

From: [Cynthia McDonald](#)
To: [STEPHENS, JOHN](#); [REYNOLDS, ARLIS](#); [MARR, ANDREA](#); [CHAVEZ, MANUEL](#); [GAMEROS, LOREN](#); [HARPER, DON](#); [HARLAN, JEFFREY](#)
Cc: [CITY CLERK](#)
Subject: Proposed 2024 Strategic Plan Goals and Objectives/Tactics
Date: Tuesday, June 11, 2024 3:23:46 PM
Attachments: [Special Meeting of April 19 2024 - Strategic Planning Retreat.msg](#)

Dear City Council and Mayor,

I see that this special meeting has one topic, the 2024 Strategic Goals and Objectives/Tactics. These SGO/T grew out of your retreat in April, a meeting many of us were unable to attend. It is the first time the public has seen the material and we have not had the benefit of an explanation that comes with the Staff Presentation. The Agenda Report does not tell us much. For example, what does the Strategic Plan Goal “Provide outstanding customer service, both internally and externally.” mean?

The Staff Presentation has not been posted on the website (it should be posted as soon as it has been provided to you to comply with the Brown Act (California Government Code Section 54957.5(a)), and one of the links in the Agenda Report, the 2024 Strategic Plan, has not worked for days now. There is no way to determine if the Strategic Plan that is found in the Agenda Packet is the same as the link in the Agenda Report or if it has changed. Commenting on a Strategic Plan that is old or incomplete makes no sense.

It would be better for the public to be able to comment after the Presentation, since Staff is asking for direction from you, which should take into consideration input by the public.

Attached is the email I sent to each of you prior to your retreat. Again, I am requesting that you consider adopting the goals listed therein.

Cynthia McDonald

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From: [Cynthia McDonald](#)
To: [STEPHENS, JOHN](#); [REYNOLDS, ARLIS](#); [Andrea Marr](#); [CHAVEZ, MANUEL](#); [GAMEROS, LOREN](#); [HARPER, DON](#); [HARLAN, JEFFREY](#)
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Subject: Special Meeting of April 19, 2024 - Strategic Planning Retreat

Honorable Mayor and City Councilmembers:

Due to a prior commitment, I am unable to attend the meeting tomorrow. I request that you consider adopting the following goals:

- Strengthen the City's relationship with the public:
 - Perform regular resident satisfaction surveys and release the results to the City Council and the public
 - Evaluate quality of life, economic health, government performance, livability and quality of life, mobility, community design, safety, natural environment, health and wellness, education, arts, and culture, etc.
 - Compare historical data
 - Develop a weekly community newsletter that notifies residents of upcoming city and county events, along with recreational activities, opportunities for citizen input, transportation alternatives (this Saturday is OCTA ride-the-bus-for free-day, for example), volunteer opportunities, diversity, equity and inclusiveness events, etc.
 - Increase transparency
 - Comply with **all** provisions of the California Brown Act
 - All materials given to members of the City Council, Commission and committees must be provided to the public at the same time they are given to the members
 - All presentations at meetings of City Council,

Commissions and committees must be provided to the public as soon as possible (either simultaneously or immediately after)

- Limit the closed session items to only topics allowed to be considered in closed session by the Brown Act
- Any major change or discussion of a major change to meeting topic must occur prior to the public comment period
- Minutes of all meetings must contain sufficient information to determine the information presented and the discussion and comments by the members of the City Council, Commission or committee, staff and members of the public, including the attachment or link to all presentations, public comments and any documents provided
- All “stakeholder” meetings must be noticed to the public and held in a location where the public can witness the meeting
 - A list of attendees shall be maintained
 - Appropriate notes shall be maintained
 - Any documents, presentations, etc. provided to attendees

will also be provided to the public

- Improve City's website to include a transparency portal that will include at a minimum
 - Location and brief description of major projects (see both Irvine and Santa Ana's interactive maps of major projects – TESSA does not have this feature)
 - List of all major developments and the important related documents, status, and upcoming meetings (see Santa Ana's major planning projects – TESSA does not have this feature)
 - Contracts and Agreements not excluded by the Brown Act
- Adopt an ethics policy for City employees, City Council, Commission, and committee members, including but not limited to:
 - Fraudulent Behavior
 - Conflicts of Interest
 - Unlawful Conduct
 - Unsafe or Unhealthy Conditions

Discrimination

- Sexual Harassment
- Workplace Violence
- Substance Abuse

- Better support the arts community
 - Establish a housing trust fund for affordable housing for resident artists
 - Establish an arts center/creative studios where artists can:
 - Create work
 - Display, perform and sell work
 - Instruct the community

Thank you for your consideration.

Cynthia McDonald