



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/Successor Agency to the Redevelopment Agency

Saturday, February 24, 2024

8:00 AM

A. CALL TO ORDER

Mayor SERRATTO called the Strategic Planning Session to order at 8:12 AM.

B. ROLL CALL

Present: 7 - Mayor Matthew Serratto, Mayor Pro Tempore Bertha Perez, Council Member Jesse Ornelas, Council Member Sarah Boyle, Council Member Ronnie DeAnda, Council Member Shane Smith, and Council Member Fue Xiong

Absent: 0

C. PUBLIC COMMENT

Cindy KELLY, Merced - spoke on the roads and asked for the last evaluation given to the roads.

Gloria SANDOVAL, Merced - asked for transparency.

Ashley SUAREZ, Merced - thanked Council for their involvement in a County meeting with her, the Citizen Action Forms submitted to the Traffic Committee, prioritizing infrastructure, transportation, affordable housing, and healthy land use in South Merced, and directing local revenues to address South Merced's well-being.

Edwin KHAN, Merced - spoke on the Tourism Business Improvement District (TBID) and encouraged Council to start the TBID process.

Alejandro CARILLO, Merced - spoke on the State's deficit budget, the City's mid-year review, creating an art district in the City, and tourism.

See LEE, Merced - spoke on the Boys and Girls Club, the High Speed Rail project, and building a workforce.

Rhonda BATSON, Merced - asked about the goals and priorities of the Creek, the agency that has jurisdiction over the creek, and funds to assist

the clean-up.

D. BUSINESS

Clerk's Note: Council took a recess from 9:24 AM to 9:39 AM.

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: Public Safety, Economic Development, Parks and Recreation, Housing and Homelessness, and City Beautification

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: Public Safety, Economic Development, Parks and Recreation, Housing and Homelessness, and City Beautification as previously adopted by the City Council in FY 2023/2024.

RECOMMENDATION

For discussion only.

Council and Staff discussed the previous years priorities, then discussed the current priorities which include earmark requests for a fire apparatus and Bear Creek restoration, a Flood Control District, airport plans, the financial plans and priorities for roads, collaboration with schools, communicating to educate, equipment for Police and Fire, traffic enforcement, facility use, financing, and leasing, details of Code Enforcement Division, non-sworn staff members, coordinated unhoused encampments, unhoused services, Council Subcommittee use, details of policies, ethics, and procedures, American Rescue Plan Act funds update, the drug-use in the area of Yosemite Parkway, and cameras in parks. They also discussed Downtown Merced, the Public Works Corporation yard facilities, sidewalk utilities, possible partnerships, programs, and infrastructure to abate the unhoused, affordable housing, Homeless Response 2.0, traffic calming measures, road maintenance, new Capital Improvement Projects, art districts, bicycle/pedestrian improvements, a city-wide Community Facilities District, the comparison of public versus private resources, park completions and maintenance, a Parks Master Plan, splash pad maintenance, planning space facilities, various parks, a Joint-Use with the school districts, water conservation and quality, grocery

store support programs, County pockets, details of Highway 59, and a potential Tourism District.

E. ADJOURNMENT

Clerk's Note: The City Council Strategic Planning Session was adjourned at 1:16 PM.

A motion was made by Council Member Ornelas, seconded by Council Member Boyle, that this Strategic Planning Session be adjourned. The motion carried by the following vote:

Aye: 7 - Mayor Serratto, Mayor Pro Tempore Perez, Council Member Ornelas, Council Member Boyle, Council Member DeAnda, Council Member Smith, and Council Member Xiong

No: 0

Absent: 0