

**CITY OF CARMEL-BY-THE-SEA
CITY COUNCIL**

RESOLUTION NO. 2020-014

**A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF CARMEL-BY-THE-SEA
ADOPTING AND APPROVING THE VISION STATEMENT, MISSION STATEMENT, GUIDING
VALUES AND COUNCIL PRIORITIES ESTABLISHED AS A RESULT OF THE STRATEGIC
PLANNING WORKSHOP HELD BY THE CITY COUNCIL ON NOVEMBER 19, 2019**

WHEREAS, the City Council desires to establish a framework to guide the City Council and City staff in the future; and

WHEREAS, the City Council met with a consultant to develop a Vision Statement, a Mission Statement, Guiding Values and establish Council Priorities; and

WHEREAS, the attached Vision Statement, Mission Statement, Guiding Values and Council Priorities are the result of discussions among the City Council and staff and provide a base for City staff and the Council to refer to when making decisions that impact the community.

**NOW THEREFORE, BE IT RESOLVED THAT THE CITY COUNCIL OF THE CITY OF
CARMEL-BY-THE-SEA DOES HEREBY:**

Adopt the Vision Statement, Mission Statement, Guiding Values and Council Priorities as follows:

Vision Statement

Carmel-by-the-Sea will always be a community that values its historic culture, artistic character, and natural environment.

Mission Statement

The City will provide exceptional services that respect residential character, promote local commerce and protect natural resources, while ensuring public health, safety and welfare.

Guiding Values

- ❖ Public Stewardship
- ❖ Accountability and Responsibility
- ❖ Open Communication
- ❖ Collaboration and Teamwork
- ❖ Excellence
- ❖ Respect and Caring
- ❖ Customer Service

Council Priorities

1. Financial Sustainability
2. Natural Environment/Village Character
3. Community Engagement
4. Infrastructure
5. Business Environment

**PASSED AND ADOPTED BY THE CITY COUNCIL OF THE CITY OF CARMEL-BY-
THE-SEA this 3rd day of February 2020, by the following vote:**

AYES: COUNCIL MEMBERS BARON, REIMERS, THEIS, MAYOR PRO TEM
RICHARDS, MAYOR POTTER

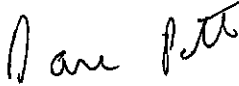
NOES: NONE

ABSENT: NONE

ABSTAIN: NONE

APPROVED:

ATTEST:



Dave Potter
Mayor



Britt Avrit, MMC
City Clerk