

CITY OF FOUNTAIN VALLEY

**SIX-MONTH STRATEGIC OBJECTIVES**

November 4, 2021 – May 1, 2022

THREE-YEAR GOAL: <b>ENHANCE THE CULTURE AND ENVIRONMENT OF “A NICE PLACE TO LIVE”</b>						
WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the Dec. 21, 2021 City Council meeting	Planning/Building Director - lead, City Attorney, Deputy City Manager, Finance Director	Present to the City Council for consideration, options to address short-term rentals in the city.	X			Presented to CC at 12/21 meeting as an administrative item
2. At the Feb. 1, 2022 City Council meeting	Community Services Dir.	Present to the City Council for direction options for additional community events and services.				
3. By Feb. 15, 2022	Community Services Director and the City Manager	Present to the City Council an update on the Mile Square Park expansion request to the county.				
4. By April 15, 2022	Deputy CM with assistance from all directors	Reinstate and enhance outreach / engagement opportunities related to city-wide community services and present to the City Manager.				
5. At the April 19, 2022 City Council meeting	Deputy CM – lead, working with the Planning /Building Dir., Finance Dir., Fire Chief, Police Chief, Public Works Dir.	Present to the CC for consideration an application to LAFCO for annexing the county island at Edinger and Harbor.				

**THREE-YEAR GOAL: ATTRACT AND RETAIN REVENUE PRODUCING BUSINESSES**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the Nov. 16, 2021 City Council meeting	Public Works Dir. – lead and Deputy CM	Present to the City Council the results of the feasibility study regarding partnering with Internet providers to provide the best internet service for residents and businesses in Orange County.				
2. At the Feb. 15, 2022 City Council meeting	Planning Director	Explore feasibility of container / "Steel Craft" restaurant / outdoor dining areas and report results to the City Council.				
3. By March 1, 2022	Finance Director	Present to the City Manager a plan to E(electronically)-sign and issue simple business licenses.				
4. At the March 1, 2022 City Council meeting	Deputy CM - lead, Planning Director and Public Works Director	Present to the City Council for direction branding the FV Crossings Business Area with signage, beautification and marketing.				

**THREE-YEAR GOAL: ACHIEVE FISCAL STABILITY IN ACCORDANCE WITH  
THE 20-YEAR FINANCIAL PLAN**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. At the Feb. 1, 2022 City Council meeting	Finance Director – lead and Budget Manager	Present to the City Council analysis for UAL (Unfunded Actuarial Liability) and funding strategy to accelerate payment.				
2. By the March 1, 2022 City Council meeting	HR Director - lead, Finance Director, City Manager	Present to the City Council the findings and impacts of the Employee Compensation Study.				
3. At the April 1, 2022 City Council meeting	Finance Director, working with all Directors	Identify and present to the City Council areas for savings to the city, and new revenue opportunities that do not impact residents.				
4. At the April 15, 2022 City Council meeting	Finance Director – lead and Public Works Director	Present to the City Council the creation of a Facilities Replacement Fund.				

**THREE-YEAR GOAL: ATTRACT AND RETAIN QUALITY STAFF**

WHEN	WHO	WHAT	STATUS			COMMENTS
			DONE	ON TARGET	REVISED	
1. April 5 <sup>th</sup> , Council Meeting	Ron Cookston, Jennifer Lampman, Carrie Hanes, and Cross City team	Engagement Team – Increase Engagement of staff for teambuilding, equity, inclusion, retention and morale				
2. March 15 <sup>th</sup> , Council Meeting	Maggie Le, Matt Sheppard, Carrie Hanes, and Cross City team	Attraction of Quality new staff, City Marketing and Branding				
3. March 1 <sup>st</sup> Council Meeting	HyeJin Lee, Rob Frizzelle, Carrie Hanes, and team	Hiring process / On boarding improvements				