

CITY COUNCIL PRIORITY AREAS & GOALS

QUARTERLY REPORT – OCTOBER THROUGH DECEMBER 2019
FEBRUARY 3, 2020



PRIORITIES FROM WORKSHOP

Color Code

	Public Safety	Economic Development	Community Development	Community Culture/Environment/Who We Are	City as Entity - Customer Service	Community Engagement/Communication
	Mayor	MPT	CM Avalos	CM Guerra	CM Trujillo	
Priority Areas	Public Safety	Economic Development	Public Safety	Public Safety	Public Safety	Public Safety
Goal Areas	Economic Development	Community Development	Community Culture/Environment/Who We Are	Economic Development	Economic Development	
	Increased Staffing (authorization for 2 additional officers)	Research/stem sales tax leakage	Increased Staffing	Increased staffing	Increased staffing	Increased staffing
	Spreadsheet show status of projects @ each meeting	Need for dedicated economic development position	Improve/streamline procedures	Spreadsheet show status of projects @ each meeting	Develop ways to educate businesses to increase sales tax revenue/pay appropriately to assist with beautification	
	Housing Element Compliance	Review for currency policies, procedures, & codes	Adequate staffing for all depts & program, review for efficiency, include code enforcement	Foundation that ED built upon	Find ways to engage our grassroots (revive)	
	Add 1 additional Code Enforcement Officer	Housing crucial; assess, repair, build supporting infrastructure	Freeway exits are welcome mats to our City; keep them blight free	Freeway exits are welcome mats to our City; keep them blight free	Review for currency policies, procedures, & codes	
	Update on speakers for downtown for atmosphere & music (install speakers)	Review policies and codes to accommodate & implement	Meet goals to maintain property values	(Beautification of downtown - lights, speakers)	Foundation that ED built upon	



PUBLIC SAFETY

- INCREASED STAFFING
 - Hired Bob Murray & Associates for recruitment for Police Chief – stakeholder interviews; online survey; 12/18/19 community and professional panels interviewed top 4 candidates; meet and greet with top 3; CM interview top 3; background stage
 - Hired two firefighters (10/21 & 11/13/19)
 - Promotion to Division Fire Chief for new EMS division
 - Recruitment for Lateral Firefighter/Paramedic – no hire
 - Hired Fire Dept. secretary



ECONOMIC DEVELOPMENT

■ PROJECT TRACKING

- Continue Periodic Updates and Distribution of Planning Project Report/Spreadsheet (Nov.)
- Planning Commission approved a GP&ZOA to create High Density Residential Zone of up to 24 units an acre; Amended the SMC for sales of packaged alcoholic beverages in Neighborhood Commercial Zones; approved CUP for a church and outreach ministries that serve the homeless, provide after school tutoring and mentoring services and provide services to help unemployed find work; recommended denial of approval for Self-Help Enterprises 84-unit apartment complex project
- City Council – Denied approval of Self-Help Enterprises 84-unit apartment complex; Approved placing measure on ballot for voter consideration of allowing a licensed card room in Selma
- Economic development/project leads & follow-up:
 - 17 meetings re: more than 15 potential/current development projects
 - Central Valley Job Training Center (High Speed Rail Training Facility Project) – contract executed by City and w/State for signature; subcontractor selected
 - FCRTA – Fire Chief preparing report to Council for move of training tower to enable development of property

■ NEED FOR DEDICATED POSITION

- Position advertised; held interviews in January



ECONOMIC DEVELOPMENT

- IMPROVE/STREAMLINE PROCEDURES
 - Updated ordinance on packaged alcohol sales in Neighborhood Commercial Zone
 - Improving reconciliation of development project-work tracking to deposits
 - Applied for SB2 Grant to do Comprehensive Zoning Ordinance Update
 - Participate in Five Cities JPA – Branding Workshops
 - Communication/coordination with SKF – joint workshop, depreciation of assets, application for State appropriations
- RESEARCH STEM SALES TAX LEAKAGE
 - MuniServices (Avenu) catches reporting errors & updates City quarterly on sales tax revenue
 - 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



COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- UPDATE ON SPEAKERS FOR DOWNTOWN FOR ATMOSPHERE – LIGHTS & MUSIC (INSTALL SPEAKERS)
 - Public hearing held and CDBG application for project for downtown revitalization to include these items was approved by Council and submitted to County; County approved for 20-21 budget cycle; current phase – identified geographic boundaries, trees to be replaced, sidewalks to be repaired and ADA improvements; next steps to identify phasing and other funding sources
 - Circuit Planner to send documents to facilitate project approved by COG for downtown overlay district project
 - Trees planted in empty tree wells with grant funding



COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- REVIEW POLICIES AND CODES TO ACCOMMODATE & IMPLEMENT
 - Selected map and adopted Ordinance for elections by four districts and a Mayor at large
 - Amended City's Billboard Display Sign Policy and Procedures (10/7/19)
 - Direction provided for Capital Project Priorities, meetings and tour with elected officials (10/7/19)
 - Amended Fiscal Policies (10/7/19)
 - Authorized participation in PARS Post-Employment Benefits Trust Program (10/7/19)
 - Met with businesses regarding proposed new shopping cart ordinance
 - Developed Revolving Loan Fund to Finance abatement of Certain Public Nuisances
 - Amended budget for additional 12-hour ambulance EMS division (11/14/19)



COMMUNITY CULTURE/ENVIRONMENT/WHO WE ARE

- FREEWAY EXITS ARE WELCOME MATS TO OUR CITY: KEEP THEM BLIGHT FREE
 - Public Works, Code Enforcement, and Police Department continue to work with CalTrans (and Railroad)
 - Process to abate freeway visible sign poles on 2nd St. outlined - owners contacted (code enforcement)
- MEET GOALS TO MAINTAIN PROPERTY VALUES
 - Recruitment for an additional Code Enforcement Officer completed
 - 134 code enforcement cases opened and 117 closed
 - Investing in community improvement projects including:
 - Construction of the new police station
 - Renovations in park (Ringo Park playground equipment)
 - Approval received for Huntsman Avenue Widening Project



CITY AS ENTITY/CUSTOMER SERVICE

- 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; Acting positions filled
 - Community Development Director
 - Admin Analyst – Economic Development
 - See additional hires and promotions on pg. 3



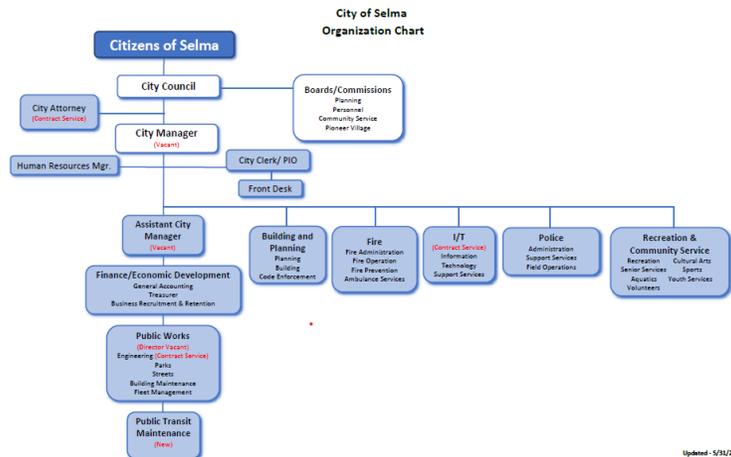
CITY AS ENTITY/CUSTOMER SERVICE

- ADEQUATE STAFFING FOR ALL DEPTS & PROGRAMS, REVIEW FOR EFFICIENCY, INCLUDE CODE ENFORCEMENT cont.
 - Recruitments and appointments include – cont.:
 - Code enforcement officer hired
 - Maintenance workers (2) hired
 - Transit – part-time vehicle detailer hired
 - Recreation – part-time community service aid hired

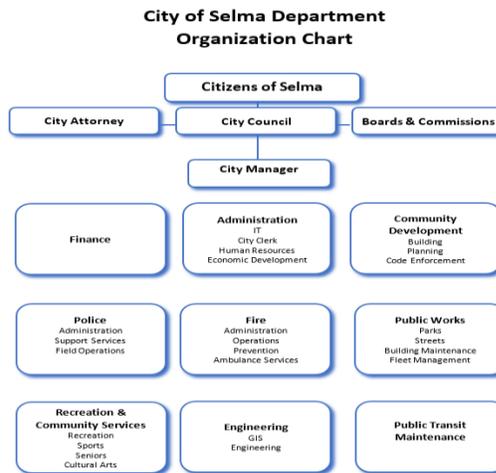


CITY AS ENTITY/CUSTOMER SERVICE

- 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



Updated - 5/31/2018



Updated - 5/24/2019



CITY AS ENTITY/CUSTOMER SERVICE

- Organizational Assessment/Review for Efficiency cont.
 - PD – Department changes (see Public Safety pg.3, City as Entity pg. 9)
 - Entered agreement with Ring for access to Ring Neighbors Portal
 - Renewed agreement with Adult Compliance Team (ACT)
 - Fire - Starting new EMS division (see Public Safety pg. 3)
 - Submitted application for Public Safety Power Shutoff Resiliency Grant for generator & educational outreach funding
 - Admin
 - HR – Employee Service Recognition Event (Org. Assessment May 2019 – Org. Culture)
 - IT – New website – RFPs received and being reviewed



CITY AS ENTITY/CUSTOMER SERVICE

Organizational Assessment/Review for Efficiency cont.

- 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 & Finance – Joint Council & SKF Workshop to identify infrastructure needs, costs, funding options and roles and responsibilities
- Public Works – Security system installed at corporate yard
- Recreation – Security system installed at Pioneer Village; grant funding LOI to Kaiser Permanente



COMMUNITY ENGAGEMENT/EDUCATION

- FIND WAYS TO ENGAGE OUR GRASSROOTS (REVIVE)
 - Supported/Held numerous events including:
 - Coffee with a Cop (October 2, 2019)
 - Band Festival – several city entries
 - Top Off Ceremony for the new Police Department (10/21/19)
 - Participate in Leadership Selma
 - Christmas Parade
 - Employee holiday lunch
 - Recognized the Selma Bandits Cheerleaders
 - Local Hero Awards





QUESTIONS
COMMENTS
THANK YOU

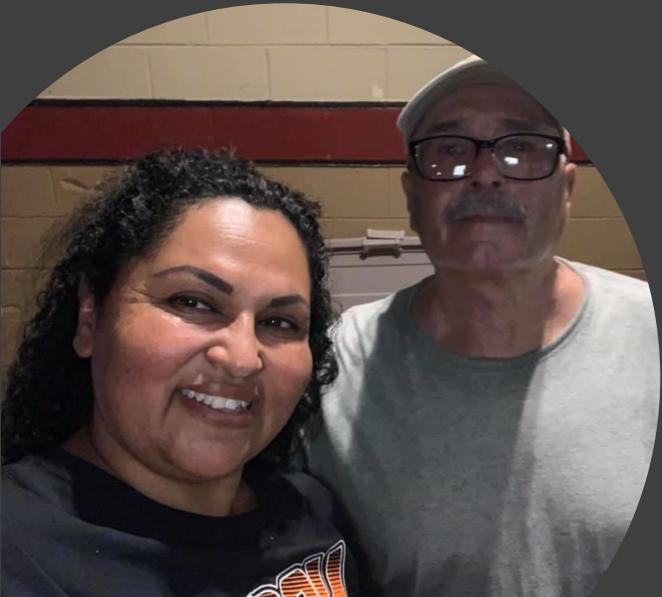
Events Selma C.O.M Leads out in the Community

- **501-C3 since 2015**
- **BBNBTL 6 per Year**
- **National Day of Prayer**
- **Feed the Community Every Wednesday and Thursday**
- **President of SMART Center Monday & Friday**
- **Showers for the Homeless every Saturday**
- **March For Jesus Every Year in the community**
- **Toys 4 Tots**
- **40 Christmas for Families**
- **250 Turkeys to needy family**
- **Turkey Lunch Every Year for Community**
- **Spiritual Warfare Class every Monday**
- **Church for the Homeless Sunday at 5PM**
- **Woman and children shelter coming soon**
- **Job's**
- **A place to Volunteers**



Over 10 years on Meth

- Now serves in our Ministry full time Volunteer.
- 4 years clean
- Off all medication
- Feeds the Homeless daily



Brandi and Noe On Drugs here,(Meth)







Shower
Ministry team



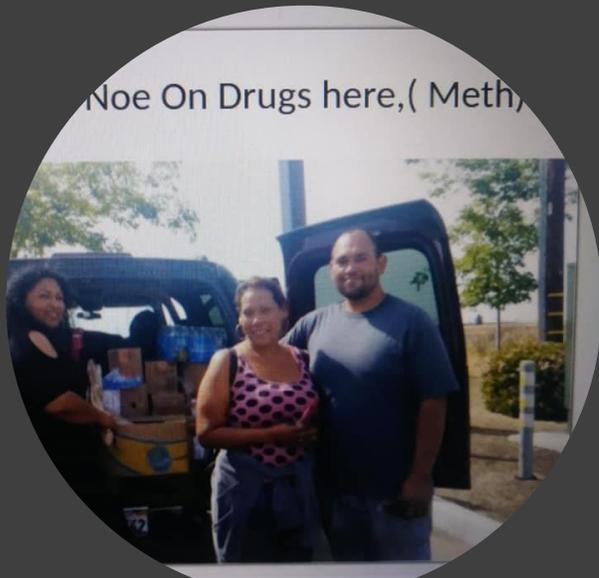

**SELMA
C.O.M.**

Showers for the Homeless
1701 Whitson St Selma
Thursday 7th 12 to 2 PM



**Selmacom
Homeless
Shower
Ministry**

Saturday



Saturday Showers Kingdom Building
Matthew 12:12
12 How much then is a man better than
a sheep? Wherefore it is lawful to do
well on the sabbath days.



How do you build the
People ?

PG&E GRANTS

- \$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$\$GRANTED
- TO PROVIDE \$300 PER FAMILY
- Shut Off Notice
- ID
- Check Stubs



Meeting the Need of the Community?

- How do we meet the needs in the Community?
- Are people hungry ?
- Are People homeless ?
- Do they need medical care?
- Do we know what the Free resources are in your area ?
- PG&E
- Rental Help
- Housing
- Mental Health
- Building the Person from the Inside





Selma C.O.M. Food Ministry

Every Wednesday

**S.M.A. R. T. Center
Free Food Distribution
1800 Sheridan St
Selma CA *3662**

Check In : 12:30 -2PM



Kids Feeding The Homeless at the Methodist Church.

Are we looking for local areas for our kids to serve?

Reach Kids

- Jackets for Kids 250 passed out 2019
- We Sign up for Toys for Tots
- Sign up for Hospital Sponsors families / Gifts for the Family
- Use the resources we have access to /Warehouse from Hospital give kids Beds
- VBS – Jesus in the heart of children
- Showers for kids in Selma
- Hotel



Woman and Children Shelter Coming Soon



Coast \$35,000 per Year

Goal = Build 5 Rooms

\$5000 per room



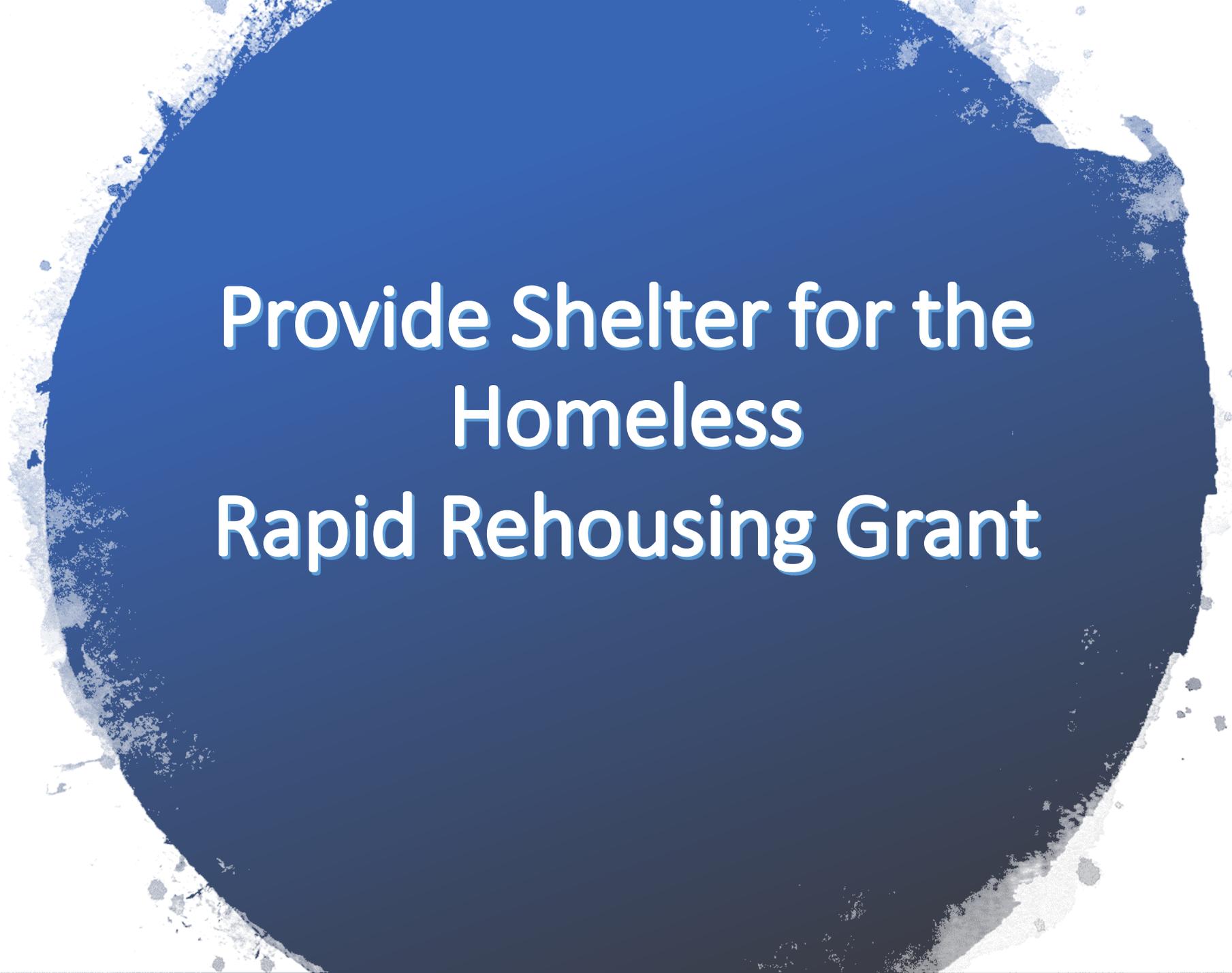
Service on Sunday
for the Homeless at
5:00 PM



PIT count

- Counted over 175 Homeless in Selma Jan 2020





Provide Shelter for the
Homeless
Rapid Rehousing Grant

If you sleep outside or in a place
not meant for human habitation
you can apply.

- **We have 12 Community members including children in the process now. ;-)**



Kingdom Building Team



• **We can do
this faster
together .**

Mid Year Budget Update

Fiscal Year 2019–20

Budget Review

- ▶ General Fund
 - Budget vs. Actual
 - Key Factors for Revenues and Expenditures
- ▶ Measures “S”
 - Budget vs Actual
 - Key Factors for Revenues and Expenditures
- ▶ Enterprise Funds
 - Budget vs Actual

General Fund

- ▶ Total budget for FY 2019–20 is 16 Million
 - 2nd Quarter=8.0 Million
- ▶ Some revenues and expenditures are estimated
 - Taxes and Franchise Fees
 - Professional Services

General Fund

Revenues

- ▶ Budget: \$8,034,684
- ▶ Actual: \$7,619,828
- ▶ Variance: \$414,856
- ▶ 47%

Key Factors

- ▶ Engineering – 64%
- ▶ Dept. 0000–47%
- ▶ Building–66%

General Fund

Expenditures

- ▶ Budget: \$8,034,684
- ▶ Actual: \$7,248,907
- ▶ Variance: -785,777
- ▶ 45%

Key Factors

- ▶ General Non Department-61%
- ▶ Human Resources-58%

Net Position: Gain \$370,921

Measure “S”

Revenues

- ▶ Budget: \$912,648
- ▶ Actual: \$982,966
- ▶ Variance: \$70,318

Expenditures

- ▶ Budget: \$881,703
- ▶ Actual: \$900,733
- ▶ Variance: \$19,030

Net Position: Gain \$82,233

Enterprise Funds

Ambulance Fund

- ▶ Budget: \$2,096,000
- ▶ Actual: \$2,256,062
- ▶ Variance: \$160,062
 - IGT Revenue is estimated at 50%
- ▶ Budget: \$1,912,634
- ▶ Actual: \$1,713,391
- ▶ Variance: \$199,243

Net Gain: \$542,671

Revenues

Expenditures

Pioneer Village

- ▶ Budget: \$22,500
 - ▶ Actual: \$30,425
 - ▶ Variance: \$7,925
- ▶ Budget: \$44,739
 - ▶ Actual: \$40,573
 - ▶ Variance: \$4,166

Net Loss: \$10,148

Revenues

Expenditures

Transit

- ▶ Budget: \$553,025
- ▶ Actual: \$578,690
- ▶ Variance: \$25,665
 - Three months of billings was estimated
- ▶ Budget: \$476,094
- ▶ Actual: \$452,658
- ▶ Variance: \$23,436

Net Gain: \$126,032

Revenues

Expenditures

Cultural Arts

- ▶ Budget: \$66,850
- ▶ Actual: \$108,083
- ▶ Variance: \$41,233

- ▶ Budget: \$78,061
- ▶ Actual: \$117,190
- ▶ Variance: \$39,129

Net Loss: \$9,107

Revenues

Expenditures

Questions?