



MINUTES SPECIAL CITY COUNCIL MEETING

April 10, 2021

9 Eureka Canyon Road
Watsonville, CA 95076

9:00 A.M. TO 3:00 P.M.

1. ROLL CALL

Mayor Dutra and Council Members Estrada, García, González, Hurst, and Montesino were present. Mayor Pro Tempore Parker was absent.

Staff members present were City Manager Huffaker, City Clerk Vázquez Flores, Assistant City Manager Vides, Public Works & Utilities Director Palmisano, Police Chief Honda, Fire Chief Lopez, Deputy City Manager Manning, Administrative Services Director Czerwin, Community Development Director Merriam, Interim Library Director Martinez, Innovation & Technology Director Boyes, Parks & Community Services Director Calubaquib, Assistant Public Works & Utilities Director Di Renzo, Police Captain Zamora, Assistant City Clerk Ortiz, Executive Assistant to CM & CC Fernandez, and Personnel Technician Perez.

Facilitator Antonia Franco.

2. NEW BUSINESS

2.a STRATEGIC PLAN WORKSHOP

Welcome and Introductions

Set the Stage

Community Building Exercise

What has the City learned about itself?

Interview Findings - What's Important to Focus on for 2021-2023

Introduce Theme Competition

Group Activity: Work through the Strategic Priorities

1) Public Input (None)

The City Council recessed for lunch at 12:00 p.m.

12:30 P.M.

The meeting reconvened at 12:30 p.m.

2.b STRATEGIC PLAN WORKSHOP (continued)

Present the Results

Introduce Key Considerations

Final Team Discussion Themes/Slogans

Closing Activities

Communications Plan

Group Presentation of Themes

Individual Reflections

Closing Remarks

1) Public Input

Eli spoke about the importance of accessible locations for Council meetings and workshops. She asked that the City continue to use Zoom to conduct meetings post the COVID-19 Pandemic. She also asked the City to hire a social media manager to increase information distribution through social media, particularly Instagram.

3. ADJOURNMENT

The meeting adjourned at 3:00 p.m.

/s/ Jimmy Dutra
Mayor

ATTEST:

/s/ Beatriz Vázquez Flores
City Clerk