

REPORT TO CITY COUNCIL

DATE: AUGUST 8, 2007

TO: HONORABLE MAYOR AND MEMBERS OF THE CITY COUNCIL

FROM: GREG RAMIREZ, CITY MANAGER

BY: LOUIS CELAYA, ASSISTANT TO THE CITY MANAGER

SUBJECT: CITY MISSION STATEMENT

On May 23, 2007, the City Council was presented a draft mission statement for consideration. The mission statement is a concerted effort by staff and the City Council to create a unique declaration that identifies the distinctive characteristics of the City and the community, and identifies the City's place in the community.

At its May 23, 2007 meeting and based on feedback from the City Council, it was surmised that the City Council generally supported the proposed mission statement, recognizing it was a "living document" subject to re-examination in the future; however, ideas concerning missing elements were discussed. At the direction of the Mayor, the City Council was asked to provide any comments to staff, and where indicated they would be incorporated into the statement. Staff was then directed to return the mission statement to the City Council for consideration. On June 27, 2007 the City Council approved continuing the discussions pending further modification to the mission statement. Staff has received comments and incorporated them into the attached version.

Upon approval of the mission statement by the City Council, staff will use the mission statement as a reference and guidance tool to gauge the City's performance standards for overall services provided. Additionally, the mission statement will be incorporated as part of the City's annual budget document, published on the City's website and where appropriate, utilized in the various documents generated by the City.

RECOMMENDATION

Staff is respectfully requesting the City Council approve the mission statement and give direction to staff to incorporate it within the City budget, the City website, and where appropriate, included in other documents generated by the City.

Attachment: Mission Statement