



# City of Pomona

505 S. Garey Ave  
Pomona, CA 91766

## Special Meeting Minutes

### City Council / Housing Authority / Successor Agency to the Redevelopment Agency

*Mayor Tim Sandoval  
Vice Mayor Rubio R. Gonzalez  
Councilmember Victor Preciado  
Councilmember Nora Garcia  
Councilmember Elizabeth Ontiveros-Cole  
Councilmember Steve Lustro  
Councilmember Robert S. Torres*

#### **VISION STATEMENT**

*Pomona will be recognized as a vibrant, safe, beautiful  
community that is a fun and exciting destination and the home of  
arts and artists, students and scholars, business and industry.*

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Monday, March 25, 2019

5:00 PM

American Red Cross Blood Donation Center

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**5:00 P.M. American Red Cross Blood Donation Center – 100 Red Cross Cir., Room  
305A, Pomona , CA 91768**

#### **CALL TO ORDER**

The City Council Meeting was called to order at 5:20 p.m.

#### **ROLL CALL**

Present: Mayor Tim Sandoval  
Councilmember Rubio Gonzalez  
Councilmember Victor Preciado  
Councilmember Nora Garcia  
Councilmember Elizabeth Ontiveros-Cole  
Councilmember Steve Lustro  
Councilmember Robert Torres

#### **STAFF PRESENT:**

Linda Lowry, City Manager  
Mark Gluba, Deputy City Manager  
Kirk Pelser, Deputy City Manager  
Mike Olivieri, Chief of Police  
Rosalia Butler, City Clerk  
Andrew Mowbray, Interim Finance Director

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Linda Matthews, Human Resources Director  
Darron Poulsen, Water Resources Director  
Anita Gutierrez, Development Services Director  
Benita DeFrank, Neighborhood Services Director  
Rene Guerrero, Interim Public Works Director  
John DePolis, Information Technology Director

## **PLEDGE OF ALLEGIANCE**

Mayor Sandoval led the Pledge of Allegiance.

## **MAYOR COMMENTS**

Mayor Sandoval began the special meeting by asking the City Council how they viewed the City of Pomona in 25 years and had them share their ideas and visions with the public present along with the executive department head team.

Mayor Sandoval then asked if there were any public speakers who wished to make any comments.

## **PUBLIC PARTICIPATION**

John Clifford, Pomona resident, spoke on his visions and ideas for the City.

## **COUNCIL WORKSHOP**

### **1. Discussion of Goals and Priorities.**

Mayor Sandoval presented the following ground rules for a successful workshop:

- Listen & respect the views and opinions of others
- Have good intent
- Stay focused
- Put an item on hold for another time if it is going off topic
- Speak up

Mayor Sandoval requested a break at 6:20 p.m. and reconvened the special meeting at 6:30 p.m.

Mayor Sandoval introduced a SWOT (Strengths, Weaknesses, Opportunities, Threats) Analysis to the City Council to better guide the discussion and assist the Council with introducing and organizing their priorities for the City. The following is a complete list of all the City Council's priorities according to the SWOT Analysis.

### **STRENGTHS**

- Resilient
- Dedicated, heart
- Inventive
- Responsible, honest
- Competent staff, professional
- Desire to raise bar
- True collaboration, team effort, listen
- Respect, appreciation for each other
- Same City Vision
- Functional, not bankrupt
- Doing the best we can with resources available
- Fiscally responsible
- Attentiveness, approachability
- Cautious
- Professionalism
- Staff willing to listen
- Dedication
- Police meetings with community (web, streaming)
- Efforts toward addressing homeless issues
- Graffiti removal
- Police communication, data presented
- Engaged City Council
- Staff

### **WEAKNESSES**

- Customer Service, response to residents
- Image
- Website, lack of interface with public
- Communication (linked to procedure)
- Length of time to complete projects
- Need to update procedures/approach
- East Holt (neglected buildings, trash)
- Condition of Parks (Garfield)
- Residents not using resources to report issues
- Issues with some residential complexes
- Communication with public – lack of print, rely on web, social media
- Private property maintenance, accountability

- Processes related to new businesses, development
- Lack of marketing of successes, strengths
- Parks maintenance (level of service, method of providing)
- Code Enforcement (lack of staff)
- Shopping carts
- PomonaGO lacks feedback
- PD response times
- Contract Building & Safety staff (staff turnover – different standards)
- Too status quo; miss potential
- Losing institutional knowledge
- Procedural and structural deficient
- Don't listen to our own rules (e.g. gated communities)

### **OPPORTUNITIES**

- Communication through email lists, water bill
- Location (rail, bus, highways, airport)
- Cultural resources, multicultural
- Civilian report writers (reallocation of resources)
- Fuller Seminary and related impacts
- Maya Cinemas
- Gold Line
- Lanterman site master plan development
- Corridors Specific Plan and other specific plans
- Grant process; partner with non-profits
- The Village (YMCA) – Impact on Holt
- Park Ranger program; expand volunteer patrol
- New hotels; add to East Holt
- Develop property near 1100 E. Holt
- Council engagement w/ PD, neighborhood watch, Police accountability
- Vacant lots, underutilized properties
- Trend of mixed-use development
- Build-up not out
- Inclusionary housing, rental inspection
- Park fees
- Trend of walkability
- Relationship with Legislators
- Increasing income levels
- Desire for open communication between Council and Staff
- Relative affordability of houses
- Entertainment and education and tourism
- Foreign visitors
- People of Pomona – participation (Compassionate Cities) (Placemaking, Pomona's Promise)

- Institutions (Fairplex, Cal Poly, Western U, Casa Colina, PVMCH, Health)
- Opportunity Zones
- Downtown – Millennials
- Development of lot across from PD for housing
- Pomona recognized as regional leader in housing

### **THREATS**

- Slumlords
- Bad State Legislation/ Fed Legislation (e.g. – crime, prison reform)
- Homeless issue – conduct violations
- Lack of resources for PD
- Sex trafficking, prostitution and gangs
- Permit entitlements (block cope compliance efforts)
- Economics (potential recession not fully recovered from recession)
- Gentrification – impact on some
- Lack of commercial diversity
- Perception of Pomona from outside
- Negligence
- Drop offs from other communities
- Absentee landlords
- Inconsistency in Code Enforcement actions (reported/ not reported)
- Location of affordable housing
- Housing stock & affordability & availability

After SWOT Analysis was completed, Mayor Sandoval requested to continue the special meeting to another day and time in order to continue discussion of SWOT Analysis and Council's priorities for the City. The next special meeting was scheduled for Monday, April 8, 2019 at 5:00 p.m.

### **ADJOURNMENT**

The Special City Council meeting was adjourned at 9:11 p.m.

Respectfully submitted,

ATTEST:

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ROSALIA A. BUTLER, MMC  
City Clerk/Secretary of the Pomona  
Housing Authority/Successor Agency to the  
to the Redevelopment Agency

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TIM SANDOVAL  
Mayor/Chair of the Pomona  
Housing Authority/Successor Agency  
Redevelopment Agency