

Pursuant to Governor Newsom's Executive Order N-29-20, members of the Board of Directors and staff will participate in this meeting via a teleconference. Members of the public can submit written comments to the Board Secretary at boardcomment@cambriacsd.org



CAMBRIA COMMUNITY SERVICES DISTRICT

I, Cindy Steidel, President of the Cambria Community Services District Board of Directors, hereby call a Special Meeting of the Board of Directors pursuant to California Government Code Section 54956. The Special Meeting will be held: **Friday, January 15, 2021, 9:00 AM**. The purpose of the Special Meeting is to discuss or transact the following business:

AGENDA

SPECIAL MEETING OF THE CAMBRIA COMMUNITY SERVICES DISTRICT BOARD OF DIRECTORS

Friday, January 15, 2021, 9:00 AM

Please click the link below to join the January 15, 2021 meeting webinar:
https://zoom.us/j/94473254521?pwd=Ri9neUQ2L1orS_XYxMnR4QWQ1am0wQT09

Passcode: 866721

Or iPhone one-tap:

US: +16699006833,,94473254521# or +13462487799,,94473254521#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 346 248 7799 or +1 253 215 8782 or +1 929 205 6099 or +1 301 715 8592
 or +1 312 626 6799

Webinar ID: 944 7325 4521

International numbers available: <https://zoom.us/j/94473254521>

ADJOURNED SPECIAL MEETING OF THE CAMBRIA COMMUNITY SERVICES DISTRICT BOARD OF DIRECTORS

Tuesday, January 19, 2021, 8:30 a.m.

Please use the telephone link below to listen to the January 19, 2021 meeting:

Telephone Link: 1-669-900-6833

Meeting ID: 749 015 0502

Password: 4449519

1. **OPENING**
 - A. **Call to Order**
 - B. **Pledge of Allegiance**
 - C. **Establishment of Quorum**

2. PUBLIC COMMENT ON AGENDA ITEMS

3. REGULAR BUSINESS

- A.** Receive Strategic Planning Community Input Focusing on Three Key Areas: District Strengths, District Weaknesses and District Goals and Other issues Related to the District Strategic Plan
- B.** On Tuesday, January 19, 2021 the Board of Directors will Hold an Adjourned Special Meeting to Facilitate a Workshop for Development of the District's Strategic Plan
- C.** Discussion and Consideration to Set a Date for the Next Strategic Planning Workshop

4. ADJOURN

CAMBRIA COMMUNITY SERVICES DISTRICT

TO: Board of Directors

AGENDA NO. **3.A.**

FROM: John F. Weigold IV, General Manager

Meeting Date: January 15, 2021	Subject: Receive Strategic Planning Community Input Focusing on Three Key Areas: District Strengths, District Weaknesses and District Goals and Other Issues Related to the District Strategic Plan
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RECOMMENDATIONS:

Staff recommends the Board of Directors solicit public input in three key areas: District strengths, District weaknesses, and District goals, as well as other issues related to the District Strategic Plan.

FISCAL IMPACT:

Fiscal impacts associated with this item include staff time, Snider and Associates consultant services and AGP Video costs. The cost of AGP for a Zoom meeting is \$350 (maximum of 3 hours) and \$125 for each additional hour and the consultant services costs are \$4,800 (included in the approved FY 2020/2021 Budget).

DISCUSSION:**OVERVIEW**

The Board of Directors approved an Agreement for Consultant Services between CCSD and Snider and Associates for Strategic Planning Consulting Services on May 21, 2020. This Special Board Meeting will be held over two days in order to develop a Strategic Plan for the District; the first day will be a Zoom webinar on Friday, January 15, 2021 to solicit community input and comments focusing on three key areas: District strengths, District weaknesses, and District goals, as well as any other issues related to the development of the District Strategic Plan, . The second day of the Special Board Meeting will be held on January 19, 2021, as a daylong Board workshop facilitated by Snider and Associates via Zoom, which the community will be able to observe telephonically only due to Zoom application limitations.

An overview of the Strategic Planning process elements is found in Attachment A and this Special Board Meeting will focus on a review of the current Mission Statement and development of three-year Goals and Objectives over the course of the two-day meeting. The meeting agenda for the first day to solicit community input is found in Attachment B.

PURPOSE

The Board of Directors will solicit community input focusing on three key areas: District strengths, District weaknesses, District goals, as well as any other issues related to the District Strategic Plan. The Board of Directors will utilize this community input in the development of the District's Strategic Plan goals and objectives, which will be developed in the facilitated workshop on January 19, 2021.

Attachment A

STRATEGIC PLANNING ELEMENTS

Marilyn Snider, Strategic Planning Facilitator—Snider and Associates

S.W.O.T. ANALYSIS**INTERNAL:**

+Strengths
--Weaknesses

EXTERNAL:

+Opportunities
-- Threats

MISSION/PURPOSE STATEMENT

Why the organization exists and whom it serves
or
Why a plan exists and for whom

VISION STATEMENT

A vivid, descriptive image of the future—what you want
the organization to be or be recognized as

CORE VALUES

Values that the organization/work environment encourages,
recognizes and rewards

GOALS

What the organization needs to accomplish—broad statements
of intent which are consistent with the mission
and help fulfill the vision

OBJECTIVES

How the goals will be addressed—by when, who will be accountable
for what specific, measurable results/outcomes

FOLLOW-UP PROCESS

A clearly defined, regular (at least monthly) monitoring process

**SPECIAL BOARD MEETING/CAMBRIA
COMMUNITY SERVICES DISTRICT
Friday, January 15, 2021 – on Zoom**

COMMUNITY INPUT REGARDING CCSD STRATEGIC PLANNING PROCESS

9:00 a.m. Welcome and Purpose of the Meeting – Cindy Steidel, Board President

**Opening Remarks and Review of Today’s Agenda and on January 19, 2021 --
John Weigold IV, General Manager**

What Are the Strengths and Accomplishments of the Cambria Community Services District in the Past Year?

- **Brainstormed (no evaluations) Perceptions by the Public Members**

What are the Cambria Community Services District’s Current Internal Weaknesses/Challenges?

- **Brainstormed Perceptions (no evaluations) by the Public Members (no evaluations)**

Brainstorm Three-Year Goals (what the Cambria Community Services District needs to accomplish)

Definition: broad statements that begin with an action verb such as achieve, enhance, improve, increase and state what needs to be accomplished)

Next Steps/Follow-Up Process After January 19, 2021 Workshop -- John Weigold

Closing Remarks – Cindy Steidel, Board President

1:00 p.m. Adjourn

Zoom Link for January 15, 2021:

Please click the link below to join the webinar:

<https://zoom.us/j/94473254521?pwd=Ri9neUQ2L1orSXYxMnR4QWQ1am0wQT09>

Passcode: 866721

Or iPhone one-tap:

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Webinar ID: 944 7325 4521

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CAMBRIA COMMUNITY SERVICES DISTRICT

TO: Board of Directors

AGENDA NO. **3.B.**

FROM: John F. Weigold IV, General Manager

Meeting Date: January 15, 2021 Subject: On Tuesday, January 19, 2021 the Board of Directors will Hold an Adjourned Special Meeting to Facilitate a Workshop for Development of the District's Strategic Plan

RECOMMENDATIONS:

Staff recommends the Board of Directors discuss the Adjourned Special Board meeting to facilitate a workshop for development of the District's Strategic Plan.

FISCAL IMPACT:

Fiscal impacts associated with this item include staff time, Snider and Associates consultant services and AGP Video costs. The cost of AGP for a Zoom meeting is \$350 (maximum of 3 hours) and \$125 for each additional hour and the consultant services costs are \$4,800 (included in the approved FY 2020/2021 Budget).

DISCUSSION:**OVERVIEW**

The Board of Directors approved an Agreement for Consultant Services between CCSD and Snider and Associates for Strategic Planning Consulting Services on May 21, 2020. This Special Board Meeting will be held over two days in order to develop a Strategic Plan for the District; the first day will be a Zoom webinar on Friday, January 15, 2021 to solicit community input and comments focusing on three key areas: District strengths, District weaknesses, and District goals, as well as any other issues related to the development of the District Strategic Plan. The second day of the Special Board Meeting will be held on January 19, 2021, as a daylong Board workshop facilitated by Snider and Associates via Zoom, which the community will be able to observe telephonically only due to Zoom application limitations.

An overview of the Strategic Planning process elements is found in Attachment A and this Special Board Meeting will focus on a review of the current Mission Statement and development of three-year Goals and Objectives over the course of the two-day meeting. The meeting agenda for the first day to solicit community input is found in Attachment B.

PURPOSE

The Board of Directors, assisted by CCSD management staff and the Vice-Chairs of two CCSD Standing Committees serving as advisory representatives, will hold a workshop for the development of the District's Strategic Plan. The Workshop group will review the CCSD Mission Statement and develop the District's three-year Goals and underlying Objectives over the course of the Workshop.

Attachment A

STRATEGIC PLANNING ELEMENTS

Marilyn Snider, Strategic Planning Facilitator—Snider and Associates

S.W.O.T. ANALYSIS**INTERNAL:**

+Strengths
--Weaknesses

EXTERNAL:

+Opportunities
-- Threats

MISSION/PURPOSE STATEMENT

Why the organization exists and whom it serves
or
Why a plan exists and for whom

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A vivid, descriptive image of the future—what you want
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What the organization needs to accomplish—broad statements
of intent which are consistent with the mission
and help fulfill the vision

OBJECTIVES

How the goals will be addressed—by when, who will be accountable
for what specific, measurable results/outcomes

FOLLOW-UP PROCESS

A clearly defined, regular (at least monthly) monitoring process

Attachment B

ZOOM AGENDA
SPECIAL BOARD MEETING/
CAMBRIA COMMUNITY SERVICES DISTRICT
STRATEGIC PLANNING WORKSHOP
Tuesday, January 19, 2021 – on Zoom

8:20 *Participants will check-in on Zoom (via video, not telephone, in their separate locations) so that everyone is present and visible on the computer screen when the retreat begins and throughout the meeting. The Deputy District Clerk will provide all the participants an invitation with the link, number to use and the password to access the meeting.*

8:30 Welcome – Cindy Steidel, Board President

Purpose of the Retreat and Introduction of the Facilitator and Recorder – John F. Weigold IV, General Manager

Role of the Facilitator, Recorder, Group and Public; Strategic Planning Elements; Agenda – Marilyn Snider, Facilitator – Snider and Associates

Introductions of the Group

Cambria Community Services District Mission Statement

The following Strengths and Weaknesses of the CCSD will be solicited from each participant in an anonymous one-page questionnaire to be emailed to hdodson@cambriacsd.org by Monday, January 11, 2021. The answers will be presented on the computer screen during the retreat.

- What Are the Strengths and Accomplishments of the Cambria Community Services District in the Past Year?
- What Are the Current Internal Weaknesses/ Challenges of the CCSD?

What Are the External Factors/Trends (e.g., social, economic, political, environmental, technological, attitudinal) that Will/Might Have an Impact on the Cambria Community Services District in the Next Three Years:

- Positively (opportunities)?
- Negatively (threats)?

The three-year goals will be brainstormed in break-out groups with the results presented to all participants on the computer screen. The next step will be a straw poll in which each participant will be asked to identify the four goals he/she thinks are the most critical. The votes will be tallied on the screen with the facilitator bringing the group to consensus on the 4 or 5 most important three-year goals.

Identify Three-Year Goals (what the Cambria Community Services District needs to Accomplish)

- Brainstorm Goals
- By Consensus, Select 4 or 5 Goals

After the goals are selected, there will be a break-out session of several participants for each goal. Three draft strategic objectives, which will be recorded on the computer screen, will be proposed by each group. In the large group, all the participants will review the objectives and determine the actions to be taken.

Attachment B

- **Identify Six-Month Strategic Objectives (how the goals will be addressed initially – by when, who will be accountable, for what, specific measurable results) for each of the Three-Year Goals**

A monitoring chart will be placed on the computer screen that states, by when, who will be accountable for what, specific measurable results, in order to monitor progress on the strategic plan.

- **Next Steps/Follow-Up Process to Monitor Progress on the Goals and Objectives (including setting a date within 6 months to update the strategic plan)**

Summary of the Retreat

Closing Remarks

4:00 Adjourn

Please log-in on Zoom at 8:20 a.m. The meeting will begin promptly at 8:30 a.m. There will be breaks including for lunch. Please limit use of cell phones, tablets and laptops to the breaks and lunch.

PLEASE HAVE AVAILABLE YOUR 2021 CALENDAR

Telephone Link for the Public: 1-669-900-6833

Meeting ID: 749 015 0502

Passcode: 4449519

Attachment C
**CAMBRIA COMMUNITY SERVICES DISTRICT
STRATEGIC PLANNING WORKSHOP QUESTIONNAIRE**

Please COMPLETE and SEND by Monday, January 11, 2021 to hdodson@cambriacsd.org
Please give 3 or 4 brief answers using phrases, rather than sentences or paragraphs, for each question.

What are the Cambria Community Services District's Strengths and Accomplishments in the Past Year?

-
-
-
-

What are the Cambria Community Services District's Current Internal Weaknesses/Challenges?

-
-
-
-

What are the External Factors/Trends (e.g., economic, political, technological, health and environmental) that Will/Might Have a Positive Impact on the Cambria Community Services District in the Next 3 Years?

-
-
-
-

What Are the External Factors/Trends (e.g., economic, health, technological, political, environmental) that Will/Might have a Negative Impact on the Cambria Community Services District in the Next 3 Years?

-
-
-
-

Thank you. This is an anonymous questionnaire, so do not sign your name. Please send to hdodson@cambriacsd.org by January 11, 2021.

CAMBRIA COMMUNITY SERVICES DISTRICT

TO: Board of Directors

AGENDA NO. **3.C.**

FROM: John F. Weigold IV, General Manager

Meeting Date: January 15, 2021Subject: Discussion and Consideration to Set a
Date for the Next Strategic Planning
Workshop

RECOMMENDATIONS:

Staff recommends the Board of Directors consider scheduling a Special Meeting to monitor the progress on the goals and objectives of the CCSD Strategic Plan, and to consider updating the plan.

FISCAL IMPACT:

Fiscal impacts associated with this item include staff time and AGP Video costs. The cost of AGP for a Zoom meeting is \$350 (maximum of 3 hours) and \$125 for each additional hour.

DISCUSSION:

As part of the CCSD Strategic Planning Workshop, Snider and Associates, the CCSD strategic planning consultant, recommends the Board of Directors consider scheduling a Special Meeting in approximately six months to monitor the progress on the goals and objectives of the CCSD Strategic Plan, and to consider updating the plan.