
MCC RETREAT AGENDA - JANUARY 23, 2021

Call to Order (9:00am) – Welcome and council member self-introductions (10 min)

1. Update from Supervisor Horsley (30 min)

2. Public Comment & Announcements (Members of the public may speak up to 3 minutes on any topic not on the agenda.)

3. Council Member Opening Comments (30 min) Roundtable of goals and issues for 2021. Each council member will have up to 5 minutes to summarize their top priorities for the year.

4. MCC 2021 Priorities (60 min) Review 2020 actions, evaluate for effectiveness, and determine Council's priorities for 2021.

Break (10 min)

5. Councilmember Task Assignments (20 min) Review assignments for 2021 for other government bodies and meetings and council tasks.

6. MCC Communications (30 min) Discuss ways to improve communication with the community, including website, email newsletter, and social media.

7. Treasurer's Report (10 min) Review bank account balance and discuss expenditures for 2021.

8. Policies and Procedures (10 min) Review meeting procedures.

Adjournment (12:30pm)

1. UPDATE FROM SUPERVISOR HORSLEY

2. PUBLIC COMMENTS & ANNOUNCEMENTS

3. COUNCIL MEMBER OPENING COMMENTS

- Roundtable of goals and issues for 2021
- 5 minutes per Council Member

4. MCC 2021 PRIORITIES

- Reminder of our organization's purpose (per bylaws)
- Review of 2020 actions
- Council priorities for 2021

4. MCC PURPOSES (PER BYLAWS)

1. To provide the Community with a more effective means to express its views to the County of San Mateo and other governmental agencies on matters of concern to the Community;
2. To contribute to the Community's awareness of issues of public import by providing a forum for discussions, and sponsoring meetings, discussions, and other events which will contribute to the general welfare, knowledge and awareness of the Community regarding such issues;
3. To seek to preserve the rural small-town character of the Area by protecting the existence of agricultural lands, commercial fishing activities and the natural marine environment; supporting the retention of a greenbelt around urban areas of the County of San Mateo; maintaining the coastal protections afforded by the County Local Coastal Plan and Measure A (1986), and seeking to manage growth in a manner which is consistent with the present character of the Area ;

4. MCC PURPOSES (PER BYLAWS)

4. To assist the Community in developing and expressing a long range vision of the Community which meets the goals of its residents for an improved quality of life, protection of the environment, and sound economic planning;
5. To assist the many associations, organizations, ad hoc groups and individuals of the Community, who seek to communicate with the County of San Mateo and other government agencies about matters of public interest, in bringing issues before the Community and in representing the Community before such governmental bodies; and
6. To provide a vehicle for exploring the feasibility and merits of governmental organization alternatives, including but not limited to incorporation or annexation.

4. 2020 YEAR IN REVIEW

<http://static1.1.sqspcdn.com/static/f/1461275/28396486/1611297282597/2020-01-23-MCC-Council-2020-Review.pdf?token=9Ug3PUvs1x0hZoJ2AC2dyvzRKeY%3D>

4. 2021 PRIORITIES

Open items from 2020:

- Cypress Point
- Connect the Coastside
- Emergency Preparedness (incl. wildfires)
- Medio Creek Bridge
- Pump Track
- Hwy 1 Crossings
- El Granada Fire Station Lighting

4. 2021 PRIORITIES FRAMEWORK

1. Parks
2. Planning
3. Transportation (formerly Hwy 1)
4. Public Works
5. Sustainability
6. Community & Communications
7. Other

4. 2021 PRIORITIES FRAMEWORK

1. Parks & Recreation

- Pump Track
- Moss Beach Park (reopening celebration)?
- Quarry Park Master Plan
- Park Staffing / Parks Protection
- Fitzgerald Marine Reserve

4. 2021 PRIORITIES FRAMEWORK

2. Planning, Zoning & Code Compliance

- Cypress Point
- Plan Princeton (if planning starts moving)
- Lighting
- Commercial Zoning District (CDRC)
- Big Wave
- Monitoring Building & Planning applications

4. 2021 PRIORITIES FRAMEWORK

3. Transportation

- Connect the Coastside
- Hwy 1 Pedestrian Crossings
- Signalized Intersections / Roundabouts
- Parallel Trail
- Coastal Trail
- Safe Routes to School

4. 2021 PRIORITIES FRAMEWORK

4. Infrastructure

- Medio Creek Bridge
- Sewer, water, & power agency monitoring
- Communications (internet & cell)

4. 2021 PRIORITIES FRAMEWORK

5. Sustainability

- Coastal Erosion & Armoring
- Managed Retreat
- Fuel Reduction Projects

4. 2021 PRIORITIES FRAMEWORK

6. Communications & Community

- Emergency Preparedness
- Management of visitors
- Community Centers
- Education
- COVID Recovery
- Homelessness
- Crime & Traffic Safety

4. 2021 PRIORITIES FRAMEWORK

7. Other

- Website upgrade
- Email newsletter

5. TASK ASSIGNMENTS

6. COMMUNICATIONS

- Email
- Website
- Social Media

6. COMMUNICATIONS - EMAIL

- Produce quarterly newsletter
 - Decide on topics and assign articles at one meeting / quarter
 - Editor to review for spelling / grammar / formatting
 - Technical lead to set up to send
- Implement email system (MailChimp or Klaviyo)
- Build list using website

6. COMMUNICATIONS - WEBSITE

- Consider upgrading to new version of Squarespace
- Optimize for mobile
- Improve visual look and feel
- Streamline email signup form (similar to HMB)

6. COMMUNICATIONS - SOCIAL

- Continue to post agendas and info to Facebook and Nextdoor
- Try to apply for Nextdoor for Agencies again

7. TREASURER'S REPORT

<http://www.midcoastcommunitycouncil.org/finance/>

8. POLICIES & PROCEDURES

- Officer Roles & Responsibilities
- Meeting Rules & Time Limits
- Virtual Meeting Format

8. POLICIES & PROCEDURES - OFFICER ROLES

SECTION 5.02 CHAIR

The Chair shall preside at all meetings of the Community Council. All meeting agendas shall be prepared under the direction of the Chair. The Chair shall prepare or assign for preparation all correspondence of the Community Council, shall communicate with newspapers, radio and television stations and shall contact all governmental agencies including the Board of Supervisors concerning all issue-positions of the Community Council. The Chair is authorized to execute for and on behalf of the Community Council all contracts, notes, conveyances and other documents and instruments in writing in the name of the Community Council, when such matters are authorized by the Community Council. The Chair shall maintain such order as shall be appropriate at all meetings of the Community Council.

SECTION 5.03. VICE CHAIR. In the absence or in the event of the disability of the Chair, the duties of the Chair shall be exercised by the Vice Chair, and when so acting the Vice Chair shall have all the powers of, and be subject to all the restrictions upon,,the Chair.

8. POLICIES & PROCEDURES - OFFICER ROLES

SECTION 5.04. SECRETARY. The Community Council may authorize one or more assistant secretaries to perform, under the direction of the Secretary, some or all of the duties of the Secretary. Such assistant secretaries shall be appointed by the Community Council upon recommendation of the Secretary. The Secretary shall:

1. Post and otherwise distribute the agenda for meetings of the Community Council and prepare and give all notices of such meetings;
2. Take minutes of the proceedings of the meetings of the Community Council and prepare draft minutes for review by the Community Council at a subsequent regular meeting;
3. Keep the minutes of the proceedings of the meetings of the Community Council, including resolutions of the Community Council, together with the notice and agenda therefor and the names of the members of the Community Council present at each meeting, certified by the Secretary;
4. Keep all reports filed with the Community Council of all committees, and correspondence and other written communications of and to the Community Council;
5. Keep a record by election precinct of the votes cast at elections for membership on the Community Council and on propositions of the Community Council submitted at elections, and of the official declaration of results of those elections;
6. Keep a copy of the Board Resolution, as such may be amended or supplemented, certified by the clerk of the Board of Supervisors, a copy of the Bylaws certified by the Secretary, and a copy of any standing rules or rules of procedure adopted by resolution of the Community Council certified by the Secretary, and have the same available for reference at each meeting of the Community Council; and
7. Attest to the execution of documents and instruments the execution of which on behalf of the Community Council is authorized in accordance with the Bylaws.

8. POLICIES & PROCEDURES - OFFICER ROLES

SECTION 5.05. TREASURER. The Community Council may authorize one or more assistant treasurers to perform under the direction of the Treasurer some or all of the duties of the Treasurer. Such assistant treasurers shall be appointed by the Community Council upon recommendation of the Treasurer. The Treasurer shall:

1. Be chair of the Finance Committee;
2. Be responsible for the receipt of and the issuance of receipts for all moneys due and payable to the Community Council and for the deposit of all such moneys in the name of the Community Council in such bank or banks as shall be designated by the Community Council;
3. Keep and maintain, or cause to be kept or maintained, adequate and correct books of account of the transactions and records of the properties of the Community Council, including without limitation accounts of its assets, liabilities, receipts, disbursements, gains, losses, capital, earnings and other matters customarily included in financial statements; and
4. Disburse the funds of the Community Council as may be ordered by the Community Council, signing all checks previously also signed by such other officers as the Community Council may from time to time designate, report each disbursement to the Community Council either prior to disbursement or, if the Community Council so authorizes, at the first regular meeting of the Community Council following the disbursement, and render whenever requested or as otherwise provided by these Bylaws an account of all transactions as Treasurer, and of the financial condition of the Community Council.

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8. POLICIES & PROCEDURES - MEETING RULES

- Follow Rosenberg's Rules of Order
- Public Comments & Announcements
 - Limit of 3 minutes per person
- Moderated discussion period
 - Aim to stay within time allocated for each agenda item

Life of a Motion

1. Chair announces item subject and number
2. Sponsor introduces item
3. Board asks technical questions for clarification purposes
4. Public comment on the item
5. Chair asks for motion
6. Chair asks for second
7. Board debates motion
8. Board votes
9. Chair announces result

8. POLICIES & PROCEDURES - VIRTUAL MEETINGS

- Effectiveness of virtual meetings
- Return to in-person when safe to do so
- Zoom as tool to facilitate participation

ADJOURNMENT