



**Town of Fountain Hills
Strategic Planning Project**

**Technical Advisory Committee
Minutes – March 29, 2005**



Attendees: Janice Abramson, Peggy Fiandaca, Jim Hamblin, Councilmember Ed Kehe, Henry Leger, Bob Yordy, Executive Assistant Shaunna Williams, Francesca Carozza and Charlotte McCluskey of Image Weavers, Facilitator Lynne Brown, and Project Manager Phillip Blackerby.

1. Project Manager's Report: Blackerby
 - a. *Where We Are Now* report. Members reviewed another draft of the report; comments are requested by end of Wednesday. Final reports will be sent to Town Hall registrants, and distributed at drop-off points. Members requested a brief description of what strategic planning is in the front, and a Q&A about the process in an appendix.
 - b. *What do you want to learn more about, and how do you want to learn it?*
 - c. Reporting volunteer hours. Members are urged to track and report volunteer hours; the Phoenix Business Journal is interested in pursuing this angle for a story.
 - d. Scheduling of briefing on funding options: April 26. Members requested the program also address grants, including those received, those not accepted, and other communities' best practices. Members emphasized that the presentation should not set limits on what the Town might decide to do.
 - e. Scheduling of briefing on charter government. Ms. Fiandaca will contact the Town Manager first, then the League of Cities. Tentative schedule is for May 3.
2. Youth Visioning Institute Final Report: Leger and Fiandaca.
 - Ms. Brown submitted transcriptions of all documents generated at the YVI.
 - Mr. Leger will transcribe the video of the presentations, so that summary descriptions of the art products can be produced.
 - Ms. Fiandaca will prepare a summary document of notes and pictures from the event.
3. Communications Subcommittee: Carozza
 - a. TAC members submitting *vita* or résumé to Image Weavers.
 - b. Newsletter status: complete and going to printer.
 - c. Stickers are complete, and distributed at meeting.
 - d. Post-it Notes are delayed due to bad weather in Minnesota
 - e. Press kit is in process
4. Town Hall Planning Subcommittee: Fiandaca
 - a. Agenda has been developed.
 - b. Keynote speaker: Keynote topic is trends affecting municipalities. A backup keynote speaker has been identified. Members discussed other possible keynote speakers, including Randall Gnatt, Jon Talton, Rob Melnick, Mary Jo Waites, Carolyn Allen, Dan Foster. Members agreed that political figures should not be keynote speakers.

- c. Facilitators: Ms. Fiandaca is developing a form for facilitators to complete; Members are urged to help recruit outside facilitators through organizations such as IAF, IAP3 and Valley Leadership.
 - d. Refreshments: recommendations of caterers have been submitted to the Town: La Piazza for Friday dinner, Boomer's On the Go Gourmet for Saturday continental breakfast and Phil's Filling Station for Saturday box lunch.
 - e. Invitation/Registration Form will be mailed to all households the first week of April; meanwhile, Ms. Williams will produce several hundred copies for TAC members to distribute to their Subcommittees and networks.
 - f. Web site is operational today, Tuesday, March 29.
 - g. Onsite registration will incur minimum bureaucracy.
 - h. Hosting: Backup plan is to use the small gym. Mr. Blackerby will identify breakout rooms
 - i. The Committee suggested adding a "lessons learned" discussion to the April 19 TAC meeting agenda.
 - j. Members discussed whether to invite representatives of the neighboring Native American communities to the Town Hall event. The TAC decided that the Town Hall is for Fountain Hills residents.
5. Other Subcommittee Reports (as needed).
 - Thank you letters to key informant interview participants have been sent out, except for Councilmembers, which will go out this week, according to Ms. Williams.
 6. Substantive content discussion of how information inputs lead to generation of final strategic plan.

TAC members reviewed a final strategic plan document outline discussion draft. Members discussed the meaning of terms such as "key strategic issues" and "strategic directions." Members suggested creating a separate section to contain "institutionalizing the strategic planning process," or "keeping the process alive" separate from the action planning part of the document.
 7. Next TAC meeting: Tuesday, April 5, 10:00 a.m. to 12:00 noon.