



MINUTES

SPECIAL MEETING OF THE HEMET CITY COUNCIL

July 16, 2016

8:00 a.m.

Hemet Public Library Upstairs
300 E. Latham Avenue

www.cityofhemet.org

Please silence all cell phones

Call to Order

Mayor Wright called the meeting to order at 8:03 a.m.

Roll Call

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

ABSENT: Council Member Youssef

Council Member Milne moved and Council Member Krupa seconded a motion to excuse Council Member Youssef. Motion carried 4-0.

Communications from the Public

Melissa Diaz-Hernandez, expressed concern that the facility was not set up appropriately for a City Council meeting.

Discussions

Discussions regarding these items, with possible direction to staff

1. Recap General Plan Vision, Goals, Economic Development Strategy and April 15, 2016 Strategic Actions – City Manager Meyerhoff
2. Confirm April 15, 2016 Strategic Actions and Initiatives as Economic Priorities for next 3-5 years – City Manager Meyerhoff

The City Council's main priority is Public Safety. The Economic Development priorities are: 1) Business/Industry; 2) supporting agriculture and expanding healthcare; 3) expanding education/vocation opportunities; and 4) developing a marketing and branding strategy.

The City Council and staff discussed the gap in skilled labor and education levels.

3. Priority Strategic Action Planning - City Manager Meyerhoff

Audrey Taylor, Chabin Concepts, facilitated a discussion with the City Council regarding Economic Development. The City Council and members present discussed Public Safety. A dedicated funding source to enhanced resources and staffing is the main concern. Public Safety is a huge factor in Economic Development, businesses want to locate in a safe City.

Members of the community expressed a number of opinions. Annexing the east end of Hemet was suggested as well as sub-contracting for fire service on the outer ends of the City, such as Four Seasons area. Ms. Taylor suggested that the City Council consider forming Business/Industry Committees for each of the Economic Development sectors: Business/Industry; Healthcare; Agriculture; Retail; Tourism; and Manufacturing/Construction.

Heidi Marshall, Riverside County Economic Development Agency, we are establishing 7 industry groups that include all of these suggested sectors. Ms. Marshall noted that 23.7% of Hemet business is retail which employs 30.3% of Hemet's population.

Council Member Krupa noted that a Tourism Committee has already been formed.

The City Council briefly recessed at 9:25 a.m.

Reconvened at 9:30 a.m.

Ms. Taylor, the business community requires a trained and educated workforce. Council Member Krupa noted that the hospital is taking the lead and setting up education programs for the workforce they need. The City can help by making sure the zoning is appropriate for their current and future needs and providing adequate housing for their workforce. Council Member Milne recommended that marketing be directed to encourage middle schoolers and high schoolers to stay local for their continued education with the hope that they become Hemet's future workforce. Mayor Pro Tem Raver noted that the City's role is to provide services for the businesses and quickly and cheaply as possible. The free market will decide what businesses and services will come here. Council Member Milne noted that messaging to the right market is an important factor in Economic Development. Mayor Wright noted that messaging, marketing and branding of Hemet has been poor in the past and needs to be improved. Mayor Wright also recommended that partnerships with other agencies be expanded. The City Council and staff discussed ways to support the agriculture industry. The City Council and staff discussed workforce education and training. Council Member Krupa recommended that City Manager Meyerhoff invite the CEO's of the larger companies to meet with representatives from MSJC and the School Districts to discuss their workforce needs.

The City Council recessed briefly at 10:08 a.m.

Reconvened at 10:18 a.m.

The City Council discussed community image and branding. Social media has branded Hemet negatively. The Council Members and staff were asked to describe Hemet's best qualities: beautiful valley; open space; tourism; no traffic; value housing; boating; fishing, hiking; biking; strong diverse history; and the Ramona Bowl. Mayor Wright bragged about the talent in the Valley. Council Member Krupa explained the Valley's history and that Ramona is the official California Outdoor Play. Mayor Pro Tem Raver said that instead of marketing Hemet as a safe community, residents need to feel that safety is the priority. Mayor Pro Tem Raver recommended that the City asked the schools to help train the necessary workforce. The City Council discussed the homeless efforts. The Homeless Ad-Hoc Committee is trying to determine a location and funding sources. The community groups will be invited to participate in the Homeless Ad-Hoc Committee once a location and funding is determined. Council Member Youssef, via text, recommended that the City hire an Economic Development

Manager. Mayor Pro Tem Raver recommended that development around the airport be expanded.

The City Council recessed briefly at 11:15 a.m.
Reconvened at 11:22 a.m.

Community Development Director Elliano gave the City Council a brief update on the Draft Downtown Specific Plan. The Advisory Committee will meeting on July 21st. Interviews will be conducted to select a consultant to prepare the CEQA documents. Public Hearings will be scheduled before the end of the year. City Manager Meyerhoff reported that the Diamond Valley Ad-Hoc Committee's report will highlight exciting possibilities at Diamond Valley Lake.

Marie McDonald, Hemet, recommended that the City Council work with Project Hope to see what can be done now to help the homeless.

Judy Rice, Hemet, recommended that more nutrition education be provided. Ms. Rice also feels that it is important to get a business here that can fix electric wheelchairs.

Joey Azterbaum, Hemet, suggested that the future industry be ecology, green energies and sustainable power.

Melissa Diaz Hernandez, Hemet, recommended action as soon as possible.

Heidi Marshall, RCEDA, the County of Riverside will partner with the City. The County has a number of sector committees that were suggested today. The County is launching a tourism initiative that can help the City of Hemet. We can help tell Hemet's story through the County's Film Commission. We will let staff know about your request to expand and use the land near Hemet Ryan Airport.

Lori VanArsdale, Hemet, City Council's and staff have done many strategic planning workshops. It is evident that the main priority is that we have a safe city so residents want to stay here and more people will come visit or move here. When approached at ICSC with the negative press, the City Council needs to be able to tell them what we are doing to fix it. When the City increased the TOT, the hotels were told that the increased revenue would be used for Tourism efforts. Ms. VanArsdale recommended that tourism efforts be funded to help fix Hemet's reputation. Ms. VanArsdale announced that the Ramona Bowl Association is working on a contract with an entertainment provider to bring bigger name concerts to the Bowl. As a member of the Hospital Advisory Committee, the hospital is working hard to raise their ratings.

Robin Lowe, Hemet, this building has housed a number of strategic planning meetings over the years. Ms. Lowe expressed disappointment that Valley Restart and the Chamber of Commerce are not here to be part of the solution. City staff is stretched thin and overworked. There are Medical providers ready to come here, but not until the crime reduces. The City needs the support of everyone in this community to make this work. Ms. Lowe came to Hemet years ago because Hemet had a heart, we need to find it again. Ms. Lowe thanked the City Council and staff for giving it their all.

Maryann Ennis, Hemet, hopes that subsequent ballot measures are successful. Ms. Ennis had a serious car accident and HFD saved her life. Hemet has a great heritage. Ms. Ennis feels that isn't a lot for her 23 year old to do in Hemet. Ms. Ennis recommended that the City Council encourage the High Schools to offer college classes. Hemet's Downtown needs to be branded like Old Town Temecula.

Rob Webb, Deputy Police Chief, HPD is dedicated to providing the best service possible.

Like the Dallas Police Chief said “we are asking our cops to do too much”. Even in the best of times we didn’t have the resources to deal with this. HPD is trying to partner with other agencies to help us. Can the HPD use more resources, absolutely. The PD is glad that we have support from the City Council and the community.

Scott Brown, Fire Chief, despite the disappointment of Measure E, the public safety departments are collectively addressing structural issues. Imagine what could be accomplished if we put our bi-partisan efforts into these issues. Chief Brown thanked the City Council for their efforts this year and continued support.

Mayor Wright, thanked everyone for participating.

4. Strategic Action Implementation - City Manager Meyerhoff
This item was not discussed at this time.

5. Follow-up Meeting Date and Objectives – City Manager Meyerhoff
This item was not discussed at this time.

Future Agenda Items

There were no future agenda items requested at this time.

Adjournment

Adjourned at 12:01 p.m. to Tuesday, July 26, 2016 at 7:00 p.m. for consideration of items placed on that agenda.