



CITY OF LA PALMA

NEWS RELEASE

7822 Walker Street • La Palma • California • 90623 • (714) 690-3300 • www.cityoflapalma.org

For Immediate Release
February 2, 2012

La Palma Adopts Goals for 2012

LA PALMA, Calif. – On January 23, the La Palma City Council conducted its annual goal setting session. After a lengthy discussion, the City Council adopted six priority goals for the year. The priority goals are to: engage in proactive economic development; maintain financial stability; begin a Citywide technology upgrade by expanding public Wi-Fi services at Central Park and the Civic Center; continue multicultural outreach efforts; improve social media outreach; and investigate new community building projects.

Mayor Henry Charoen said, “The City of La Palma looks forward to a year of progress, prosperity, and purpose. The City Council has great ideas to make the community even better and these goals are the beginning steps.”

Many of these priority goals include specific action items that City departments have begun to pursue and will follow throughout the year. Some of the key action items include: manage the loss of redevelopment; facilitate the arrival of anchor tenants in retail centers; complete the Contingency Plan; adopt a balanced budget without raising fees and maintaining the Utility User Tax at 4%; and look for additional social media opportunities.

A complete listing of the goals can be found on the City’s website at www.cityoflapalma.org/goals.

About the City of La Palma

Ranked by Money Magazine in both 2007 and 2011 as one of America’s Best Places to Live, the City of La Palma is a 1.9 square mile general law city in northwest Orange County, consisting of 15,568 residents and 482 commercial and industrial businesses. The City was incorporated in 1955 under the name of Dairyland and has 65 full-time and 35 part-time employees.

Contact Information

Laurie Murray
Administrative Services Manager
City of La Palma
7822 Walker Street
La Palma, CA 90623
Tel: (714) 690-3338
Fax: (714) 523-2141
Email: lauriem@cityoflapalma.org