



MINUTES SPECIAL CITY COUNCIL MEETING

April 15, 2023

City of Watsonville
Civic Plaza Community Rooms
275 Main Street, Top Floor

8:38 a.m.

NOTE: Pursuant to Government Code Section 54953(b) Council Member Orozco was scheduled to Participate via telephone from: UC Santa Cruz, 125 Hahn Student Services Building #205, Santa Cruz, CA 95064

1. ROLL CALL

Mayor Montesino, Mayor Pro Tempore Quiroz-Carter and Council Members Clark (left at 12:35 p.m.), Dutra (arrived at 8:57 a.m.), Salcido (left at 12:19 p.m.), and Parker were present. Member Orozco was absent.

Staff members present were City Manager Mendez, City Clerk Ortiz, Assistant City Manager Vides, Interim Public Works & Utilities Director Vides, Police Chief Zamora, Fire Chief Lopez, Administrative Services Director Duran, Community Development Director Merriam, IT Director Gill, Parks & Community Services Director Calubaquib, Library Director Martinez, Airport Director Williams, Deputy City Manager Manning, C4 Consulting Facilitator Slade, and Deputy City Clerk Pacheco.

1.a. MOTION TO EXCUSE ABSENT COUNCIL MEMBER(S) (If any)

2. REPORTS TO COUNCIL -- No Action Required

2.a. 2023-2025 STRATEGIC PLAN WORKSHOP

CHECK-IN

Strengthening Our Connections through Service with Heart

- Activity: Mural Contribution – City Service with Heart

OPENING WELCOME

Why today, now? What will we accomplish? How will we go about it?

- Perspectives on Our City's Positioning, Well-being, Performance – Mayor Montesino & City Manager Mendez
- Refresh on Strategic Planning to Date & Introduction of Facilitator – Assistant City Manager Vides
- Affirm Agenda & Working Agreements – Facilitator Michelle Slade

TAKING AIM: OUR VISION

What's our collective Vision for advancing the City?

- Activity: Front Page News & Mural Additions

TAKING STOCK – Part I: OUR ASSETS, OPPORTUNITIES, & RESULTS FOCUS
What is most important to build upon, further develop, &/or create for Priority Impact through 2025?

- Refresh Impact Pillars
- Activity: Priority Promenade – Gallery Update

The meeting recessed for lunch at 12:10 p.m. and reconvened at 12:45 p.m.

TAKING STOCK – PART II: PROOFING PRIORITIES
Do these Priority Key Results/Objective & Success Indicators reflect what surfaced, and is most important to achieve next? What refinements are needed?

TAKING ACTION: ENSURING COMMUNITY
How will we address these cross-cutting issues to ensure greater, deeper, engagement of our community members to advance a City better for all?

- Leveraging Our Assets to Strategically Position the City of Watsonville
What can we do to accentuate, amplify, and elevate our community's assets? What partnerships will enable this?
- Expanding Community Civic Engagement & Leadership
How can we expand, deepen, participation by our community members – residents, businesses, education partners, community-based organizations, civic groups, etc? How will we “bring City Hall to the Community – and the Community to City Hall”?

CLOSING
What did we gain today? What is next?

- Activity: Evaluation & Reflection

3. EMERGENCY ITEMS ADDED TO AGENDA – None

4. ADJOURNMENT

The meeting adjourned at 2:24 p.m.

Eduardo Montesino, Mayor

ATTEST:

Irwin I. Ortiz, City Clerk