



**Town of Fountain Hills
Strategic Planning Project**

**Technical Advisory Committee
Minutes – February 15, 2005**



The Technical Advisory Committee convened at about 10:00 a.m.

Participants: Janice Abramson, Councilmember Ed Kehe, Henry Leger, Mike Tyler, Bob Yordy, Town Manager Tim Pickering, Shaunna Williams, Francesca Carozza, Charlotte McCluskey and Phillip Blackerby.

1. Project Manager's Report: Blackerby
 - a. Action plan: Revised action plan includes shift of Open House to January, Council adoption of strategic plan to December, and earlier start of survey administration, to allow four weeks in the field. Members suggested moving the Council approval date to the first week of December, and associated other adjustments.
 - b. Volunteer job descriptions: Each subcommittee will develop specific job descriptions; subcommittee chairs will send their ideas to the Project Manager, so he can draft the job descriptions.
2. Communications Subcommittee: Tyler
Status of communications company procurement: Mr. Pickering introduced Francesca Carozza and Charlotte McCluskey of Image Weavers. The contract is still pending, but the company has started work anyway. A proposed set of design elements will be brought to the Committee next week.
3. Interviews: Hamblin
In Mr. Hamblin's absence, participants reported that the interviews are approximately 80% complete. Anonymous notes are due to Mr. Hamblin on February 22; and Mr. Hamblin will send an analysis to the Project Manager by February 24. Members remarked that while interviewees express highly diverse points of view, they agree that the most important priority is to stabilize the Town's financial position.
4. Speakers Bureau Subcommittee: Yordy and Hamblin
 - a. "Answerable" questions: One reply was received to the call for "answerable" questions. The questions identified to date include: What is a Town Hall? Why aren't you asking for more volunteers? What kind of volunteer opportunities are there? I've already volunteered, but when is somebody going to tell me what to do?
 - b. SWOT Analysis: Ms. Abramson reported that she has completed the update of the SWOT analysis, including adding "sticky note" items from the January 29 kick-off, and re-categorizing the items. She has sent the product to Ms. Williams
 - c. SWOT Posters: Ms. Williams reported that the new SWOT posters are being produced by the Town CAD crew, and will be available Wednesday afternoon, February 16, to support the first Speakers Bureau event.

- d. Mr. Tyler and Mr. Blackerby will meet Wednesday, 4:00 p.m. to receive training and preparation before the Licensed Contractors Association presentation that evening.
 - e. Volunteers: Mr. Yordy noted that Alan Pennington and Terry Zimmerman will be key volunteers for the Speakers Bureau. Ms. Zimmerman will accompany Mr. Tyler at Wednesday's presentation.
 - f. Update presentation: Mr. Tyler suggested some improvements to the Speakers Bureau presentation, to show the schedule of events in a three- or four-phase array, to make it easier to understand. Members agreed to incorporate this update in the next revision of the presentation, when the new design is adopted.
 - g. Strategic Plan Highlights document will also be updated to reflect the phases structure, and produced as an additional handout for Speakers Bureau events.
5. Youth Visioning Institute Subcommittee: Fiandaca and Leger
Schedule date: Mr. Blackerby reported that a tentative date on Thursday, March 17. Mr. Leger suggested considering April 1 or 2, Friday or Saturday, for the event. Later, it was learned that the Mayor has a conflict March 17, and subsequently Principal Patrick Sweeny suggested that Wednesday, March 16 would be a better date. Mr. Leger suggested adding the Falcon Leadership organization to the invitee list, in addition to the Mayor's Youth Council and StuGo. Mr. Sweeny later suggested adding the Hospitality and Tourism class to the invitee list, as they designed a marketing campaign for Fountain Hills tourism. Key volunteers for this event will be Jim and Jenny Dickie.
6. Town Hall Planning Subcommittee: Riggert
Mr. Riggert has contacted the volunteers for this subcommittee, and is working to schedule a meeting. He is unable to attend TAC meetings regularly. Members suggested that Curt Dunham might be able to serve as subcommittee chair. Another nominee was Don Lawrence.
7. Market Research Subcommittee; Focus Groups & Survey: Abramson
Ms. Abramson asked for a list of volunteers for the Market Research Subcommittee.
8. Vision of Final Strategic Plan: Hamblin
Mr. Hamblin had suggested the TAC consider a vision of the final strategic plan, including:

“...Prioritized list of (a relatively small number of) Key Strategic Issues that represent general consensus by the citizens. Each issue would contain a brief description and several highly measurable Action Objectives for 2006. These would, in turn, provide the basis for the Action Plan... Issues of lesser importance might be designated to be addressed at some specific date in the future and/or referred to the Council for deliberation.”

Members generally agreed with Mr. Hamblin's vision, and made additional suggestions: Ms. Fiandaca and Mr. Dunham will be asked to provide examples of strategic plans produced by other cities. Begin report with a preamble, describe the process, and present options considered. Develop a strategic direction (solutions) leading to actionable items. Don't just raise issues; rather, set in motion actions to implement the strategic solutions. Create a commission to oversee and shepherd the ongoing implementation, and periodic reconsideration of the Town's strategic plan.

Members suggested the Project Manager develop a rough outline of a structure, and bring it back for TAC consideration in about a month.

9. Next TAC meeting: Tuesday, February 22, 10:00 a.m. to 12:00 noon. Agenda items include:
 - a. Project logo sketches
 - b. Project web site: interactivity (communications, FAQs, etc.)
 - c. Subcommittee reports (as needed), including a date certain to meet with volunteers and develop revised volunteer job description.
 - d. Discuss how the SWOT issues will be used in the strategic planning process.

The meeting adjourned about 11:20 a.m.