



Town of Fountain Hills Strategic Planning Project



Technical Advisory Committee Minutes – April 19, 2005

Attendees: Janice Abramson, Peggy Fiandaca, Henry Leger, Councilmember Kathleen Nicola, Roger Riggert, Mike Tyler, Bob Yordy, Town Manager Tim Pickering, Executive Assistant Shaunna Williams, Project Manager Phillip Blackerby, Image Weavers (Mrs.!) Francesca Carozza and Charlotte McCluskey.

1. The Town will sponsor a thank-you breakfast for TAC members next Tuesday, April 26, at 8:30 a.m., at Copperwynd Resort, 13225 N Eagle Ridge Dr. The regular TAC meeting will follow at the same location.
2. Town Hall Planning Subcommittee Report: Mr. Blackerby facilitated a discussion of the things about the Town Hall 1 that members liked, things they would change for Town Hall 2, and action items:

Likes

- Met target number of registrants.
- Some diversity among participants; some were in their 20s and 30s.
- Live student presentations were good.
- Participants generally reacted well to the Youth presentations, except when they booed request for more fast food.
- Good speakers, especially Mr. Dunham's Friday evening presentation.
- Co-chairs and volunteers phenomenal
- Communications activities were good; lots of extras were executed.
- Professional approach; participants got an "aha" at the process; it was credible.
- Outside facilitators received good evaluations, and they delivered what they were supposed to deliver.
- Overall organization was good.
- Morning discussion sessions were good.
- Vision and values were concrete; the process got the best thing done.
- Content was captured, except strategies (such as aquatic center, senior center).
- Accomplished goals; got what the design intended.
- Each group focused on a different issue.

Changes

- Mix of participants by age was not optimal.
- One day is sufficient, though no one actively complained about the two-days.
- Test computer registration system.
- Add checkbox for volunteers on registration form.
- Clarify rules about which volunteers can participate.
- Badge process frantic; prepare earlier.
- Disparate group sizes, from 6 to 20.
- Connect the YVI closer to the Town Hall.
- Afternoon session assignment was less clear, less precise.
- Make raffles more efficient; conduct at mealtimes.
- Organization fell apart at end; explain the last exercise better; add volunteer helpers near the posters.
- Afternoon sessions: not sure; not clear difference between vision and values; add a comment card to review morning content.
- Facilitators processes not standardized.
- Connection among strategies and vision, and back to strategies not clear.
- Set expectations.

Likes

- Mission is in the meld of vision components.
- “Diversity” was a common theme.
- Critical mass did connect with vision and values, though with complexity.
- Focus on defining “small town atmosphere.”
- Food was good and well-received.

Changes

- Provide participants with examples or template of intended product in the registration packet.
- Spend more time with facilitators.
- Standardize data capture process; automate all groups with laptops and typing recorder.
- Issue about cooperation with neighbors was not in the final output, though it was discussed by several groups.
- Boomer was late with breakfast.
- Need coffee all day.
- Better signage.
- Handicap accessibility: restroom was locked.
- Parking was too far away.
- Prepare press release at end of program, with basic facts and a few quotes.
- Involve HOAs for better geographic representation.

Action Items

- Open website registrations for Town Hall 2 right away; change date of August Town Hall everywhere it appears.
- People came early; prepare earlier.
- Speakers requesting copy of videotape; get Dan Foster’s text (Shaunna).
- Recognize all volunteers by name, perhaps in a program or registration packet component.
- Publish thank-you letter in *FH Times*.
- Communicate TH2 agenda, and how it will lead to strategies.
- More discussion and feedback; integrate, interpret, validate data; what do we do with the data? Discuss in mid-course review.
- Make copy of report available to public; include a questionnaire and registration form.
- How will we communicate to staff on implications of TH1 results? Review intent of the staff retreat.
- Work backward from the TH2 results to the focus groups to the staff retreat.
- How do we deal with the education issues, and other issues that are the responsibility of some entity other than the Town government?
- Prepare a PowerPoint summary of the issues content of TH1, and use it for speakers bureau presentations.
- Speakers bureau should continue to get mailing list additions, and begin handing out registration forms form TH2. (Note: many organizations do not meet in summer; others will not allow a second presentation on the same topic; suggestion: focus on content rather than process).

The TAC decided that a list of participants (names only) be made available to the public, by small group assignment.

3. Communications Subcommittee Report: Tyler

FH Times reporter (Bob Burns) attended entire TH1, and is expected to produce a big story for Wednesday. A story in the *Republic* is expected on Thursday. The Committee noted that so far in this process, no negative letters have been published.

4. Other Subcommittee Reports (as needed).

Mr. Yordy asked for and received clarification that Speakers Bureau presentations would continue to request mailing list additions, and that the handouts should be updated.

5. Future TAC meetings:

- a. April 26: Breakfast meeting at Copperwynd Resort, 13225 N. Eagle Ridge Dr., 8:30 a.m.; agenda is process of getting from present to intended Town Hall 2 results.
- b. May 3: Briefing on charter government by League of Arizona Cities and Towns.
- c. May 10: Briefing on funding options.
- d. May 24: Facilitate mid-course review of the process design.
- e. May 31: Cancel meeting.

Mr. Riggert will not be available May 17 and 24.