



Town of Fountain Hills  
Strategic Planning Project

Technical Advisory Committee  
Minutes – March 08, 2005



*Attendees:* Janice Abramson; Peggy Fiandaca; Jim Hamblin; Councilmember Ed Kehe; Henry Leger; Mike Tyler; Bob Yordy; Francesca Carozza and Charlotte McCluskey of Image Weavers; Phillip Blackerby, project manager, and Lynne Brown, facilitator, of Blackerby Associates.

1. Project Manager's Report: Blackerby
  - a. Data analysis: Change title to: *Where We Are Now*. **Draft to be reviewed by TAC March 15, edited by March 25.**
  - b. TAC Members volunteer hours: form and responses. **TAC members are encouraged to report their volunteer hours through February, and then monthly.** Volunteer hours may be used as matching funds for federal grants; they also are a measurable indicator of the "citizen-driven" aspect of the strategic planning process. Members should also report volunteer hours for Subcommittee members. Copies of a reporting form were handed out, and are available on the TAC web site, [www.BlackerbyAssoc.com/FH](http://www.BlackerbyAssoc.com/FH).
  - c. Public web site progress: Web site is functional, in an "under construction" form. A form for Speakers Bureau presentation request will be posted. Key elements for early development to focus on the key message, "Why should I participate?" Distinguish between volunteering to participate in public input activities, and volunteering to produce public participation event. Include the role of the TAC, or a "Who's Who." **TAC members should send a brief *vita* or résumé to Image Weavers at [francescac@cox.net](mailto:francescac@cox.net).**
2. Communications Subcommittee: Tyler  
Image Weavers is in process of designing and executing Post-it notes and stickers and copy for the newsletter; all should be in final form by March 11, and the TAC will review them March 15. The Subcommittee meets March 08, 5:30 p.m. at Golden Eagle Park, Palo Verde Room. Image Weavers discussed their marketing plan, which is in tactical format. They will update it for posting to the TAC web site.
3. Interviews: Hamblin  
Revised draft report and highlights were distributed. *Note: This document is not for public consumption! One more update draft will be generated*, reflecting late-coming interviews still outstanding. Members agreed that the Tourism, Economic Development and Downtown issues should remain separate "buckets."

Members discussed how this information becomes an input for the next process, and how it informs and influences the final strategic plan. Members agreed that the agenda for March 15 should include a discussion of ways to frame the content issues. **Ms. Fiandaca and Project Manager will develop that discussion and a visual aid.**

Future meetings should include an agenda item for "*What do you want to learn more about, and how do you want to learn it?*" One issue for future TAC education is *Funding Options*.

4. Speakers Bureau Subcommittee: Yordy and Hamblin  
Three new events have been scheduled for this week. Speakers Bureau will go to where the young people are: speaking to North and South Moms Group; making contact with Parents and Teachers Organization through their email list. Overcame push-back from new head of Republicans Club, which does not allow political speakers!
5. Youth Visioning Institute Subcommittee: Leger and Fiandaca
  - a. Status: Registrations are slow in coming. Mayor and Mrs. Nichols, Principal Sweeny and the Project Manager will solicit registrations on Thursday in cafeteria during lunch periods. The YVI will be held for a minimum of 20 participants, though target registrations are 50. Final go/no-go decision date is Tuesday, March 15.
  - b. Updated agenda: Subcommittee has developed the agenda.
  - c. Facilitator recruitment: Mr. Tyler, Ms. Carozza and Ms. McCluskey will volunteer to be small group leaders. Volunteers will meet March 8, 6:30 p.m. at Community Center; training of volunteers will start at 7:00 p.m.
  - d. Still photographer: McCluskey: Derald Hoffman has volunteered to take still photos.
  - e. Videographer: Blackerby
  - f. Food program: Yordy and Riggert: Civic Association will purchase and organize food
  - g. Publicity: News release was issued, and article was in *Scottsdale Republic* March 8; expect an article in *FH Times* March 9. Media advisory is drafted, and will be held until a final go/no-go decision on March 15 or earlier.
6. Town Hall Planning Subcommittee: Dunham
  - a. Status: Subcommittee will make key decisions: hours of April 15 dinner event; invitation content; babysitting services; use of demographic questions. Anticipate a preliminary agenda for TAC review March 15. **Image Weavers will create a flyer for distribution to the Chamber of Commerce breakfast March 17.**
  - b. Room capacities: Blackerby: Lecture Hall 170 in tiered auditorium style; Cafeteria 303, plus 60 in stage area; Gymnasium 1,270.
  - c. Volunteer Subcommittee will meet March 10.
7. Market Research Subcommittee; Focus Groups & Survey: Abramson  
Members discussed how people will get to be a participant; O'Neil Associates will screen potential participants for representation; additional focus groups are possible.
8. Next TAC meeting: Tuesday, March 15, 10:00 a.m. to 12:00 noon. Agenda items include:
  - a. Review of Youth Visioning Institute status
  - b. Discussion of content issues, framed in terms of how inputs will generate outputs.
  - c. What do you want to learn ore about, and how do you want to learn it?

Participants evaluated this meeting. Things they liked about the meeting included: covered an amazing amount of data, and still finished timely; got into the “what,” not just the “how;” clarified issues associated with development along the Avenue of the Fountains. Things participants would like to change about the meeting included: move even faster; give more of an opportunity to discuss content, not just Subcommittee reports; schedule TAC work sessions for deeper development work, potentially on alternating weeks.