

## Phillip Blackerby

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**From:** Phillip Blackerby [phillip@blackerbyassoc.com]  
**Sent:** Monday, February 14, 2005 1:16 PM  
**To:** Bob Riggert (rriggert@cox.net); Bob Yordy (charder16@cox.net); Charlotte McCluskey (charaz@cox.net); Curt Dunham (psainc@cox.net); Ed Kehe (ekehe@fh.az.gov); Francesca Carozza (francescac@cox.net); Henry Leger (hjleger1@wmconnect.com); Janice Abramson (jla711@aol.com); Jim Hamblin (jdh0537@aol.com); Kathy Nicola (knicola@fh.az.gov); Lynne Brown (lynnebrown@worldnet.att.net); Mike Tyler (miketyler203@aol.com); Phillip Blackerby (phillip@BlackerbyAssoc.com); Shaunna Williams (swilliams@fh.az.gov); Tim Pickering (tpickering@fh.az.gov)  
**Subject:** Minute of TAC Meeting 02/08/05  
**Attachments:** TACOperatingAgreements.pdf

### Town of Fountain Hills Strategic Planning Technical Advisory Committee Minutes - February 08, 2005

*Attendees:* Janice Abramson, Jim Hamblin, Councilmember Ed Kehe, Henry Leger, Councilmember Kathleen Nicola, Mike Tyler, Bob Yordy, Tim Pickering, Shaunna Williams, Phillip Blackerby, Lynne Brown.

#### Communications Company Procurement

Mr. Pickering reported that the communications company procurement was in his hands, and he expected to make a selection by early next week. Mr. Kehe suggested a deadline of February 17. Mr. Pickering noted that the communications company contract does not require Council approval.

#### Clarification of Roles

Ms. Brown facilitated a discussion of communications and role clarification. A summary of the results is attached. Key topics addressed included: (a) how the team will deal with conflict; (b) how team members will communicate with each other effectively; (c) how the team will make decisions; (d) role of the Project Manager; (e) role of TAC members as Subcommittee chairs; (f) action items (see below).

The attachment also includes observations by Ms. Brown as facilitator: (a) subcommittee chairs should communicate decisions with the larger TAC; (b) the Project Manager and Town Manager should keep TAC members updated on discussions and decisions made between TAC meetings; (c) members should watch out for "scope creep" (add "Avoid scope creep" to Ground Rules); and (d) the Project Manager and communications company will have to communicate to ensure that overlap does not occur.

Members created a subcommittee structure headed by TAC members to coordinate volunteers, with staffing assistance by the Project Manager as needed:

- Communications Subcommittee: Mr. Tyler
- Youth Visioning Institute Subcommittee: Ms. Fiandaca (lead) and Mr. Leger
- Speakers Bureau Subcommittee: Mr. Yordy and Mr. Hamblin
- Town Hall Planning Subcommittee: Roger Riggert or other representative of the Civic Association Board; to be contacted by Mr. Yordy and Mr. Blackerby
- Market Research Subcommittee (Focus Groups and Survey): Ms. Abramson

#### Interviews

Mr. Hamblin reported that the interviews are proceeding on schedule. Members appreciated the sample interview notes that Mr. Hamblin provided. Members decided that an expert on the State Land Trust should be added to the interview list; Ms. Fiandaca had expressed an interest in conducting that interview. Members should complete their interviews and send notes (keep interviewees anonymous in notes) to Mr. Hamblin by February 22.

#### Speakers Bureau

Mr. Yordy has scheduled several Speakers bureau presentations. A Speakers Bureau calendar has been posted on the TAC's internal web site at <http://www.BlackerbyAssoc.com/FH/>. A meeting to train Speakers Bureau volunteers is scheduled for Tuesday evening, Feb. 08. Subsequently, Mr. Yordy reported that no-one volunteered to operate the presentation equipment. Mr. Blackerby took on the responsibility for communicating Speakers Bureau tech support needs to the Town Staff, Mike Ciccarone. The presentation has been updated and formatted by Mr. Tyler and Mr. Blackerby. Subsequently, Mr. Tyler has suggested some fine-tuning regarding the "Schedule" section of the presentation. The group decided that the Speakers Bureau should show the updated SWOT analysis, but not go through the "sticky note" exercise. Ms. Abramson volunteered to update and reconfigure the SWOT analysis, for use by the Speakers Bureau presenters.

### **Action Plan**

Members reviewed a new draft Action Plan, and made changes: defer the Celebratory Open House to early January, 2006; delay the final Town Council approval to mid-December 2005; establish an expository Town Council study session on the Strategic Plan on Tuesday, November 8 (Ms. Williams will put this issue on the Nov. 8 Town Council agenda); schedule additional Town Council study/update sessions in October and earlier months, as needed; begin survey earlier, to allow a longer period in the field

### **Youth Visioning Institute**

Mr. Blackerby and Ms. Brown will meet with Ms. Fiandaca and Mr. Leger at an appropriate time to design the Youth Visioning Institute.

### **Next Meeting**

Next TAC meeting will be Tuesday, February 15, 10:00 a.m. to noon. Agenda items will include:

- Communications company
- Subcommittee reports, as needed
- Other issues.

Members who have agenda items to discuss Feb. 15, please reply to this email by 8:00 a.m., Tuesday, February 15.

### **Evaluation**

Members evaluated this meeting. Things they liked included: Subcommittee structure; lots to discuss, including nuts and bolts of project; accomplished a lot; improved processes, such as SWOT; Strategic Planning Highlights sheet; compatible and cohesive group of border collies, not cats; schedule changes with more Council involvement in the process.

Things they would like to change included: Did not start on time, and ended late; email agenda the day before; don't get too deep into subcommittee reports; summarize action items at end of meeting.

Members placed one issue on a "parking lot:" budgeting for survey costs in FY 2006.

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