



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

Saturday, February 11, 2023

9:00 AM

A. CALL TO ORDER

Mayor SERRATTO called the Strategic Planning Session to order at 9:05 AM.

B. ROLL CALL

Clerk's Note: Council Member SMITH arrived to the Strategic Planning Session at 9:07 AM.

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

Chad ENGLERT, Merced - spoke on Measure C, City holding the County responsible for what Community groups are asking for and ear marking funds for affordable housing.

Mike MURPHY, Merced - asked to include Measure C in this planning session.

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: 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 2022/2023.

RECOMMENDATION

For discussion only.

Council and Staff briefly discussed the previous years priorities and then discussed current priorities which included Downtown PBID, entry ways, vacant Building Ordinance, Downtown arts districts, an enhancing infrastructure fund development, business friendly culture, an industrial/technology park, workforce development, TBID-LAP, Airport, coordinating an approach with County and other shareholders for homelessness, enhancing public space, vouchers for beds, pro-housing designation, housing trust fund, continuing support for affordable projects, GP updates, regional efforts, explore rental inspection ordinances, explore rent control policies, a city-wide community coalition project, Parks master plan, expansion options for Zoo, enhancing park services, Youth Council being part of City Manager's office, tabling Measure C 2024 issue earmark funding for Jan 2024, hold ballot measure, school coordination with traffic division, dead ends, red light ticket issuance starting on Olive Avenue, alternative service evaluation, CalVIP, Public Safety Facilities (police/fire), Ambulance (ALS) and equipment, produce current projects (Collins Drive and Buena Vista), street maintenance and lights for "safer streets", water conservation, broadband, GP Elements SB1000, city beautification (trash security, tree trimming, liter abatement, street light evaluation and funding opportunities, city entry ways, and vacant buildings), public art (CalTRANS murals, arts district, open call for projects), truck parking re-evaluation, illegal hotel activity, RV street parking, shopping cart ordinance, communications platform, peer support specialists, South Merced Plan, and flood response (urgency ordinance for temporary stay on rent increases due to floods, FEMA evaluations, service to residents, regional prevention efforts, and evaluating local issues and capacity).

E. ADJOURNMENT

Clerk's Note: The City Council Strategic Planning Session was adjourned at 12:46 PM.