



November 8, 2025

STRATEGIC PLANNING SESSION REPORT



January 26, 2026

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EXECUTIVE SUMMARY

The City of Seal Beach held a City Council Strategic Planning Session from 8:00am to 1:00pm on Saturday, November 8, 2025 at the Orange County Fire Authority Station #48. The session provided an opportunity for all five (5) council members to gain consensus and provide direction to staff on strategic priorities for the coming year by creating SMART (Specific, Measurable, Achievable, Relevant, Time-Bound) goals. The meeting was advertised, open to the public, and included multiple public comment opportunities.

Chief of Police Michael Henderson moderated the session with assistance from City Manager Patrick Gallegos. Staff presented information and answered questions to allow council members to reach consensus on developing several SMART goals.

By the end of the session, eight (8) SMART goals were created. Progress and status updates for the goals will be reviewed at another workshop that will tentatively occur in Spring 2026.

The agenda and packet are available [here](#), and a recording of the meeting is available [here](#).



PROCESS

Staff began planning for the Strategic Planning Session in the summer of 2025. Unlike in previous years where a consultant was used to conduct the meeting, staff fully executed the meeting. This change in practice not only achieved cost savings, but also allowed staff the opportunity to engage Council directly and provide a new format to meet Council's desire to narrow in on specific, achievable goals by the end of the session while also offering more opportunities for community engagement.

In preparation for the session, City Manager Patrick Gallegos and Chief of Police Michael Henderson conducted individual interviews with council members and met with executive staff. A team effort led to the preparation of the workshop agenda and slide deck. The meeting was advertised to the public.

Chief Henderson moderated the public meeting with assistance from City Manager Gallegos and the full executive team. Staff presented information and answered questions, and opportunities for public comment were provided throughout the session.

By the end of the session, eight (8) SMART goals were created, and several Future Focus items were highlighted for follow up at a later time. An additional workshop will be tentatively held in Spring 2026 to review the status of the eight (8) SMART goals. City Council guidance on Future Focus items will occur separately from the Spring 2026 discussion of the eight (8) SMART goals.



CITY COUNCIL



Lisa Landau
Mayor
District 3



Ben Wong
Mayor Pro Tem
District 2



Joe Kalmick
Council Member
District 1



Patty Senecal
Council Member
District 4



Nathan Steele
Council Member
District 5

STAFF

- Patrick Gallegos, City Manager

Executive Team

- Barbara Arenado, Finance Director / City Treasurer
- Joe Bailey, Marine Safety Chief
- Craig Covey, Orange County Fire Authority, Division 1 Chief
- Gloria Harper, City Clerk
- Michael Henderson, Chief of Police
- Iris Lee, Public Works Director
- Shaun Temple, Interim Community Development Director

Support Staff

- Lauren Barich, Management Analyst
- Nick Bolin, Marine Safety Lieutenant
- Aine Eisenhower, Police Civilian Investigator (Acting Executive Assistant)
- Tim Kelsey, Recreation Manager
- Deb Machen, Executive Assistant
- Jennifer Robles, Management Analyst

AGENDA

- Call to Order
- Pledge of Allegiance
- Council Roll Call
- Welcome Message
 - Mayor Lisa Landau
 - City Manager Patrick Gallegos
- Oral Communications
- Planning Session
 - Moderator Opening
- Session One
 - Billboards
 - Lifeguard Headquarters / Police Substation
 - Main Street
 - Beautification
 - Parking
- Session Two
 - Business First Working Group / Outreach and Engagement
 - Special Events and Olympics Working Group
 - Debrief and Closing
 - Debrief
 - After Action Report / Next Steps
 - Open Forum
 - Adjournment

OBJECTIVE

Staff is seeking consensus and direction from the Council on defining goals and next steps.

GOAL #1:

Provide a billboards progress report for Council consideration.

PRESENTER	Shaun Temple Interim Community Development Director
RELATED TASKS	• Work through the ongoing Request for Proposals process. • Prepare a letter of intent. • Conduct a site feasibility analysis. • Prepare design alternatives. • Complete public outreach. • Prepare Zone Text Amendment.



GOAL #2:

Facilitate further discussions in order to prepare a roadmap for constructing the Lifeguard Headquarters / Police Department Substation.

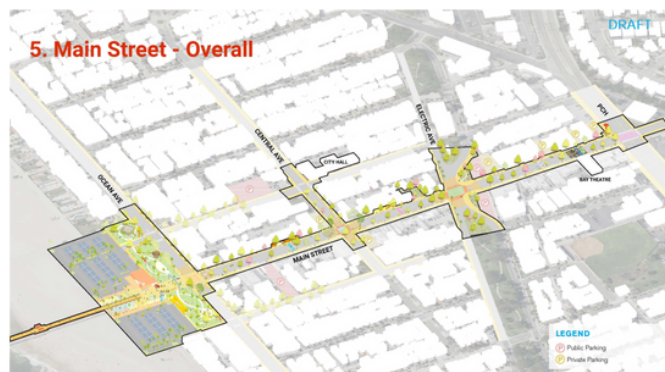
PRESENTER	Iris Lee Public Works Director
RELATED TASKS	• Identify outreach: coalition building, working group, lobbying. • Consult with the California Coastal Commission. • Explore funding options including pledging new revenue sources (e.g., billboards), loans, and applicable grants. • Facilitate further discussion on the use of budgeted project funds.



GOAL #3:

Complete smaller-scale beautification projects in the Greater Main Street Area that can be funded by the current adopted budget.

PRESENTER	Iris Lee Public Works Director
RELATED TASKS	• Share the Greater Main Street Vision Plan with Council and the Business First Working Group as part of reviewing long-term, large-scale Greater Main Street Area beautification and revitalization project options, including string lighting and an archway. • Review staffing levels and the part-time Maintenance Aide pay scale. • In collaboration with the business community, complete achievable maintenance enhancements such as brighter lighting, restriping, pressure washing, and wayfinding signs.



GOAL #4:

Provide a paid parking staff report to Council.

PRESENTER	Michael Henderson Chief of Police
RELATED TASKS	• Present City Council with options for possible implementation of paid parking on Main Street.



GOAL #5:

Create a Business First Working Group to evaluate the Main Street Specific Plan and consider updates related to franchises, entertainment, and other changes.

PRESENTER	Jennifer Robles Management Analyst
RELATED TASKS	• Provide a staff report and resolution to Council for creation of the Business First Working Group. ◦ Chairs: Mayor Pro Tem Wong and Council Member Kalmick • Create a concierge program for businesses to streamline interactions between the City and the business community. • Review short-term and long-term beautification and revitalization projects in the Greater Main Street Area.



GOAL #6:

Consider opportunities for the expansion of special events citywide.

PRESENTER	Tim Kelsey Recreation Manager
RELATED TASKS	• Consider how to leverage partnerships with special events organizers and the business community. • Look at maximizing the use of city buildings and spaces citywide.



GOAL #7:

Create an Olympics Working Group for the 2028 Summer Olympics in Los Angeles.

PRESENTER	Tim Kelsey Recreation Manager
RELATED TASKS	• Provide a staff report and resolution to Council for creation of the Olympics Working Group. ◦ Chairs: Mayor Landau and Council Member Senecal • Consider inclusion of the 2026 World Cup as part of this effort.



GOAL #8:

Communicate the Strategic Plan to the public and Council.

PRESENTER	Patrick Gallegos City Manager
RELATED TASKS	• Prepare a report. • Complete a quarterly update tentatively in Spring 2026.



FUTURE FOCUS ITEMS

These items were highlighted during the workshop and placed on this list to stay on track of the agenda but capture items that need additional consideration at a later date.

- Billboards
 - Consider utilizing in-house staff for advertisements and marketing.
- Lifeguard Headquarters / Police Substation
 - Review whether the Marine Safety Department should use the Eisenhower Park level.
- Greater Main Street Area
 - Evaluate installing a gazebo at the end of the pier.
 - Identify whether Rivers and Mountains Conservancy funding can be used for pier projects.
 - Revisit the tree removal and replacement program.
 - Strategize about how to attract Naval Weapons Station personnel.
- Special Events
 - Provide options for expanding the summer concert series.
 - Discuss budgeting / funding with the Chamber of Commerce for additional partnerships.
 - Consider other ideas such as a sandcastle contest and craft markets.
- Olympics
 - Consider Olympic events including extending alcohol service zones, expansion of short term rentals before and after, and an increase in the transient occupancy tax.
 - Review the possibility of participating as an air taxi service port.

CITY OF SEAL BEACH



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[@thecityofsealbeach](https://www.instagram.com/thecityofsealbeach)



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[The Seal Beach Wave Biweekly Newsletter](#)

