



**CITY COUNCIL
SPECIAL MEETING NOTICE
JUNE 22, 2015**

To: Mayor David Caretto
Mayor Pro Tem Bill Jahn
Councilmember Rick Herrick
Councilmember Bob Jackowski
Councilmember Randall Putz

City Manager
City Attorney
Division Managers
Local Media

NOTICE IS HEREBY GIVEN, that the City Council will conduct a Special Meeting on Monday, June 22, 2015, at 1:00 p.m., at 39707 Big Bear Boulevard, Big Bear Lake, California; said meeting being called pursuant to Section 54957 of the Government Code of the State of California for the purpose of considering the following matters:

OPEN SESSION

CLOSED SESSION PUBLIC COMMUNICATIONS: (Any member of the public is entitled to speak on Closed Session Agenda items. If you wish to address any other items listed on the Agenda you must do so during Open Session.)

CLOSED SESSION

1. **CONFERENCE WITH LABOR NEGOTIATORS** pursuant to Government Code Section 54957.6

Name of Negotiators: City Manager
Name of Organization: San Bernardino Public Employees Association -
Teamsters Local 1932

OPEN SESSION

CALL TO ORDER

MOMENT OF SILENCE/PLEDGE OF ALLEGIANCE

ROLL CALL

Please Note: Agenda items may be moved at the discretion of the City Council.

PUBLIC COMMUNICATIONS: Any member of the public is entitled to speak only on items listed on the agenda.

DISCUSSION/ACTION ITEMS

1. City's Vision and Mission

Council consideration, discussion and possible action regarding the revised Vision and Mission Statements.

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing notice was posted in accordance with the applicable legal requirements. Dated this 18th day of June, 2015.



Kathleen Smith, COO/ Acting City Clerk



**CITY OF BIG BEAR LAKE
CITY COUNCIL SPECIAL WORKSHOP
MEETING AGENDA
June 22, 2015**

Closed Session – 1:00 p.m. – Executive Conference Room
Regular Session – 1:30 p.m. – Training Room

COUNCILMEMBERS

**MAYOR DAVID CARETTO
MAYOR PRO TEM BILL JAHN
COUNCILMEMBER RICK HERRICK
COUNCILMEMBER BOB JACKOWSKI
COUNCILMEMBER RANDALL PUTZ**

CITY STAFF

**CITY MANAGER JEFF MATHIEU
CITY ATTORNEY STEVE DEITSCH
COO/ACTING CITY CLERK KATHLEEN SMITH
ADMINISTRATIVE ANALYST SARAH WILLSON**

OPEN SESSION

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OPEN SESSION

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RESULTS OF CLOSED SESSION

PUBLIC COMMUNICATIONS: (Public comment is permitted only on items not on the posted agenda that are within the subject matter jurisdiction of the City. Please note that State law prohibits the City Council, Fire Protection District Board or Successor Agency from taking any action on items not listed on the agenda. There is a three minute maximum time limit when addressing the respective Board during this time period.)

1. DISCUSSION/ACTION ITEMS

1.1 CITY'S VISION AND MISSION

Council consideration, discussion and possible action regarding the revised Vision and Mission Statements

ADJOURNMENT

I hereby certify under penalty of perjury, under the laws of the State of California, that the foregoing agenda was posted in accordance with the applicable legal requirements. Dated this 18th day of June, 2015.



Kathleen Smith, Acting City Clerk

The City of Big Bear Lake wishes to make all of its public meetings accessible to the public. If you need special assistance to participate in this meeting, please contact the City Clerk's Office at (909) 866-5831. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.



AGENDA REPORT

MEETING DATE: June 22, 2015

TO: Honorable Mayor and Members of the City Council

FROM: Jeff Mathieu, City Manager

REVIEWED BY: Kathleen Smith, Chief Operations Officer/Acting City Clerk

SUBJECT: **City's Vision, Mission and Goals**

BACKGROUND:

While leading and governing our municipality, the City Council's overall direction to the City Manager has been very clear to live within our means, and provide just enough government resources to be an exceptional community. To that end, the City's Vision, Mission and Goals have been very consistently followed.

Since the inception of Cityhood in 1983 the City's Vision, Mission and Goals remained generally the same until 2007. Although the prior City Councils had gathered several times in the 1990s and early 2000s in consultant facilitated workshops, most of those meetings focused upon current objectives, priorities, team building, and assignments. Virtually no changes were made to the Vision, Mission and Goals.

On February 26, 2007 the City Council gathered in a focused workshop that centered on our Vision, Mission and Goals with a strong commitment to examine our larger public policy rather than dwell in the details of City operations. At that meeting, the City Council reaffirmed that our Vision and Mission was very relevant and appropriate. However, it was felt that the City's Goals were far too limiting and detailed to sustain future needs. The City Council decided to reduce the Goals from eight to five while providing more concise language that could be better understood.

On June 9, 2014 the City Council had a workshop, as requested without a consultant, to again revisit the City's Vision, Mission and Goals to ensure continued relevancy. The City Council's consensus was to leave the Vision and Goals as is. In particular the City's Goals were noted to be highly effective as the principal benchmark used to conduct the City Manager evaluations. However, the City Council felt certain changes to the Mission Statement were warranted. Specifically it was desired to remove the words *demographic diversity* and amend the balance of the statement to emphasis *local control* as it related our *infrastructure, public safety and land use*. Finally direction was given to return to an upcoming City Council meeting with the final wording on the amended Mission Statement.

On July 24, 2014 the City Council met at its regularly scheduled meeting to review and discuss the final wording on the revised Mission. In addition, City Council broadened its discussion to consider newly drafted Mission and Vision Statements provided by Councilmember Rick Herrick. After considering all matters presented, the City Council asked for more information and directed the City Manager to schedule another workshop to work on the Mission and Vision Statement. However, the City's Goals were once again considered appropriate as written.

DISCUSSION:

As the City Council meets to consider possible amendment(s) to the City's Mission and Vision Statements, it may be helpful to review the purpose of each statement. Generally a Mission Statement brings the City's core responsibilities into focus so it is crystal clear who we are, what we do, and how we do it. In contrast, the Vision Statement is a document the City uses to describe its preferred future and helps build the vision to step toward that future.

As an illustrative example of excellent Mission and/or Vision Statements, we have provided those from other highly respected municipalities that are considered exceptional resort communities while providing excellent service to its year-around residents:

- Beverly Hills
- Indian Wells
- Las Vegas
- Palm Springs
- Park City
- Pasadena
- San Luis Obispo
- Vail
- Whistler

SUGGESTED WORKSHOP DISCUSSION

First, we would suggest it may be valuable for the City Council to discuss their reaction to the Mission and Vision statements of the other municipalities to ensure we are following the model of exemplary organization and avoiding the missteps of others.

Second, given the collective efforts of City Council in 2014, a review of the changes that achieved concurrence on June 9, 2014 should be discussed along with the subsequent draft changes provided by Councilmember Herrick on July 14, 2014.

RECOMMENDATION:

It is recommended the City Council discuss the revised Vision and Mission Statements, and adopt the appropriate revisions to strengthen the City's direction.

Attachments:

- A. Existing City of Big Bear Lake Vision, Mission & Goals
- B. Revised Mission Statement per City Council consensus on June 9, 2014
- C. Revised Mission and Vision Statements provided by Councilmember Herrick on July 14, 2014
- D. Vision and Mission Statements adopted by other highly respected municipalities that are considered exceptional resort community while providing excellent service to its year around residents.

Attachment A

Vision

A responsible, proactive and open government dedicated to public service with integrity, fairness, caring, competence, innovation, responsiveness, and pride.

Mission

To serve the citizens and future community of Big Bear Lake in order to enhance quality of life and economic vitality, while respecting our demographic diversity and caring for our unique mountain environment.

Goals

1. Consistently improve community relations, and increase the public's confidence and trust in City government.
2. Ensure long-term financial viability of the City through effectiveness and accountability within the organization.
3. Enhance opportunities for recruitment and retention of outstanding employees by improving the working environment for City employees.
4. Focus specified resources of the City on constructing, repairing, and maintaining major capital improvements, infrastructure, and public safety needed to serve the community.
5. Promote the community's economic vitality.

Attachment B

City of Big Bear Lake

Mission (Draft)

To serve the citizens and future community of Big Bear Lake in order to enhance quality of life and economic vitality, while respecting ~~our demographic diversity~~ and caring for our unique mountain environment through local control measures, emphasis on infrastructure, public safety and responsible land use decisions.-

Attachment C

City of Big Bear Lake Vision and Mission Statements
Rick Herrick, Draft
6/9/2014

Vision

Our Vision is for a complete community where our needs are met. A community which respects our unique environment as the source of our vibrant economy. A community that is safe and serves the people in it. A mountain community that reflects mutual respect for everyone who steps foot in our mountain home. A community that plans for today and the future by enhancing city infrastructure with well thought out goals, projects and budgets.

Mission:

Our Mission is to plan for our future needs with land use and building standards which respect our citizens, visitors and unique mountain environment by implementing responsible long term fiscal strategies which enhance infrastructure, public safety and community pride.

Attachment D



VISION: Offers the highest quality of life achievable and maintains a unique and friendly character for residents, visitors, and neighbors - Is a world-class community, offering an extraordinary environment, activities, and events - Is known throughout the region, state and nation as a leading edge, innovative community in its government, business, and technology programs - Is committed to being the safest city in America - Is known internationally for its alluring and distinctive hotels, retail stores, restaurants, and entertainment and headquarter businesses.

No City Mission Statement



VISION: Indian Wells is a globally distinguished residential and resort community offering an extraordinary environment, activities and events and is known for its alluring and distinctive hotels, restaurants, golf, tennis and natural amenities. Indian Wells is known and respected as a forward thinking, innovative and well managed community that supports the interest of the community and its neighboring communities meeting public needs without undue intrusion into individual lives. Indian Wells supports a unique and friendly atmosphere for its residents, guests and neighbors and recognizes its responsibility to support appropriate human services. Indian Wells is dedicated to its economic and environmental sustainability. Indian Wells accomplishes the widest range of opportunity for its residents and guests through working with others to achieve outstanding cultural, recreational and commercial activities.

MISSION: Create an unsurpassed quality of life for our residents and guests by providing superior public safety, exceptional service and outstanding amenities that will further enhance our image as a prestigious community.



VISION: A world-class, vibrant, affordable, economically and ethnically diverse, progressive city where citizens feel safe, enjoy their neighborhoods and access their city government.

MISSION: To provide residents, visitors and the business community with the highest quality municipal services in an efficient, courteous manner and to enhance the quality of life through planning and visionary leadership.



VISION: Palm Springs aspires to be a unique world-class desert community, where residents and visitors enjoy our high quality of life and a relaxing experience. We desire to balance our cultural and historical resources with responsible, sustainable economic growth and enhance our natural desert beauty. We are committed to providing responsive, friendly, and efficient customer service in an environment that fosters unity among all our citizens.

No City Mission Statement



No City Vision Statement

MISSION: Through high quality service to our community & guests we will provide a memorable & unique experience while preserving & enriching Park City's heritage, diversity & environment.



VISION: Pasadena will combine world class events, science and technology, arts and culture, history and architecture with great neighborhoods and opportunities for all.

MISSION: The City of Pasadena is dedicated to delivering exemplary municipal services responsive to our entire community and consistent with our history, culture and unique character.



VISION: Planning and managing for levels of service consistent with the needs of the citizens. Offering skills development and organizational direction for employees in order to improve the delivery of municipal services. v Developing sources of funding and establishing a sound financial management program which will result in fiscal independence and flexibility in the delivery of City Services. Providing the residents of the City with accurate and timely information on issues which affect them, and encouraging the full utilization of City services. Promoting the City as a regional trade, recreational, and tourist center and improving the quality of life for residents and visitors.

MISSION: A team that puts high value on each citizen it serves. Providers of programs that meet the basic service needs of each citizen. Enhancers of the quality of life for the community as a whole. Service to the community – the best – at all times. Respect – for each other and for those we serve. Value – ensuring delivery of service with value for cost. Community involvement – the opportunity to participate in attaining the goals of the City.



VISION: To be the Premier International Mountain Resort Community!

MISSION: Grow a vibrant, diverse economy and community, providing our citizens and guests with exceptional services and an abundance of recreational, cultural and educational opportunities.



VISION: Whistler's vision is to be the premier mountain resort community as it moves toward sustainability.

MISSION: The Resort Municipality of Whistler's mission is to be a leader and a partner in the resort community, representing a caring, accountable, open, professional, municipal government, committed to continuous improvement and to balancing fiscal capabilities with the delivery of exceptional service.