



**Town of Fountain Hills
Strategic Planning Project**

**Technical Advisory Committee
Minutes – April 12, 2005**



Attendees: Peggy Fiandaca, Councilmember Ed Kehe, Henry Leger, Councilmember Kathleen Nicola, Mike Tyler, Bob Yordy, Town Manager Tim Pickering, Project Manager Phillip Blackerby, Image Weaver Charlotte McCluskey.

1. Project Manager's Report: Blackerby
2. Town Hall Planning Subcommittee Report: Ms. Fiandaca reported on the status of the Town Hall event. As registrations are significantly close to capacity, the TAC decided to close down the web site registration. Ms. Fiandaca reviewed the agenda, including the YVI presentations, keynote speaker Catherine Connolly, out-of-town facilitators, videography, refreshments, marketing, sales, raffle prizes, registration packets and hosting committee.

The TAC discussed Mr. Hamblin's proposal for issue-based follow-up citizens committees to maintain citizen enthusiasm and momentum between Town Hall sessions. The proposal is designed to avoid losing people who are not continually involved over the summer, and to bridge the input from the first Town Hall to the second.

The TAC reviewed the activities that are scheduled between the Town Halls, including the staff retreat, four focus groups, two reports, two newsletters, Town Council update, *Compass* article, video on Channel 11; in addition, potential other activities include a round table discussion on Channel 11, coffee discussions, and speakers bureau presentations.

Ms. Fiandaca explained that, if the process generates an issue that is vaguely framed or has polar opposite factions, a facilitated interim task force can be appointed to resolve the issue in one or two meetings.

The TAC discussion noted that such issue-based committees would look at the assigned issue in isolation, rather than in the greater context of all issues and the Town as a whole. They would provide a sanctioned platform for single-issue activists to advocate for particular positions, without concern for the general consensus. The TAC concluded that such committees would inject an undesirable level of politics into the strategic planning process.

The TAC discussed whether to include an evaluation question asking for additional content. The TAC decided not to include such a question, because what to do with the information is not clear, and to include it would create false expectations.

The TAC discussed whether the report from the Town Hall would be just a reportage of citizen opinions, or whether it would include interpretation. Ms. Fiandaca indicated that the process of data integration necessarily requires some interpretation.

3. *Where We Are Now* report: At Mr. Kehe's request, the TAC discussed the report section on the State Trust lands, particularly the paragraph related to the budgetary impact of the development of these lands, referencing the Town's annexation analysis projecting a small surplus of tax revenues over expenses. Mr. Kehe also expressed concern about the zoning of this property, as Maricopa County has indicated it would look favorably on a change in zoning from the current 1-acre-lots level.

The TAC decided to rewrite the paragraph related to the budgetary impact of State Trust lands development, and a new April 12, 2005 version of the report was produced.

4. The TAC discussed the agendas of future TAC meetings:
 - a. Tuesday, April 19, 10:00 a.m. to 12:00 noon: Lessons learned from Town Hall 1.
 - b. April 26: Briefing on funding options.
 - c. May 3: Briefing on charter government will be scheduled if the issue arises at the Town Hall meeting. The TAC will schedule briefings on other content issues that arise from the Town Hall meeting as well.

Action Items:

Mr. Blackerby: edit the State Trust Lands section of the *Where We Are Now* report; create a Word file with the FAQs, and provide an electronic version of the process chart; shut down the web registration; send the *WWAN* report to registrants.

Ms. Fiandaca: prepare an overview of Town Hall 2 and the FAQ

Ms. McCluskey: pick up reports from drop points.

All TAC members: recruit target population participants (18-44 age group); debrief the Town Hall 1 on Tuesday, April 19; conduct a mid-course review on May 24.