



MINUTES

SPECIAL MEETING OF THE HEMET CITY COUNCIL

April 15, 2016

9:00 a.m.

Simpson Park
28505 Rawlings Road, #2

www.cityofhemet.org

Please silence all cell phones

Call to Order

Mayor Wright called the meeting to order at 9:05 a.m.

Roll Call

PRESENT: Council Members Krupa, Milne and Youssef, Mayor Pro Tem Raver and Mayor Wright

ABSENT: None

Communications from the Public

There were no communications from the public at this time.

Discussions

Discussions regarding these items, with possible direction to staff

1. Review Previous "SWOT" Analysis - City Manager Meyerhoff

The City Council and staff reviewed the Strengths, Weaknesses, Opportunities and Threats from the Strategic Planning Session on July 26, 2014. It was determined that all of the items included in that "SWOT" Analysis still apply and new items were added to each category. Below are the updated strengths, weaknesses, opportunities and threats.

Strengths:

- Affordable and available land (#1)
- Optimal climate
- Scenic – surrounded by mountains
- Diamond Valley Lake and other recreational assets
- Western Science Center
- Volunteerism
- Ramona Bowl
- Identity – 100+ year history
- Agricultural lands
- Diverse demographic – senior communities
- Attractions for "snowbirds"
- Available workforce
- Improving infrastructure – better access
- Clean air

Affordable housing
Hospital
Airport
Railroad
Good schools
Proximity to other attractions – mountains, deserts, beaches
Casino
Affordable living
Agriculture Industry
Medical Industry
Walkable Downtown
Responsive Local Government
Street Grid
Engaged Community
Younger Community
Labor Affordability
Executive Team
Realistic Assessment
Status quo – No go
Willingness to engage
Faith Community
Core Values
Volunteerism
Willingness of City Council to work together
Relationship with Labor Groups

Weaknesses:

Perception of crime
Aging infrastructure
Lack of access to an interstate
Low median income
Lack of retail opportunities
Lack of industry
Low employment
Affordable housing
Lack of college/university
Dilapidated downtown district – visual imaging
Lack of an identity
Poor “curb appeal”
Perception of being a regional dumping ground
Limited directions for physical growth
Isolation
Losing attractiveness for retirees
“Old money” not being replenished with new money
Limited entertainment options – theaters, clubs
Lack of enough quality hotels

Lack of San Jacinto Valley Economic Strategy
Transportation
Identity Crisis
Growing obsolescence in housing stock
Lack of vision
Disconnect between skills and employment
Lack of political will
Gap between supply and demand
Revenues
Meeting needs of all demographics
Business community perception of local government
Inability to market effectively
Negative press
Lack of Economic Development Strategy

Opportunities:

Pent up business capital
Entertainment options – museums, “Wild Rivers” water park, horse racing, sports, micro-breweries
Airport use increase – corporate
Manufacturing opportunities – clean industry; modular construction
Expensive land elsewhere
University expansions
Expanded filming
Software industry
Medical jobs – doctors, nurses, therapists; specialized procedures; UCR medical
University expansions
Expanded filming
Software industry
Housing affordability
Social Media
Agriculture/Organic
Ramona
Tourism
Small Town Values
Lifestyle/Tranquility

Threats:

State government – e.g., AB 109
Regional competition from Temecula, Moreno Valley, Perris, Menifee
County government
Cost of living in California
Environmental issues
Illegal immigration
Crime

Neighboring cities
State and Federal Governments

2. Mission/Purpose Statement – City Manager Meyerhoff

The last Mission/Purpose Statement prepared by a City Council was from October 18, 2005. The City Council reviewed the previous statement. “The City of Hemet is dedicated to providing a superior level of responsive service to the community that results in a safe, caring attractive environment for residents, businesses and visitors.”

3. Vision Statement - City Manager Meyerhoff

The last Vision Statement prepared by a City Council was from October 18, 2005. The City Council reviewed the previous statement. “By 2009, the City of Hemet will be a vibrant community recognized for its diverse cultural, recreational, educational and economic opportunities.”

A proposed Vision statement was presented and preferred by the City Council:

The City of Hemet will be a safe, attractive, and desirable place to live, work, and recreate; with a vibrant economy, skilled job base, revitalized Downtown, enhanced cultural and recreational opportunities, resulting in an exceptional and sustainable quality of life for it’s citizens.

4. Core Values - City Manager Meyerhoff

The City Council agreed on the following Core Values for the City:

Creativity
Volunteerism and Service
Equality, equity and tolerance
Work Ethic

5. Three Year Goals - City Manager Meyerhoff

The City Council discussed and made a list of goals. These goals were not prioritized nor were timelines set to them at this time. The following are the goals set by the City Council:

Stetson Crossing as a vocational education center
Contract reputable Economic Development Firm
Private Vocation land
Engage community, industry and education institutions
Medical equipment
Marketing strategy
Finish projects – CIP
Construction SR 79 Bypass
Education center
Expand housing opportunity
Light industry
Vocational education

The City Council discussed the process to consider Economic Development contracts and recommended that an Ad-Hoc Committee be formed to include community leaders, businesses and industry. The Ad-Hoc Business/Industry Committee was formed. The Committee will be chaired by Mayor Wright.

6. Key Performance Measures – City Manager Meyerhoff
Key performance measures were not discussed at this time.

7. Six Month Strategic Objectives - City Manager Meyerhoff
Six month strategic objectives were not discussed at this time.

Future Agenda Items

The City Council will schedule a follow-up strategic planning session to confirm and priorities goals and objectives.

Adjournment

Adjourned at 11:56 a.m. to Tuesday, April 26, 2016 at 7:00 p.m.