



REGULAR MEETING

JEFF GORELL
Supervisor, 2nd District

ISRAEL RODRIGUEZ
Field Representative
Supervisor Jeff Gorell

MEMBERS OF THEBOARD

- SCOTT HORN, CHAIR
- DEBBIE HANNA
- BRENDON GARCIA
- ROB ALVIDREZ

AGENDA (Amended) January 11, 2024 6:00 PM

**Municipal Advisory Council
Casa Conejo, California**

**Walnut Elementary School
Multipurpose Room
581 Dena Drive
Casa Conejo, CA 91320**

WEB ACCESS

At: ventura.org/casaconejomac
MAC Calendar, Agenda, and Minutes

Welcome to the meeting of the Casa Conejo Municipal Advisory Council (MAC) an advisory council for the unincorporated area of Casa Conejo to Ventura County Supervisor Jeff Gorell.

LEGAL NOTICES

Persons who require accommodation for any audio, visual, language, or other disability to review an agenda or to participate in a meeting of the Casa Conejo Municipal Advisory Council per the American Disabilities Act (ADA), may obtain assistance by requesting such accommodation by calling (805) 214-2510 or e-mailing israel.rodriguez@ventura.org. Any such request for accommodation should be made at least 48 hours prior to the scheduled meeting for which assistance is requested.

All agenda reports and supporting data, including those filed in accordance with Government Code Section 54957.5 (b) (1) and (2) are available from Ventura County Supervisor Jeff Gorell's office at 2100 E Thousand Oaks Blvd, Suite E, Thousand Oaks, CA 91362. The same materials will be available and attached with each associated agenda item, when received, at the following website: ventura.org/casaconejomac.

Documents including staff materials, comment emails and letters, photos, etc., distributed to the Casa Conejo Municipal Advisory Council regarding any agenda item during an open session or after the meeting concluded, are posted online and made available for public inspection at ventura.org/casaconejomac.

PUBLIC COMMENT

Public comment is the opportunity for members of the public to participate in meetings by addressing the Casa Conejo Municipal Advisory Council in connection with one or more agenda or non-agenda items. Public comments by a member of the public at a single meeting are limited to a cumulative total of five minutes at such meeting unless the time allotment is increased or decreased by the Chair depending on the number of speakers. The public comment period during the opening part of the meeting to address non-agenda items is limited to 30 minutes total for all speakers; this 30-minute limit does not apply to items on the agenda.

To maintain a public meeting environment conducive and welcoming to receiving public comments from all members of the public, the audience is discouraged from engaging in displays of support or opposition to staff reports or public comments, including clapping, yelling, booing, hissing or cheering, that may create a disruptive environment for members of the public wishing to participate. Any person who disrupts or impedes the orderly conduct of a meeting will be instructed to cease the disruptive conduct. Failure to do so may result in that person being removed from the meeting.

Members of the public who would like to augment their comments with visual or audio presentations must submit their materials to the israel.rodriguez@ventura.org for review at least 48 hours before the meeting. The review will be conducted to determine only whether the materials are on matters within the jurisdiction of the Municipal Advisory Council, would be disruptive of the meeting, or would foster illegality, such as identity

theft. If it is determined that materials are about matters not within the Municipal Advisory Council's jurisdiction, or would be disruptive of the meeting, or would foster illegality, use of County-provided equipment will not be allowed.

Email or Mail Public Comment in Advance of the Meeting

If you wish to make a comment on a specific agenda item by email or mail, please submit your comment by 12:00 p.m. on the day prior to the meeting. Indicate in the Subject Line the Agenda item number (e.g., Item No. 9) on which you are commenting. Your email or written comment will be distributed to the Municipal Advisory Council and placed into the item's record for the minutes of the meeting. Public Comments submitted in writing are public records and subject to disclosure. An unredacted version is made available when records are requested by a Public Records Act request. Please do not submit personal contact information you do not want to be made public. Please submit your comment to israel.rodriguez@ventura.org or mail to:

Casa Conejo Municipal Advisory Council
Ventura County Supervisor Jeff Gorell
2100 E Thousand Oaks Blvd Suite E
Thousand Oaks, CA 91362

In-Person Public Comment

If you would like to provide a verbal comment **in person** during the meeting, upon arrival at the meeting location, check in with staff and complete a comment card. When your name is called for public comment, please proceed to the podium. If you do not wish to pre-register but would like to provide in-person comments at the meeting, you must check in with the staff prior to the agenda item being called.

OPENING

1. Call to Order.
2. Administering of Oath of Office New Members
3. Roll Call.
4. Pledge of Allegiance to the Flag of the United States of America.
5. Approval of the Minutes of the meeting of the Casa Conejo Municipal Advisory Council held on Thursday, September 14, 2023, and Minutes of the meeting from November 9, 2023.
6. Agenda Review.

7. Consent Agenda Items 11 through 14.
8. Public Comments – Citizen presentations regarding Casa Conejo Municipal Advisory Council related matters NOT appearing on this agenda. (See Guidelines above).
9. Office of Ventura County Supervisor Jeff Gorell's Comments – Brief announcements and report on County activities.
10. Council Comments – Comments by Council members on matters they deem appropriate. A Council member may ask a question for clarification, make a brief announcement, or make a brief report on his or her own activities. A Council member may also provide a reference to staff or other resources for factual information, or request staff to report back to the body at a subsequent meeting concerning any matter. The Council may also direct staff to place a matter of business on the future agenda.

CONSENT AGENDA

Consent Agenda items are routine and non-controversial. Items are reviewed and approved together by the Council as recommended and without discussion, unless an item is pulled for separate action by the Board on the Regular Agenda. Consent items are heard at the Council's discretion and may be heard at any time during the meeting.

11. California Highway Patrol (CHP)

The California CHP concluded our annual CHiP's Kids for Toy Drive event this past month. Thousands of toys were distributed to kids throughout Ventura County. The California Highway Patrol conducted a Maximum Enforcement Period (MEP) over the holiday period with a focus on impaired drivers. The California Highway Patrol is hiring 1,000 officers to help make California Roads safer. Please see attached report.

RECOMMENDATION TO RECEIVE AND FILE

12. Ventura County Fire Department

During heavy rains and storms in December VCFD responded to 231 weather related calls for service and is continuing to prepare for a heavily forecasted El Nino winter. Spark of Love delivered toys to 30,000 children and partnered with Foodshare to help 6,000 families with food during the holidays. In 2023 six Ventura County communities received their Firewise USA designation helping to

reduce fires and make their neighborhoods safer. Approximately 40 communities have now started their Firewise certification process. The Ventura Fire Department completed the purchase of the new headquarters at 2400 Conejo Spectrum in Thousand Oaks. This ends a four-year search for a new headquarters. Applications for firefighter jobs will be accepted from January 22 to January 29, 2024.

RECOMMENDATION TO RECEIVE AND FILE

13.Ventura Sheriff Department (Amended to include Written Report)

Overall, the Casa Conejo community has little crime to report. The main crimes involved thefts of three catalytic converters from Toyota Tacoma trucks. Toyota trucks and Prius' are usually the main targets for thieves. The best course of action is to lock the vehicle in the garage. In addition, one work vehicle was broken into, and the thieves got away with approximately \$6,000 dollars of tools. There has been an uptick in gang graffiti occurring at Walnut Elementary School between two rival gangs TOCAS (Thousand Oaks California Sur) and CVLS (Conejo Valley Locos). The Special Enforcement Unit is actively investigating the crimes.

RECOMMENDATION TO RECEIVE AND FILE

14. 2024 Point in Time (PIT) Homeless Count

Each year volunteers canvass their communities to collect survey data on the unhoused in their area. This snapshot is vital in order to receive state and federal funding for services, determining bed count, and shaping local policies. The Point in Time (PIT) count takes place on Wednesday, January 24, 2024. See the attached flyer in the agenda packet for contact information and to learn how you can register to become a volunteer in this year's PIT count.

RECOMMENDATION TO RECEIVE AND FILE

REGULAR AGENDA

Regular Agenda items are heard at the Council's discretion and may be heard at any time during the meeting.

15. Review of Proposed of 2024 Municipal Advisory Council Meeting Calendar

MAC members to review the 2024 MAC calendar for consideration. (See attached draft calendar)

16. Legislative Sub Committee

Supervisor Gorell is creating a legislative subcommittee comprising of MAC Chairs and selected MAC members. The purpose of this subcommittee is to keep the Supervisor informed on legislative items, issues, and opportunities that affect each of the MAC's regions. The members of this committee will review the Board of Supervisors Agendas and brief the Supervisor on any items that could/should directly affect Casa Conejo. As part of this agenda item the MAC shall select one additional member to participate along with the MAC Chair in this sub-committee.

17. Public Works Request Update Report – December

For the month of December 2023 there were four work requests sent to Public Works using the VCPWA Connect Portal. One request was for removal of graffiti in the channel, three requests involving sign or traffic light replacements on Ruth/Wendy, Willaim Drive/Dena Drive, and for sign that was knocked down at a cross walk. Out of the four requests two have been completed and two remain open.

18. 3-5 Year Plan – Next Steps

- a) Developing a Vision Statement for Casa Conejo. Developing a statement that serves as an inspirational declaration for the community of Casa Conejo.
- b) Determining what key categories and subcategories to include in the plan. Categories could include Infrastructure, Safety, Beautification, Community Development, followed by sub-categories such as crime, road improvements, and teen activities.

CLOSING

19. Adjournment of the Casa Conejo Municipal Advisory Council meeting to the next meeting, March 14, 2024, at Walnut Elementary School, 581 Dena Drive, Newbury Park, CA 91320



JEFF GORELL
Supervisor, 2nd District

ISRAEL RODRIGUEZ
Field Representative
Supervisor Jeff Gorell



**MEMBERS
OF THEBOARD**

- SCOTT HORN, CHAIR
- CATHARINE HOGUE
- DEBBIE HANNA
- UNSCHEDULED
VACANCY (X3)

REGULAR MEETING

Minutes

November 9, 2023

6:00 PM

**Municipal Advisory Council
Casa Conejo, California**

**Walnut Elementary School
Multipurpose Room
581 Dena Drive
Casa Conejo, CA 91320**

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OPENING

1. Call to Order.
 - a. Chair Scott Horn called the meeting to order at 6:07
2. Roll Call.
 - a. Present: Chair Scott Horn,
 - b. Not Present: Debbie Hanna, Catharine Hogue
 - c. Quorum not met.
 - d. Adjourn meeting at 6:07

CLOSING

18. Adjournment of the Casa Conejo Municipal Advisory Council meeting to the next meeting, December 14, 2023, at Walnut Elementary School, 581 Dena Drive, Newbury Park, CA 91320



JEFF GORELL
Supervisor, 2nd District

ISRAEL RODRIGUEZ
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REGULAR MEETING

Minutes

MEMBERS OF THE BOARD

- SCOTT HORN, CHAIR
- CATHARINE HOGUE
- DEBBIE HANNA
- UNSCHEDULED
VACANCY (X3)

September 14, 2023

6:00 PM

**Municipal Advisory Council
Casa Conejo, California**

**Walnut Elementary School
Multipurpose Room
581 Dena Drive
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MAC Calendar, Agenda, and Minutes

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OPENING

1. Call to Order.
 - **Chair Scott Horn** called the meeting to order at 6:19 PM
2. Roll Call
 - CC MAC Members Present: **Chair Scott Horn, Catharine Hogue, Debbie Hanna**
3. Pledge of Allegiance to the Flag of the United States of America.
 - Led by **Chair Scott Horn**.
4. Approval of the Minutes of the meeting of the Casa Conejo Municipal Advisory Council held on July 13, 2023.
 - **Chair Scott Horn** made a comment that under Council Comments he had asked for a speaker from Water Shed Protection as a future agenda item and wants it reflected in the Minutes. **Field Representative Israel Rodriguez** so noted.
 - Motion Made By: **Debbie Hanna**. Seconded: **Catharine Hogue**. Motion passed unanimously.
5. Agenda Review.
 - No adjustments to the agenda.
 - Motion made by **Debbie Hanna** to accept the agenda as is. Seconded by **Catharine Hogue**. Motion passed unanimously.
6. Consent Agenda Items 11 through 12
 - Sheriff Report made by **Sergeant Cyrus Zadeh, with Ventura County Sheriff Department**. No major crime trends, however, there have been what they call "crime of opportunities" which include vehicle thefts/burglaries in nearby communities. The Sergeant suggested to not make yourself a person of opportunity such as leaving money in the car or not locking your car doors. He suggested installing home surveillance systems and have good lighting in place.
 - Motion made by **Catharine Hogue** to accept the Sheriff's Report. Seconded: **Debbie Hanna**. Motion passed unanimously.
 - **Chair Scott Horn** made a brief comment about the Ventura County Fire Department relocating their headquarters to Newbury Park. He also mentioned, the CHP 101 scales improvement project includes high precision scales made in Germany.
 - Motion Made by **Catharine Hogue** to accept both the CHP & Fire reports: Seconded: **Chair Scott Horn**. Motion passes unanimously.

7. Public Comments: None

8. Office of Ventura County Supervisor Jeff Gorell's Comments.

- **Field Presentative Israel Rodriguez** announced that Supervisor Gorell is attending an event and cannot be here, but he was happy with the last meeting and appreciated everyone's engagement in discussions.
- Oversized vehicle ordinance has nearly reached 100% compliance. The ordinance appears to be working. Your emails help make us aware of how the community is reacting to the ordinance. **Debbie Hanna** received a yellow sticker for the OVO vehicle violation and bantered about how hard the stickers are to take off, but the ordinance is working. **Wendy Zimmerman** mentioned that there has been an increase in RVs and cars parking at the library and not in our neighborhood.
- Application for Oversized Vehicle Permit on Wendy Street was denied because the vehicle registration of the work truck did not match the owner's address.

9. Council Comments – Comments by Council members on matters they deem appropriate.

- **Chair Scott Horn:**

Asked staff to investigate rules and information for E-Bikes on streets, trails, sidewalks. Lack of wearing helmets is an issue. He spoke with Mr. Soury, the ASG Teacher representative. Homecoming football game is on October 6th against Agoura High School. Trying to get them to have convertibles for the Homecoming Court. September 22, Newbury Park will play rival Thousand Oaks Highschool.

- **Catharine Hogue:**

Would like to see rider of E-Bikes have a permit. We should have speakers to talk about it and create a flyer for distribution to residents about bicycle safety.

- **Debbie Hanna:**

Asked about the ages of people riding E-Bikes on streets? She stated an E-Bike safety educational program would be good for the community. She reached out to the high school for a potential student representative and have not heard back.

CONSENT AGENDA

10) California Highway Patrol Safety Report

Received safety report from **CHP Officer Ryan Ayers**, Dated September 11, 2023, that included updates on the oversized vehicle parking ordinance for Casa Conejo. Ordinance is working with nearly 100% compliance among Casa Conejo residents. September is California safety pedestrian month emphasizing parents to take precautions with how and where they drop off their kids to school. Officer Ayer's report also mentioned that Maximum Enforcement Period (MEP) was conducted over Labor Day weekend with a focus on impaired driving (DUI) violations; and finally, the California Highway Patrol is hiring 1,000 officers to help make California roads safer.

RECOMMENDATION TO RECEIVE AND FILE

11) Ventura County Fire Department

Received update report from **Ventura County Fire, Director of Communications and Public Affairs, Scott Thomsen**, Dated September 6, 2023. His report highlights a vote to be taken by the Ventura County Fire Protection District Board on September 12, 2023, to enter escrow on a new building that would act as additional administrative headquarters in Thousand Oaks, California. Public comment period for the state's Fire hazard Severity Zones is now closed. Final updates to maps for State Responsibility Areas will be available in early 2024. Zone Zero mandates are being delayed until 2025 for new construction, and 2026 for existing structures. Finally, VCFD encourages homeowners to mow or remove the plants that become tumbleweeds to avoid future fire hazards and traffic hazards.

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Received report from **Senior Deputy Officer, Chris Jones**, dated September 11, 2023, stating there have been no recent crimes in the Casa Conejo area, but there have been sporadic thefts from vehicles in surrounding areas of the Casa Conejo community. The Sheriff Department strongly encourages to remove valuables from vehicles, install security cameras, and be sure to turn footage that would include any potential crimes with your local enforcement agency.

- Motion made previously to accept Consent Agenda Items 11-12. Motion passes unanimously.

REGULAR AGENDA

13) Status Report on the Enforcement of Casa Conejo Oversized Vehicle Ordinance- Presented by CHP Officer Ryan Ayers

CHP Officer Ryan Ayers was not present but discussion on the matter was discussed previously as part of the Supervisor's report and in CHP Officer Ayers report as part of the Consent Agenda.

14) Field Representative Israel Rodriguez Provided an Update on Numerous Projects and Potential Projects for Casa Conejo

- a) Logo and Other Updates – Review and vote on new logo
 - Introduced **Andrew Fox** and spoke about his role, the equipment capabilities, and the live streaming on our new YouTube Page: Casa Conejo MAC. **Chair Scott Horn** asked if we could have a monitor to see what is being recorded.
 - Introduced **Casa Conejo QR Code** which allows you to pull up the agenda packet via your cell phone and will help save paper.
 - **Logo Update:** Developing a continuity with a circular logo design. Opened for public comments. Neither of the logos presented were liked by the MAC members. Final discussion agreed to take the existing logo and make it a circle.
- b) Update on “T” intersections safety improvements:
 - Supervisor's office has been working with Ventura County Public Works to put up new signs indicating that the street is coming to end and drivers must make a right-hand turn.
- c) Speed Cushion Application and Process for Theresa and Lesser Drive.
 - **Field Representative Israel Rodriguez** spoke about the application process and the buy-in from neighbors who live in the area. Mentioned that the policy for speed cushions is driven by residents and requires 67% buy-in from neighbors. If anyone is interested in having speed cushions, they can bring in their application to the MAC meeting.
- d) Pedestrian Improvements crossing that was installed at Lesser and Rudman drive.
 - We heard your concerns about the intersection at Walnut Elementary School and had a project moved up to have pedestrian safety enhancements including flashing lights for when people are crossing. The project was completed and is in place.
- e) Website Enhancements for Casa Conejo to be implemented in October/November.

- **Field Representative Israel Rodriguez** spoke about the updates that will feature more opportunities for community engagement.

15) 3-5 Year Plan – Next Steps

- On, March 9th, the Casa Conejo MAC approved a motion to move forward on the 3-5 Year Plan.
- **Field Representative Israel Rodriguez** introduced SWOT Analysis Worksheet and had open discussion on the Strengths, Weaknesses, Opportunities, and Threats. Some of the discussion included:
 - Constantly having to keep up with graffiti removal – Threat.
 - Catalytic converter thefts – Threat
 - Concern about overdevelopment – Threat
 - Need something for Youth/Youth Center – Opportunity
 - Poor road conditions – Weakness.
 - Ageing Infrastructure: Clay pipes filled with roots & cracked gas lines that present be a danger with earthquakes - Weakness.
 - No longer have a bowling alley, drive-in theater, etc. – Weakness.
 - Buses do not go to the teen center – Weakness.
 - Create a teen center in the Borchard Center with Park Rec – Opportunity.
 - Need CC newsletter – Opportunity.
 - First Neighborhood in Newbury Park – Strength.
 - Large backyards (Room for ADUs & JADUs) – Strength.
 - Next to the watershed – Strength.
 - Proximity to parks & we have more parks per capita – Strength.
 - Unincorporated – Strength.
 - Neighbors are close and talk to each other – Strength.
 - Close to the freeway – Noise – Weakness.
 - Overhead Powerlines – Weakness.
 - Pride of Ownership – Strength.

CLOSING

16) Adjournment of the Casa Conejo Municipal Advisory Council meeting to the next meeting, November 9, 2023, at Walnut Elementary School, 581 Dena Drive, Newbury Park, CA 91320

- Motion to Adjourn made by Debbie Hanna and Seconded by Catharine Hogue. Motion passed unanimously. Meeting adjourned at 8:06 PM.



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CALIFORNIA HIGHWAY PATROL

To: The Casa Conejo MAC c/o Supervisor Gorell's office

CHP MOORPARK'S CASA CONEJO MAC TALKING POINTS: (1.11.24)

- CHP Moorpark and the California Highway Patrol concluded another successful year of our annual CHiP's for Kids Toy Drive event, which ran throughout the month of December. With the help from our community, we were able to distribute thousands of new toys to underserved kids throughout Ventura County. THANK YOU for helping us give back to our community.
- The California Highway Patrol conducted a Maximum Enforcement Period (MEP) over the New Year's holiday. The MEP ran from 6 p.m. Friday, December 29th through Monday, January 1st. The focus for this MEP was Impaired Driving violations. Maximum Enforcement Periods have been a part of California Highway Patrol (CHP) policy for many years and have specific deployment and reporting procedures. During an MEP, field commands are required to deploy the maximum amount of uniformed personnel to address primary collision factor violations, impaired drivers, and assure a prompt response to any incident causing a hazard or traffic delay.
- The California Highway Patrol is hiring 1,000 officers to help make California's roadways safer. If you or someone you know would like to join the CHP, visit www.chp.ca.gov/careers for more information and to speak with a local recruiter.
- Follow CHP Moorpark on social media for traffic updates, sig alerts, evacuation notices, roadway closures, and general information on what the CHP is doing in your area.

Twitter: @CHPMoorpark
Facebook: @CHP-Moorpark
Instagram: @CHPMoorpark

Contact: **Officer Ryan Ayers**
Public Information Officer
Phone: **(805) 553-0800**
Email: **rayers@chp.ca.gov**





VENTURA COUNTY FIRE DEPARTMENT

Dustin Gardner
Fire Chief

165 Durley Avenue, Camarillo, CA 93010-8586

Website: **VCFD.org**
Twitter: **@VCFD**
Facebook: **@VenturaCountyFire**
Instagram: **@VenturaCountyFire**

Contact: Scott Thomsen
Director of Communications and Public Affairs
Phone: **(805) 914-8502**
Email: **scott.thomsen@ventura.org**

Jan. 3, 2024

Attn: Supervisor Jeff Gorell and Municipal Advisory Committees

- Heavy rains in late December and high surf conditions to start January, highlight the conditions The Ventura County Fire Department is preparing for throughout a forecasted El Nino winter weather pattern. On Dec. 21 alone, VCFD responded to 231 weather-related calls for service. The 981-call total for the day was nearly double the daily average for the month. Plan ahead and stay safe from flooding. Keep rain gutters and drains clear, prepare an emergency go kit and sign up for VC Alert at www.readyventuracouty.org.
- The Spark of Love holiday toy drive delivered cheer to about 30,000 needy children in Ventura County. The fire departments of Ventura County and the Ventura County Sheriff's Office collected toys. VCFD organized the toys and coordinated with dozens of nonprofit organizations to provide an average of three toys to each child served.
- The Ventura County Fire Department has completed the purchase of a building at 2400 Conejo Spectrum in Thousand Oaks to use as its next headquarters. The \$15 million purchase ends more than 4 years of searching for a replacement for the current headquarters that VCFD rents at the Camarillo Airport. The new building is three times the size of the current headquarters, providing additional space for the department's administrative staff and other uses.
- Applications for firefighter jobs will be accepted from Jan. 22 to Jan. 29.

Sincerely,

Scott Thomsen
Director of Communications and Public Affairs
Ventura County Fire Department

VENTURA COUNTY SHERIFF'S OFFICE

M E M O R A N D U M



DATE: January 8, 2024
TO: Supervisor Gorell's Office and the Casa Conejo MAC
FROM: Detective Maribel Ambriz #5176
RE: December MAC Law Enforcement Report

The Casa Conejo area is generally a quiet neighborhood with little crime to report.

The main property crime continues to be catalytic converter theft. There were 3 thefts of catalytic converters from Toyota Tacoma trucks. Toyota trucks and Prius' are usually the main targets for thieves.

The best course of action is to lock the vehicle in your garage.

During December, one work truck was the target of theft. The suspect(s) forcefully opened the toolboxes in the truck and stole the victim's tools, valued at about \$6000.00.

There has been an uptick in gang graffiti. Unfortunately, a classroom at Walnut Elementary School was broken into and gang graffiti was written on the white board. A vandalism and trespassing report were taken.

2024 POINT IN TIME HOMELESS COUNT

Wednesday
January 24, 2024

Why: This effort helps to obtain a snapshot census of people experiencing homelessness in Ventura County and allows our community to gain access to state and federal funding.

What: Volunteers canvass the community in pairs and collect survey data by interviewing unhoused persons. A smart phone or device will be needed to access the online survey.

Who: Volunteers must be 18 years or older and have the ability to walk distances in designated locations. You may select preferred city locations when you register.

Volunteer training will be offered in
mid-January 2024.

For more information email:
VenturaCoC@ventura.org



Let's Make
EVERYONE
Count!

**Register to
Volunteer Here!**

<https://ventura.pointintime.info>



VENTURA COUNTY
**CONTINUUM OF
CARE ALLIANCE**



Creating the Vision and Future for Casa Conejo

What is a vision statement?

A vision statement is a declaration of an organization's purpose, goals and desired outcomes. This statement helps stakeholders envision what the organization will look like in the future, providing them with directions to move toward when planning and implementing community strategies. When MAC members and residents have a clear, meaningful, and realistic vision to work toward, it can help motivate them to achieve those goals. You can reference your vision statement externally in advertising and on public-facing websites or internally in company documents and as a measure for performance reviews.

Example Nonprofit Vision Statements

Here are some examples of nonprofit vision statements:

- **VFW:** Our vision is to ensure that veterans are respected for their service, always receive their earned entitlements, and are recognized for the sacrifices they and their loved ones have made on behalf of this great country.
- **Amnesty International:** Amnesty International's vision is of a world in which every person enjoys all of the human rights enshrined in the Universal Declaration of Human Rights and other international human rights instruments.
- **ASPCA:** Our organization was founded on the belief that animals are entitled to kind and respectful treatment at the hands of humans and must be protected under the law.
- **Cleveland Clinic:** We strive to be the world's leader in patient experience, clinical outcomes, research, and education.
- **Ducks Unlimited:** The vision of Ducks Unlimited is wetlands sufficient to fill the skies with waterfowl today, tomorrow and forever.
- **Habitat for Humanity:** A world where everyone has a decent place to live.
- **Human Rights Campaign (HRC):** The Human Rights Campaign envisions a world where lesbian, gay, bisexual, transgender, and queer people are embraced as full members of society at home, at work, and in every community.

What to Include in a Vision Statement?

Vision statements should be short (usually no longer than two sentences), memorable, aspirational, and compelling. The average length ranges from 10 to 15 words (a vision statement of 30 words would be considered long). Aim for fewer than 20 words, and then see if you can pare down the statement even further.



Casa Conejo MAC 2024 Meeting Calendar

- Meetings are every other month.
- Meetings take place on the second Thursday of the month.
- Meeting begins at 6:00 PM

2024

JANUARY							MAY							SEPTEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
	1	2	3	4	5	6				1	2	3	4		1	2	3	4	5	6	7
7	8	9	10	11	12	13	5	6	7	8	9	10	11	12	8	9	10	11	12	13	14
14	15	16	17	18	19	20	12	13	14	15	16	17	18		15	16	17	18	19	20	21
21	22	23	24	25	26	27	19	20	21	22	23	24	25		22	23	24	25	26	27	28
28	29	30	31				26	27	28	29	30	31		29	30						

FEBRUARY							JUNE							OCTOBER						
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S
				1	2	3							1		1	2	3	4	5	
4	5	6	7	8	9	10	2	3	4	5	6	7	8	6	7	8	9	10	11	12
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18	19	20	21	22	23	24	16	17	18	19	20	21	22	20	21	22	23	24	25	26
25	26	27	28	29			23	24	25	26	27	28	29	27	28	29	30	31		
							30													

MARCH							JULY							NOVEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
					1	2							1							1	2
3	4	5	6	7	8	9	7	8	9	10	11	12	13	3	4	5	6	7	8	9	
10	11	12	13	14	15	16	14	15	16	17	18	19	20	10	11	12	13	14	15	16	
17	18	19	20	21	22	23	21	22	23	24	25	26	27	17	18	19	20	21	22	23	
24	25	26	27	28	29	30	28	29	30	31				24	25	26	27	28	29	30	

APRIL							AUGUST							DECEMBER							
S	M	T	W	T	F	S	S	M	T	W	T	F	S	S	M	T	W	T	F	S	
	1	2	3	4	5	6					1	2	3		1	2	3	4	5	6	7
7	8	9	10	11	12	13	4	5	6	7	8	9	10	8	9	10	11	12	13	14	
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21	22	23	24	25	26	27	18	19	20	21	22	23	24	22	23	24	25	26	27	28	
28	29	30					25	26	27	28	29	30	31	29	30	31					

3-5 Year Plan Review – Next Steps

- On March 9th, the Casa Conejo MAC approved a motion to move forward on the 3-5 Year Plan.
- **Field Representative Israel Rodriguez** introduced SWOT Analysis Worksheet and had open discussion on the Strengths, Weaknesses, Opportunities, and Threats. Some of the discussion included:
 - Constantly having to keep up with graffiti removal – Threat
 - Catalytic converter thefts – Threat
 - Concern about overdevelopment – Threat
 - Need something for Youth/Youth Center – Opportunity
 - Poor road conditions – Weakness.
 - Ageing Infrastructure: Clay pipes filled with roots & cracked gas lines present be a danger with earthquakes - Weakness.
 - No longer have a bowling alley, drive-in theater, etc. – Weakness.
 - Buses do not go to the teen center – Weakness.
 - Create a teen center in the Borchard Center with Park Rec – Opportunity.
 - Need CC newsletter – Opportunity.
 - First Neighborhood in Newbury Park – Strength.
 - Large backyards (Room for ADUs & JADUs) – Strength.
 - Next to the watershed – Strength.
 - Proximity to parks & we have more parks per capita – Strength.
 - Unincorporated – Strength.
 - Neighbors are close and talk to each other – Strength.
 - Close to the freeway – Noise – Weakness.
 - Overhead Powerlines – Weakness.
 - Pride of Ownership – Strength.

A vision statement should describe your organization's unique aspirations and should, therefore, be precise. It should also align with your values. Because a vision statement depicts the broad, long-term vision, it should present optimistic, but realistic expectations — that is, ones that your employees can reasonably work with. Above all, the values that you convey must be relatable for your employees, directors, investors, and customers. Here's what to include in a vision statement:

- **Focus on the Future:** Describe your aspirations for how the organization should look and feel in the future and what it should accomplish.
- **Specify a Clear Vision:** Provide direction that's clear and focused enough to shape decision making. Makes the statement concise and easy to read and remember. Some sources suggest focusing on one objective. If you must elaborate, do it in an additional document.
- **Make the Scope Broad:** At the same time, a vision should be general enough to encompass changing possibilities.
- **Make It Achievable:** A vision shouldn't be so abstract and lofty as to never be attainable.
- **Make It Inspiring:** Members of your organization and outside stakeholders should be inspired to extend themselves and organization resources in order to achieve a greater goal.
- **Find Something Stable:** Your vision statement should define a goal that has a reasonable expectation of success despite economic, technological, or other shifts.
- **Pinpoint a Date:** Specify the future date by which the company should have achieved the goal.
- **Include Relevant Goals and Values:** Ensure that the statement applies to current and foreseeable efforts and challenges.

What Makes Your Organization Unique? Define what differentiates your company from all other organizations and why that quality is crucial to both internal stakeholders and clients.

What Is the Difference Between a Mission Statement and a Vision Statement?

A mission statement describes the purpose and day-to-day effort of an organization. A vision statement describes an organization's ultimate goal or future outcome. But the two work in tandem: A vision statement expresses what you ultimately want to achieve; a mission statement articulates what you will do to get there. Together, the mission and vision statements provide direction and destination.

Casa Conejo's Vision Statement

Final Statement

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