### Priorities from Workshop

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<thead>
<tr>
<th>Color Code</th>
<th>Public Safety</th>
<th>Economic Development</th>
<th>Community Culture/Environment/Who We Are</th>
<th>City as Entity - Customer Service</th>
<th>Community Engagement/Communication</th>
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<tbody>
<tr>
<td>Mayor</td>
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#### Goal Areas

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<tr>
<th>Increased Staffing (authorization for 2 additional officers)</th>
<th>Research/stem sales tax leakage</th>
<th>Increased Staffing</th>
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<tr>
<td>Spreadsheet show status of projects @ each meeting</td>
<td>Need for dedicated economic development position</td>
<td>Improve/streamline procedures</td>
<td>Spreadsheet show status of projects @ each meeting</td>
<td>Develop ways to educate businesses to increase sales tax revenue/pay appropriately to assist with beautification</td>
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<tr>
<td>Housing Element Compliance</td>
<td>Review for currency policies, procedures, &amp; codes</td>
<td>Adequate staffing for all depts &amp; program, review for efficiency, include code enforcement</td>
<td>Foundation that ED built upon</td>
<td>Find ways to engage our grassroots (revive)</td>
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<td>Add 1 additional Code Enforcement Officer</td>
<td>Housing crucial; assess, repair, build supporting infrastructure</td>
<td>Freeway exits are welcome mats to our City; keep them blight free</td>
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<td>Update on speakers for downtown for atmosphere &amp; music (install speakers)</td>
<td>Review policies and codes to accommodate &amp; implement</td>
<td>Meet goals to maintain property values</td>
<td>(Beautification of downtown - lights, speakers)</td>
<td>Foundation that ED built upon</td>
</tr>
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PUBLIC SAFETY

- INCREASED STAFFING
  - Hired two new officers
  - Firefighter recruitment underway
  - Hired Administrative Assistant for Fire
  - Waiting for new Police Chief to hire Administrative Assistant
  - Promoted a Sergeant
  - Hired a Reserve Officer
  - Applied for Edward Byrne Justice Assistance Grant Program for funding an officer
  - Increased patrols with increase in staffing, Police Department reorganization and creation of Problem Oriented Policing Officer position
ECONOMIC DEVELOPMENT

- PROJECT TRACKING
  - Developed and Periodically Distributed Planning Project Report/Spreadsheet
  - Planning Commission approved several projects including 10 SFR, 20-unit apartment projects
  - Economic development/project leads & follow-up:
    - 7 meetings re: 8 projects
    - 24 mail follow-ups (ICSC)
    - One site visit with potential manufacturer
  - High Speed Rail Training Facility Project – contract w/State under final review; RFP for subcontractor complete, reviewing proposal; and LOI sent to property

- NEED FOR DEDICATED POSITION
  - Position description updated and will advertise within next two weeks
ECONOMIC DEVELOPMENT

- **IMPROVE STREAMLINE PROCEDURES**
  - QK has worked through the backlog of project applications
  - Improving reconciliation of development project work tracking to deposits
  - Business licenses – caught up and improved forms and process – Fire Marshall handling all business license inspections now, relieving Building Inspector of those duties so he can focus on other building inspections

- **RESEARCH STEM SALES TAX LEAKAGE**
  - MuniServices (Avenu) catches reporting errors & updates City quarterly on sales tax revenue
  - Followed up on ICSC leads (Kosmont leakage study used for ICSC)
  - Work with EDC on responding to leads and developing materials to promote Selma

- **DEVELOP WAYS TO EDUCATE BUSINESSES TO INCREASE SALES TAX REVENUE/PAY APPROPRIATELY TO ASSIST WITH BEAUTIFICATION**
  - Applying for USDA RDBG Grant for Downtown Business Improvement District funding
UPDATE ON SPEAKERS FOR DOWNTOWN FOR ATMOSPHERE – LIGHTS & MUSIC (INSTALL SPEAKERS)

- Putting together project for downtown revitalization to include these items; current phase – identified geographic boundaries, trees to be replaced, sidewalks to be repaired and ADA improvements for CDBG application – public hearing being held this evening; next steps to identify phasing and other funding sources
- Participated in volunteer effort and lights hung in section of downtown
- Received Fresno COG TOD Grant for Downtown & Civic Center accessibility improvements
- Circuit Planner project approved by COG for downtown overlay district project
COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- REVIEW POLICIES AND CODES TO ACCOMMODATE & IMPLEMENT
  - Amended Ordinance Section 10-6-3 to make Tucker Street one-way Street in future (7/1/19)
  - Amended Ordinance Section 2-2-3, 2-2-4, 2-1-2 updating composition of the Personnel and Planning Commissions (7/1/19)
  - Amended Policy for sale of alcoholic beverages at large non-profit events held at Pioneer Village (8/5/19)
  - Consideration of Ordinance 2019-4 Amending Chapter 11 (Elections of Title 1 (Administrative) (9/16/19)
  - Discussion on City’s Billboard Display Sign Policy and Procedures (9/16/19)
  - Direction provided to establish an IRS Section 115 Pension Trust (9/16/19)
  - Rincon Consultants bringing the Housing Element into compliance; created the R-4 Zone needed for high-density housing; will take to the Planning Commission in October to update the Zoning Ordinance; several property owners contacted about changing zoning, continuing contacts
  - Direction given to improve shopping cart ordinance
COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- FREEWAY EXITS ARE WELCOME MATS TO OUR CITY: KEEP THEM BLIGHT FREE
  - Problem Oriented Police Officer position created to proactively assist with homeless and other specific areas
  - Public Works, Code Enforcement, and Police Department continue to work with CalTrans (and Railroad)
  - Cal Trans came out to mow weeds
  - Process to abate freeway visible sign poles on 2nd St. outlined and contacting owners (code enforcement)

- MEET GOALS TO MAINTAIN PROPERTY VALUES
  - Recruitment for an additional Code Enforcement Officer underway
  - 105 code enforcement cases opened and 81 closed
  - Vehicle abatement sweep conducted by PD – 165 vehicles tagged; 128 voluntarily moved/removed; 14 citations issued; 12 towed by City
  - Yard sale check-up done by PD on weekend – two citations issued
  - Investing in community improvement projects including construction of the new police station and renovations in parks (Ringo Park ribbon-cutting)
REVIEW FOR CURRENCY POLICIES, PROCEDURES & CODES
- Please see accomplishments under Community Culture/Environment/Who We Are (pg. 7)

ADEQUATE STAFFING FOR ALL DEPTS & PROGRAMS, REVIEW FOR EFFICIENCY, INCLUDE CODE ENFORCEMENT
- Recruitments and appointments include:
  - Police Chief Recruitment Firm RFP completed – for City Council consideration 10/7/19
  - Acting Police Chief appointed; Interim contacts made
  - See additional hires and promotions on pg. 3
ADEQUATE STAFFING FOR ALL DEPTS & PROGRAMS, REVIEW FOR EFFICIENCY, INCLUDE CODE ENFORCEMENT cont.

- Recruitments and appointments include – cont.:
  - Community Development Director – applications/resumes due Nov. 15
  - Administrative Analyst – Economic Development job description updated, will be posted within 2 weeks
  - Public Works Director appointed
  - Human Resources Manager hired
  - Code enforcement officer first round interviews held last week
  - Maintenance workers (2) interviews scheduled next week
  - Transit worker interviews in next few weeks
- Adequate staffing for all Depts & Programs, review for efficiency, include code enforcement cont.

- Organizational Assessment/Review for Efficiency
  - Budget Process Opportunity for Assessment of Priorities & Organization (Presentation May 2019)

- Ongoing Process
Organizational Assessment/Review for Efficiency cont.

- PD – Department changes (see Public Safety pg. 3, City as Entity pg. 9)
- Fire - Assessing additional ambulance, preparing Council presentation (see Public Safety pg. 3)
- Admin
  - HR – New Manager assessing division
    - Employee Recognition Event (Org. Assessment May 2019 – Org. Culture)
  - IT – New website (working through staff changes and miscommunication in core services of consultant); updates to current website including adding News Release tab
- Community Development – Staffing and improvements to processes (see Econ. Dev. pg. 4-5; Com. Culture pg. 7-8; and City as Entity pg. 10)
- Engineering – Addressing Council concerns on continuity in engineering assignments; improving project tracking and billing processes
COMMUNITY ENGAGEMENT/EDUCATION

- **FIND WAYS TO ENGAGE OUR GRASSROOTS (REVIVE)**
  - Supported numerous community events including:
    - July 4th Celebration
    - Annual Car Show in Lincoln Park
    - National Night Out
    - Bringing Broken Neighborhoods Back to Life
  - Additional advertising done to further engage community in districting process
QUESTIONS
COMMENTS
THANK YOU