



**Special City Council
Workshop
Monday, April 29, 2013**

**City Council Chamber
130 Cremona Drive, Suite B
Goleta, California
9:00 A.M.**

Members of the City Council

Roger S. Aceves, Mayor
Michael T. Bennett, Mayor Pro Tempore
Edward Easton, Councilmember
Jim Farr, Councilmember
Paula Perotte, Councilmember

Daniel Singer, City Manager
Deborah Lopez, City Clerk
Tim W. Giles, City Attorney

CALL TO ORDER AND PLEDGE OF ALLEGIANCE

ROLL CALL OF CITY COUNCIL

PUBLIC FORUM

At this time the public shall have an opportunity to comment on any non-agenda item relevant to the jurisdiction of the City. It is requested that each speaker complete a "Speaker Request Form" and submit it to the City Clerk. Reasonable time limits are imposed on each topic and each speaker. In accordance with the provisions of the Ralph M. Brown Act (GC § 54950 et seq.), no action or discussion may take place by the Council on any item not on the posted agenda. The Council may respond to statements made or questions asked, and may direct the staff to report back on the topic at a future meeting.

STRATEGIC PLAN WORKSHOP

The public shall have an opportunity to comment on agenda items as each item is considered by the City Council and prior to action being taken. It is requested that speakers complete a "Speaker Request Form" and submit it to the City Clerk prior to addressing the City Council. Administrative Reports relating to the agenda are available at City Offices located at 130 Cremona Drive, Suite B, Goleta, California.

Americans with Disabilities Act: In compliance with the ADA, if special assistance is needed to participate in a City Council meeting (including assisted listening devices), please contact the City Clerk's office at (805) 961-7500. Notification at least 72 hours prior to the meeting helps to ensure that reasonable arrangements can be made to provide accessibility to the meeting.

The next regular meeting of the City Council is scheduled for Tuesday, May, 7 2013.
City of Goleta website address: www.cityofgoleta.org Telephone Number: [805.961.7500](tel:805.961.7500) Email: Cityhall@cityofgoleta.org

City of Goleta
Strategic Planning Workshop
Monday, April 29, 2013

Agenda

Objectives:

1. Get aligned on the strategic plan tool and process
2. Get greater clarity on Goleta's unique identity and a 10-15 year vision
3. Agree on 4-6 City-wide strategies
4. Create an action plan and next steps for using the strategic plan

9:00 a.m. **Opening, pledge, welcome - Mayor Aceves**

Public comment

**Introductions - City Manager Singer, Sherry Lund, Consultant
Groundrules**

Intro to the day

Roles for this meeting

Strategic plan framework, assumptions and benefits

Goleta civic identity - What distinguishes Goleta from its neighbors?

10-15 year vision

Break to pick up food; continue with working lunch

Agree on 4-6 major strategies

Create action plan to implement the strategic plan

- **CC role and responsibilities**
- **Staff role and responsibilities**
- **(As much as is possible in the session), agree on major goals under strategies and decide how others will be dealt with.**

Next steps, evaluation

4:30 p.m. **Closing**