

THURSDAY, AUGUST 9, 2001

An adjourned meeting of the Council of the City of Burbank was held at the Fire Training Center, 1845 North Ontario Street, on the above date. The meeting was called to order at 6:23 p.m. by Mr. Kramer, Mayor.

Flag Salute           The pledge of allegiance to the flag was led by Council Member Murphy.

ROLL CALL

Present- - - -       Council Members Golonski, Laurell, Murphy, Ramos and Kramer.

Absent - - - -       Council Members None.

Also Present -       Mr. Ovrom, City Manager; Mr. Barlow, City Attorney; and, Mrs. Sarquiz, City Clerk.

First Period of Oral Communications       There was no response to the Mayor's invitation for the first period of oral communications.

Second Period of Oral Communications       There was no response to the Mayor's invitation for the second period of oral communications.

201-2  
Review of New  
10-Year  
Strategic Plan       Mr. Hess, Administrative Analyst, reported that in May 1990, the Burbank City Council adopted the 10-Year Strategic Plan entitled *Burbank: Moving Toward the 21<sup>st</sup> Century*. Each and every year thereafter during that decade, he said the City Council adopted an annual Work Program of specific objectives which were intended to help implement the vision and goals set forth in that original Strategic Plan.

He discussed that now that the 1990 10-Year Strategic Plan has come to an end, it is time to embark on a new Strategic Plan. He said the new Plan, entitled *Embarking on a New Millennium*, will be the guiding instrument for the City's actions, programs and priorities over the next several years. He noted that the initial strategic planning process has taken place throughout the last year.

Mr. Hess then explained that this new Plan identifies and defines strategic priorities and includes corresponding goals and sub-goals that are designed to direct future actions by the City government and the community to achieve the vision of the Plan. He said the document includes seven main goals that are the heart of the Plan because they describe the end result toward which all efforts are directed; and the sub-goals

further define the direction provided by the goals. He then noted and briefly reviewed the following seven main goals: Section A – To insure that the City retains a sense of community and quality of life characterized by permanent residency in neat, well-maintained and attractive single and multi-family neighborhoods suitable for all ages and socio-economic groups; Section B – To provide and further enhance a strong economic base by encouraging quality and clean retail commercial and industrial development that is compatible within a community of homes; Section C – To provide cost effective, quality safety services and facilities that result in the provision of a safe environment, so that citizens are secure in pursuing their professional and personal activities; Section D – To provide and enhance the high level of leisure, information and other human services available to Burbank citizens; Section E – To enhance the role of the City as a leader in the effort to protect the environment and preserve our natural resources while continuing to provide and enhance the essential public works and infrastructure of the City; Section F – To provide municipal government leadership which is open and responsive to its residential and corporate constituents and is characterized by stability, confidence in the future and cooperative interaction among civic leaders, residents, business people and City staff, while recognizing and respecting legitimate differences of opinions on critical issues facing the City; and, Section G – To operate the City government in a fiscally and managerially responsible and prudent manner.

The City Council discussed each Section of the new 10-Year Plan and directed staff to include the following changes: the Council should consider adding measurements on how each of the goals and sub-goals will be achieved; in Section A add a statement about being sensitive to the impacts on public services that the encouragement of the development of mixed-use projects can have on the City; in Section B elaborate on a plan for creating effective leadership in Magnolia Park area, include major transportation projects contained in the City's Infrastructure Blueprint document, and add the development of the Zero site; in Section C add the maintenance of a state-of-the-art brush clearance program with a housing and brush interface, and community policing strategies; in Section D add the initiation of a master plan for the new Central Library, update language related to youth programs to include issues from the Youth Solutions Summit, add studies of senior and disabled future needs, and add Starlight Bowl renovation; in Section E change recycling of diverting at least 50 percent of

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waste from our landfill to 60 percent, and add a goal for City leading the way in purchasing recycled materials and encouraging private developers to also use such materials; in Section F add customer service training for employees, add the holding of regular town hall meetings, and clarify language related to information technology goals; and, in Section G add a goal related to alternative voting technology/procedures.

Lastly, Council Member Golonski suggested that the Council consider a future discussion on the process by which they review the progress on the goals in the Strategic Plan.

Third Period of  
Oral  
Communications

There was no response to the Mayor's invitation for the third period of oral communications.

Adjournment

There being no further business to come before the Council, the meeting was adjourned at 8:30 p.m.

Judie Sarquiz, City Clerk

APPROVED OCTOBER 2, 2001

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Mayor of the Council  
of the City of Burbank