



**Town of Fountain Hills
Strategic Planning Project**

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



Attendees: Janice Abramson, Peggy Fiandaca, Councilmember Ed Kehe, Henry Leger, Mike Tyler, Bob Yordy, Town Manager Tim Pickering, Executive Assistant Shaunna Williams, Francesca Carozza and Charlotte McCluskey of Image Weavers, and Project Manager Phillip Blackerby.

1. Project Manager's Report: Blackerby
 - a. *Where We Are Now* report. Members discussed a draft report, and decided to: address some key issues raised in the Youth Visioning Institute, include a summary of the SWOT analysis; age distribution compared to an earlier period; references to Seniors; lack of control over state shared revenues; clearer descriptions of sales tax rebates; Boys and Girls Club reference; and additional key challenges related to implications of build-out, infrastructure replacement and youth integration.
 - b. *What do you want to learn more about, and how do you want to learn it?* The members agreed to learn more about Town government vs. Charter government structures.
 - c. Reporting volunteer hours. Members were urged to track and submit their volunteer hours
 - d. Scheduling of briefing on funding options. Briefing will be scheduled sometime after the Town Hall meeting.
 - e. Scheduling of future deeper work sessions on content issues, potentially on alternating weeks.
2. Key Informant Interviews final draft report: Hamblin.

Mr. Hamblin circulated final notes summarizing the results of the Key Informant interviews, and members discussed them
3. Youth Visioning Institute Status: Leger and Fiandaca.

A total of 29 have signed up to participate in the Youth Visioning Institute, so the event will proceed. The Civic Association will be shown as co-sponsor, with the High School as host. Participants will present their final products at the Town Hall banquet on April 15.
4. Communications Subcommittee: Tyler
 - a. TAC members submitting *vita* or *résumé* to Image Weavers, Charlotte McCluskey, for inclusion in a "who's who" on the web site.
 - b. Town Hall flyer for Chamber of Commerce Breakfast March 17.
 - c. Press kit is in production, to include the Public Involvement Plan, TAC contacts, email, and other materials. It will be distributed to the FH Times, Scottsdale Republic and East Valley Tribune. Members discussed radio, but noted that local radio medium has limited audience. The Town Manager will review and approve these materials.
 - d. Newsletter copy draft will be ready the current week; also, a draft of a Channel 11 board.

5. Other Subcommittee Reports (as needed).

Town Hall Subcommittee was reported by Peggy Fiandaca. Subcommittee has three groups, for refreshments, logistics and hosting. The Subcommittee is planning for 200 participants. Members are encouraged to help drum up raffle prizes, and to help recruit outside facilitators. The Subcommittee will prepare a job description for the facilitators.

6. Substantive content discussion of how information inputs lead to generation of final strategic plan.

Mr. Blackerby provided a diagram of how citizen inputs become the strategic plan, and members discussed this chart.

7. Members agreed that the next TAC meeting would be Tuesday, March 29 (skipping Spring Break week), 10:00 a.m. to 12:00 noon.

Evaluation: Parts of the meeting that Members believe went well included that they covered a lot of material, and that a good part of the discussion was substantive, and not just Subcommittee reports.