

CITY COUNCIL

Heather Baker, Mayor
Gary Hansen, Vice Mayor
Vincent Holvik, Council Member
Peter Towne, Council Member
Jim Yoder, Council Member

CITY MANAGER
Steve Holsinger

CITY CLERK
Natalie Butler



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Willows, CA 95988
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CITY COUNCIL SPECIAL WORKSHOP AGENDA

Tuesday, August 17, 2010

6:00 – 8:00 p.m.

Holiday Inn Express Conference Room – 545 N. Humboldt Avenue

(City Council will be conducting a limited number of special workshops. Typically these workshops will be held on the first & third Tuesdays monthly. Times & locations may vary, please check the Sacramento Valley Mirror for details)

1. **Call to Order Willows City Council Special Workshop 6:00 p.m.**
2. **Pledge of Allegiance**
3. **Roll Call**
4. **Public Comment:** Public Comment is restricted to ONLY those topics listed on the agenda and is generally restricted to three minutes.
5. **S.W.O.T. - Strengths - Weaknesses - Opportunities - Threats**
The S-W-O-T analysis will be an objective, systematic examination of our community. It is the goal of this process to develop a better understanding of what and who Willows is as a community and assist City Council in developing realistic policy actions to achieve City "Visions, Goals & Objectives". (Workshops will be limited to two hours each and adjourn no later than 8:00 p.m.)
6. **Items introduced by City Council or Administrative Staff for discussion purposes only**
7. **Adjournment: By or before 8:00 pm**

CERTIFICATION:

Pursuant to Government Code §54954.2 (a), the agenda for this meeting was properly posted on or before August 13, 2010.

A complete agenda packet, including staff reports and back-up information, is available for public inspection during normal work hours Monday through Thursday between 7:30 a.m. and 5:30 p.m. at the Civic Center located at 201 North Lassen Street in Willows.

In compliance with the Americans with Disabilities Act, the City of Willows will make available to members of the public any special assistance necessary to participate in this meeting. The public should contact the City Clerk's office at 934-7041 to make such a request. Notification 72 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.

The City of Willows is an Equal Opportunity Provider

RESULTS OF JULY 20, 2010, S.W.O.T. MEETING “PRIORITIES LIST”

- (16) Create an Economic Development Commission – Business Community Concerns
- (11) A strong economy based heavily on retail, recreation & industry/agriculture
- (10) Marketing Willows... A Centrally Located Community on the I-5 Corridor with unlimited outdoor recreational activities and small town environment.
- (9) Improve relationships & attitudes between government, community & business
- (7) Visionary: bring people – Business & government together; Monitor & Set Standards for Accomplishment
- (5) Communication between Government & Citizens; understanding connectivity
- (5) Quality of Life: Public Safety – Public Services – Clubs – Organizations
- (3) Labor: Recession Proof Businesses – Distribution Center – Prisons – Casino – Larger Technical or General Schools/Colleges
- (2) Centralized Economic Mix- Strategy with consistent leadership with a mission/vision statement
- (2) Improving Economic Development and having a long term plan for our community.
- (1) Promote our Package: Physical assets – I-5, RR, Airport, Hwy, Land, Social Assets (life style), Hospital, Parks, Library, Schools, Recreational opportunities, seasonal, off season
- (1) Business Development with responsible growth & communications

- (0) Location – Capitalize on location; I-5
- (0) Competition of surrounding cities