



# CITY OF MERCED

City Council Chamber  
Merced Civic Center  
2nd Floor  
678 W. 18th Street  
Merced, CA 95340

## Minutes

### City Council/Public Finance and Economic Development Authority/Parking Authority

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Saturday, February 27, 2021

9:00 AM

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#### A. CALL TO ORDER

Mayor SERRATTO called the Strategic Planning Session to order at 9:10 AM.

#### B. ROLL CALL

**Present:** 7 - Mayor Matthew Serratto, Mayor Pro Tempore Kevin Blake, Council Member Fernando Echevarria, Council Member Delray Shelton, Council Member Bertha Perez, Council Member Jesse Ornelas, and Council Member Sarah Boyle

**Absent:** 0

#### C. PUBLIC COMMENT

**Clerk's Note:** The following comment was received via email.

Agenda Item D.1. - Diana ODOM GUNN.

**Clerk's Note:** The following comment was received via voicemail.

Sheng XIONG, Merced - spoke on various affordable housing related items.

#### D. BUSINESS

##### D.1.

**SUBJECT:** Discussion on the City Council's Goals and Priorities Related to any and all City Departments and/or Subjects That Fall Within the Subject Matter Jurisdiction of the City Council Including, but not Limited to, Policy Discussion Related to the Following: Staffing, Youth Programs, City Beautification, Local Streets, Future Planning, Economic Development, Downtown, Regional Transportation, Sustainability, Housing/Homelessness, Community Wellness and Agency Partnerships

##### REPORT IN BRIEF

Discussion on the City Council's Goals and Priorities related to any and all City departments and/or subjects that will fall within the subject matter

jurisdiction of the City Council, including, but not limited to, policy discussion related to the following: Staffing, Youth Programs, City Beautification, Local Streets, Future Planning, Economic Development, Downtown, Regional Transportation, Sustainability, Housing/Homelessness, Community Wellness and Agency Partnerships as previously adopted by the City Council in FY 2019/20.

#### **RECOMMENDATION**

For discussion only.

**Clerk's Note:** The Strategic Planning Session is held to assist the Council with the formation of the Goals and Priorities document before the upcoming City Budget discussions.

Council and Staff discussed Public Safety (Measure C, a Police Reserve Program, Community Engagement, and public safety facilities), Housing and Homelessness (partnerships and encampments), Downtown (Property Based Improvement District, Bob Hart Square improvements, and public art), Economic Development (outreach, a quarterly newsletter, and industrial areas), Public Works (Quiet Zones, street projects, and landscaping), City Beautification (City entry points, bridges, trash, graffiti, and tree maintenance), and Parks and Recreation (community partnerships, one time park equipment funding, ongoing maintenance, park restrooms, and City pools.)

City Department Heads in attendance:

Police Chief Tom CAVALLERO  
Fire Chief Derek PARKER  
Development Services Director Scott MCBRIDE  
Economic Development Director Frank QUINTERO  
Public Works Director Ken ELWIN  
City Engineer Michael BELTRAN  
City Attorney Phaedra NORTON  
Finance Officer Venus RODRIGUEZ  
City Manager Stephanie DIETZ

#### **E. ADJOURNMENT**

**Clerk's Note:** The Strategic Planning Session was adjourned at 2:02 PM.

**A motion was made by Mayor Pro Tempore Blake, seconded by Council Member Shelton, that the meeting be adjourned. The motion carried by the following vote:**

**Aye:** 7 - Mayor Serratto, Mayor Pro Tempore Blake, Council Member Echevarria, Council Member Shelton, Council Member Perez, Council Member Ornelas, and Council Member Boyle

**No:** 0

**Absent:** 0