

CITY MANAGER'S UPDATE

February 24, 2017

PATROL

On Sunday, February 17, the police department received an emergency request for a mutual aid response to Oroville to assist in evacuations necessary due to the Oroville Dam and flood concerns. The police department was able to send a sergeant and 3 officers who assisted in the success of the operation.

PLANNING

Eastview/Liberty Ranch

An application was submitted to the Local Agency Formation Commission (LAFCO) on February 14, 2017, for the annexation of the Eastview/Liberty Ranch Project. It is estimated to be heard by the LAFCO Board by summer 2017. The City and Sacramento County are still working out details of the property tax sharing agreement. The City Council will review and approve the tax sharing agreement at a future City Council meeting.

Arco/Starbucks

The building permit for the Arco/Starbucks project is ready to go. The applicant is ready to start grading as soon as the weather improves.

FINANCE

The midterm budget process is now underway. Budget kickoff and training meetings were held on Wednesday, February 22. Staff will review the current adopted budgets for fiscal year 2017 and fiscal year 2018 and propose adjustments as needed. The process will go through May and the final proposed budget will be presented to the City Council in June.

ECONOMIC DEVELOPMENT

The Galt Youth Commission and the City of Galt Economic Development Division have partnered to help further the City's business attraction efforts. The Galt Youth Commission developed a survey to gather feedback from Galt and Liberty High School students to better understand the desires of teenage consumers in Galt. The results will assist the Economic Development Manager to effectively target the retailers, restaurants and entertainment uses that teens would like to see in our community.

PARKS

- Annual tree maintenance/pruning in various locations.
- Removed graffiti at Canyon Creek Park.
- Ball field maintenance at Sports Complex & Community Park.
- Installed vandal resistant toilet paper dispensers in park restrooms.

STORM DAMAGE

- Removed fence panels along Creekside/Dry Creek trail. Footing had eroded from the flood waters.
- Repaired fallen foul ball pole at Sports Complex.
- Emergency tree removal at the northeast sports park and removal of two redwood trees that were leaning towards the resident houses.

GALT MARKET

Market Manager, Kimberly Paulson, attended the National Flea Market Association Conference in Las Vegas February 8 and 9. Information is gathered at these conferences to assist our staff in operating a more efficient market. A re-occurring topic is the shopping patterns of the millennial generation. Their interests change quickly and they value experience over almost anything. Other markets brought up their concerns about getting this generation to come out to their markets as vendors/customers and what that will mean for the

industry. Some key points discussed were:

- Advertise on social media to reach them, TV and radio will not.
- Have a millennial assist with your social media campaign, possibly a college intern.
- If you use social media, encourage vendors to use it as well and connect to them.
- Need to build the experience at your market by having interactive activities such as photo opportunities that can be posted with market hashtag (#) or a snap chat filter they can use only on your market grounds. Wi-Fi connection may also be a good idea.

Staff is continuing to evaluate the revenues at the market and implement creative ideas to bring in more vendors and customers.

Galt Market advertisements have been installed on the back of all 16 South County Transit (SCT/Link) buses which provide service on the Highway 99 Express, Delta Route, and Dial-A-Ride. The cost for the 16 advertisements was \$2,400 which is inexpensive for mobile advertising to cover the above-mentioned routes.



- Eggstravaganza – This event was budgeted through the Galt Market accounts and approved during the last budget cycle. The event will be held on April 8, 2017, on Veterans Field and Galt Market grounds. More information will be provided as details are worked out.
- Cal-Waste Tour – The Parks and Recreation Department management staff toured the Cal-Waste Transfer Station located on Enterprise Court on February 22. The purpose of the tour was to learn how the Galt Market and Galt parks impact the station. The Department will be working with Cal-Waste to learn how to become more efficient. We also discussed incorporating Cal-Waste into next year's Winter Bird Festival with a session on birds and the environment.

NEIGHBORHOOD WATCH MEETING REMINDERS:

- Saturday, February 25, 12:00 pm – 2:00 pm in the area of Toni Court and Oakwilde Street. Topics will include current crime trends, Walker Park activity and graffiti hot spots.
- Monday, February 27, 6:30 pm – 7:00 pm in the Grizzly Hollow Apartment Complex Community Room at 955 Beaver Park Way. Current crime trends and catalytic converter thefts will be discussed.
- Monday, February 27, 7:00 pm – 8:00 pm, regional neighborhood watch meeting will be held at the Real Life Church, 550 Industrial Drive. Topics will include crime trends, City parks and related activity, as well as business safety for consumers.