



**Town of Fountain Hills  
Strategic Planning Project**



**Technical Advisory Committee  
Minutes – February 22, 2005**

Attendees: Curt Dunham; Councilmember Ed Kehe; Henry Leger; Councilmember Kathleen Nicola; Roger Riggert; Mike Tyler; Bob Yordy; Town Manager Tim Pickering; Town Staff Shaunna Williams; Project Manager Phillip Blackerby; Facilitator Lynne Brown; Francesca Carozza and Charlotte McCluskey of Image Weavers.

1. Project Manager's Report: Blackerby
  - a. Action plan: Changes include backing up the final Strategic Plan approval date to December 1, and delaying printing of Strategic Plan until after final approval. Still to be finally scheduled is the Strategic Planning Retreat that had been tentatively scheduled for May 14. For convenience of Town staff, the intent will be to schedule this retreat for a weekday rather than a Saturday, and after the major budget analyses for FY 2006 have been completed; this change may imply changes in the Focus Groups schedule as well.
  - b. Volunteer job descriptions will be developed for each subcommittee, depending on the specific needs of the subcommittee.
  - c. Status of data analysis: Much data has been collected from Town staff; a first draft of the "Strategic Position Report" is due for consideration February 28. The final report will contain long-term financial projections, including projections of construction sales tax revenues past build-out. The Communications Team will strive to develop a different title for this report.
  - d. Mailing list: Ms. Williams and Mr. Blackerby will work to ensure that participants in the September and October 2004 meetings are included in the mailing list.
2. Communications Subcommittee: Tyler
  - a. Review of design elements: Carozza. Design elements were reviewed by the subcommittee Chair, Town Manager and the project management team. Updated elements will be presented to the TAC for review next week.
  - b. Project web site interactivity features: Carozza. The TAC discussed a suggested list of web site content and functionality features. The TAC decided a separate page for Town Hall input (in addition to a comment page) would not be needed; that other documents could include a calendar of public events, the Speakers Bureau presentation and Town Hall evaluation results; post-event feedback on the Town Hall, and potentially, streaming video of the Town Hall event. A revised discussion document is appended to these minutes. By March 1, a domain name and "info" email address should be identified; potentially a rough home page and schedule highlights page may be created.
  - c. Update line: Members discussed creating a central telephone message line, a "Strategic Plan Update" line, which citizens could receive announcements of upcoming events, ask questions or leave messages that would be returned later. Subsequently, this line has been created: 480-816-5295.
  - d. Date to meet with volunteers: Meeting scheduled Wednesday, February 23, at 5:30 p.m.

- e. Status of volunteer job descriptions. Key jobs include: distribution of materials; photography; general follow-up with clubs and organizations; barometer of public feelings.
- f. Press release: Carozza. Members reviewed a press release that was sent Monday, February 21, to the Fountain Hills *Times*, prepared at the *Times* request as a progress report. Members and Mr. Pickering suggested some changes prior to further release. More newsworthy press releases will follow, particularly focused on the Youth Visioning Institute. Members suggested that the paper might reserve a regular spot for strategic plan update news.
- g. Press relations policy: Pickering. New protocol items for public relations activities include:
  - Ms. Fiandaca will be a source of press interviews and quotations, on Mr. Pickering's referral.
  - Mr. Yordy will serve as the "face," or primary public information source, of the strategic planning project.
  - Press releases will only be issued on Town letterhead, from Mr. Pickering's office, and after securing Mr. Pickering's initials on the corner of a printed release. Please allow Mr. Pickering two days to review the release prior to issuance, if possible.
  - Press releases will be issued, at a minimum, to the Fountain Hills *Times*, the Scottsdale *Republic* and the East Valley *Tribune*; additional recipients may be added later.

3. Interviews: Hamblin

Some of the interviews are not complete as TAC members have been out of town; Mr. Yordy volunteered to help with some uncompleted interviews. All are targeted for completion by February 28. Later, Mr. Hamblin requested an extension of his analysis to the same date.

4. Speakers Bureau Subcommittee: Yordy and Hamblin

About a dozen groups are scheduled for presentation; four have been completed and two more are scheduled for the current week. Mr. Yordy reported that each group needs a custom structure, focusing on why this strategic planning effort is relevant to that group's interests. Mr. Yordy uses the projection system less often, to focus on the material content through handouts, rather than the slide show. He suggested the SWOT analysis be added to the handout package in the next redesign. The presentation should be updated; the Town Hall feature has too many words; Mr. Tyler suggested a reorganization by phases. The color scheme will also be updated to reflect the project design elements. Mr. Yordy presented 82 names to add to the mailing list.

5. Youth Visioning Institute Subcommittee: Fiandaca and Leger

- a. Event date. The Youth Visioning Institute is scheduled for Wednesday, March 16, a school half-day, in the High School cafeteria. Mr. Blackerby will confirm the date and facilities with the school. Mr. Leger will start to recruit additional outside facilitators.
- b. Date to meet with volunteers has been set for 6:30 p.m. on March 1.
- c. Status of volunteer job descriptions: Two key types of volunteers are needed: logistics and help for the group facilitators. Because of the tight schedule, volunteers will have little impact on the event agenda; a suggestion was made to get some students to the volunteer meeting.

- d. Participant recruitment: Mr. Blackerby will join Mayor Nichols in addressing members of StuGo February 24. Students will be recruited to liaise with other groups, and they will be given handouts. TAC members reviewed a draft of the potential handout.
  - e. Purchasing: Mr. Pickering. While volunteers may be helpful in defining purchasing needs and soliciting competitive bids, they are not authorized to make purchasing decisions on behalf of the Town, and they will not be reimbursed for purchases they may make on personal accounts on behalf of the Town. Instead, all purchases must be made by a Town employee, and Shaunna Williams has been assigned purchasing responsibility, including food, supplies, materials and copies. This policy applies to all TAC activities, not just to the Youth Visioning Institute.
6. Town Hall Planning Subcommittee: Dunham
- a. Date to meet with volunteers is February 22, 1:30 p.m. in the Community Center.
  - b. Status of volunteer job descriptions: most volunteer duties will involve logistics and moving people from the main venue to breakout facilities; some volunteer input will be considered in developing the agenda, and in selecting speakers.
  - c. Discussion of how SWOT issues will be used in the strategic planning process. Mr. Blackerby explained that the SWOT will be one of several inputs into the Town Hall process, along with the results of the interviews, the “Strategic Position Report” and the results of the Youth Visioning Institute.
  - d. Motivational speaker: Mr. Dunham requested TAC members send him nominations of potential motivational speakers, for use Friday evening, and potentially Saturday morning. One suggestion was John Hersey.
7. Market Research Subcommittee; Focus Groups & Survey: Abramson
- The volunteer list for the Focus Groups was for people who wanted to be considered in a pool of potential focus group participants, along with other sources. While communications with these people may be desirable, a meeting and job descriptions are not required.
8. Next TAC meeting: Tuesday, March 01, 10:00 a.m. to 12:00 noon. Agenda items include:
- a. Subcommittee reports (as needed)
  - b. Review of design elements
  - c. First draft of “Strategic Position Report”
  - d. Status of public web site.

Process Evaluation: Features of this meeting that participants thought went well included: it finished ahead of schedule; participants stood up for their perspective. Features that participants thought should change included: Members should not wordsmith in committee meetings (this item has been added to the TAC Ground Rules); issues not ready for decision should be delegated to subcommittee, and the meeting leader should facilitate to this point; two cookie baskets are necessary for the long table.