD/PW	July 2011

Prioritized Goal #4: Economic and Tax Base Development	
Actions	
1.	Review development application process
2.	Review state vs. self imposed regulations and requirements
3.	MVU as economic development tool
4.	Evaluate use of incentives

Further defined tasks, responsible department, and schedule:

TASK	DEPARTMENT	SCHEDULE
Conduct developer workshops to identify ways to improve the planning and entitlement process	CMgr/CEDD/PW	April – Oct 2011

Evaluate building code and development standards to understand State requirements and City imposed development requirements	CEDD/PW/Fire	February 2012
Formulate ideas and a strategy for using MVU as an economic development tool to attract specific new business development opportunities	CMgr/CEDD/PW/	2011-2012
Identify a wide variety of cost-effective ways to provide target incentives for new development	CMgr/CEDD	2011-2012

Prioritized Goal #5: Enhance City Image		
Actions		
1.	Develop Media & Communications Strategy: a. Increase use of Social Networks b. E-mail Blasts c. Expand Communication Outreach/ Networking d. District Town Hall Meetings	
2.	Corridor Beautification Program	

Further defined tasks, responsible department, and schedule:

TASK	DEPARTMENT	SCHEDULE
Develop database of e-mail addresses to distribute immediate information to residents, businesses, and other agencies	CMgr	June 2011
Transition "City Link" newsletter to an on-line e-newsletter posted on the web site and automatically e-mailed to subscribed residents and businesses	CMgr	July 2011
Expand options for distributing City information to magazines and news outlets, promote the community and events via alternative publications and through attendance at various meetings	CMgr	September 2011

Explore and discuss District Town Hall meetings with the Council, establish a schedule for quarterly or semi-annual events

CMgr

June 2011

Review options for a Citywide Corridor Beautification Program for Council consideration

PW

August 2011

ADJOURNMENT

There being no further business to conduct, the meeting was adjourned at 5:24 p.m. by unanimous informal consent.

Submitted by:

Jane Halstead
Secretary, Moreno Valley Community Services District

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