



MINUTES OF THE AUGUST 18, 2015 SPECIAL MEETING OF THE COVINA CITY COUNCIL/SUCCESSOR AGENCY TO THE COVINA REDEVELOPMENT AGENCY /COVINA PUBLIC FINANCING AUTHORITY/COVINA HOUSING AUTHORITY HELD AT THE COVINA CENTER FOR THE PERFORMING ARTS 104 N. CITRUS AVENUE, COVINA, CALIFORNIA

Mayor King called the Strategic Visioning Workshop to order at 3:07 p.m.

ROLL CALL

Council Members Present: Allen, Delach, Marquez, Stapleton, King

Council Members Absent: None

Elected Members Present: None

Staff Members Present: City Manager Miller, Police Chief Raney, Police Captain Dave Povero, Human Resources Director Tellez, Interim Finance Director Michicoff, Community Development Director Lee, Community Development Consultant Fong, Parks and Recreation/Library Director Hall-McGrade, Public Works Director Foster, City Planner Carter, and Chief Deputy City Clerk Leach.

PUBLIC COMMENTS - None

COUNCIL/AGENCY/AUTHORITY COMMENTS – None

CITY MANAGER COMMENTS

City Manager Miller provided an overview of the discussion that took place at the last meeting. She also mentioned that the first edition of the City of Covina newsletter publication - “Covina Today” - will be published mid-September.

Discussion followed regarding providing informational inserts with water bills to provide residents with current information regarding city related items of interest.

Mr. Kelly provided a handout of birth order ranking which was one of the exercises discussed at the last meeting. He encouraged Council and staff to refer to this document to assist in understanding the different personality types of the people in your work environment.

NEW BUSINESS

NEW BUSINESS – Continued from August 12, 2015

NB 1. Strategic Visioning Workshop.

Bill Kelly of Kelly Associates Management Group provided City Council and executive staff with an overview of items to be discussed at this meeting, as follows:

- What is Economic Development?
- Community Profile
- Covina's Strengths / Opportunities and Weaknesses / Challenges
- Consumer Demand / Market Supply
- Void Analysis
- Opportunity Areas
- Development Services
- Infrastructure
- Brand Development and Marketing
- Formulate a 2-3 year Economic Development Action Plan

Following questions and discussion, Mr. Kelly requested Council consider the following:
City of Covina –

- 1) Mission Statement;
- 2) Slogan;
- 3) Vision statement,
- 4) Core values and
- 5) Core strategies

Following considerable debate and discussion, Council provided staff with their recommendations on the items listed above and adopted revised versions of the items presented. Staff will return to Council with a Resolution further reiterating the adoption of the items at a future meeting. A two to three year economic development action plan will be created and presented to Council at a future meeting.

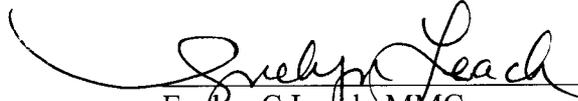
In closing Council expressed their appreciation to Retha Champion, Jean Adair and staff for use of the Covina Center for the Performing Arts conference facility. In addition, Council expressed appreciation to the City Manager and staff for their hard work in preparation for this event. Council also shared their excitement about moving forward with the issues that were brought forward.

City Manager Miller thanked everyone for their participation indicating she appreciated everything that was shared and also thanked Retha Champion, Jean Adair and staff for the great venue. She added that she is looking forward to another meeting in the near future.

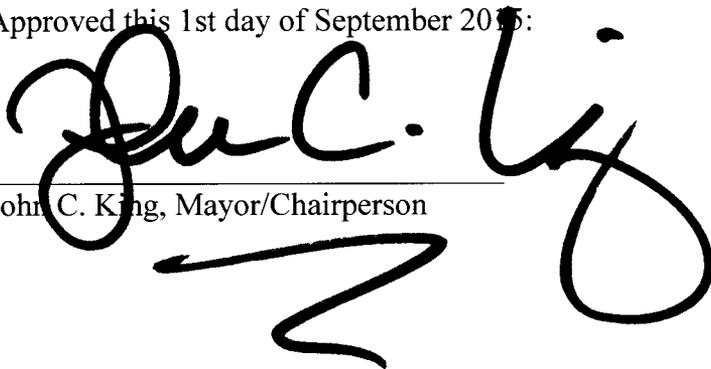
ADJOURNMENT

At 5:58 p.m., the Covina City Council/Successor Agency to the Covina Redevelopment Agency/Covina Public Financing Authority/Covina Housing Authority adjourned to its next regular meeting of the Council/Agency/Authority on **Tuesday, August 18, 2015, at 6:30 p.m.** for closed session and 7:30 p.m. for open session inside the Council Chamber, 125 East College Street, Covina, California, 91723.

Respectfully Submitted:


Evelyn C Leach, MMC
Interim Chief Deputy City Clerk

Approved this 1st day of September 2015:


John C. King, Mayor/Chairperson