



Town of Fountain Hills Strategic Planning Project

Technical Advisory Committee Minutes – April 26, 2005



Attendees: Special guest Mayor Wally Nichols, Janice Abramson, Peggy Fiandaca, Councilmember Ed Kehe, 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 Francesca Carozza and Charlotte McCluskey

1. Thank-you breakfast for TAC members, sponsored by the Town of Fountain Hills. Mayor Nichols presented each TAC member with a Fountain lapel pin, to express his appreciation for their efforts. Mayor Nichols reiterated his intention to create a Strategic Planning Advisory Committee (SPAC) of six members and one youth member to oversee long-term maintenance and tracking of the strategic plan. Councilmember Nicola suggested that the SPAC be placed on the September Council agenda.
2. Project Manager's Report: Blackerby
 - a. The TAC agreed to reschedule the May 17 meeting to Monday, May 16. The topic: will be how the TAC works together.

Action Items

- b. Open website registrations for Town Hall 2 right away; change date of August Town Hall everywhere it appears. The web site went on-line last week, and two online registrations have been received.
- c. Mr. Blackerby reported on the evaluation report, which has been posted on the internal TAC web site. Evaluations were generally excellent.
- d. Speakers requesting copy of videotape; get Dan Foster's text. Ms. Williams will contact Mr. Foster. Mr. Blackerby will get copies of the videotape when ready, and mark edits.
- e. Publish thank-you letter in *FH Times*. Ms. McCluskey will develop a thank-you article for the local newspaper.
- f. Communicate TH2 agenda, and how it will lead to strategies. Ms. Fiandaca handed out a proposed agenda and agenda framework documents.
- g. More discussion and feedback; integrate, interpret, validate data; what do we do with the data? The TAC will discuss these issues in the mid-course review. Next week's TAC meeting agenda will focus on integrating TH1 data.
- h. Make copy of report available to public; include a questionnaire and registration form. Mr. Blackerby passed around raw transcriptions of the small group facilitator notes; they will ultimately be posted on the web, and made available at the drop sites.

The TAC discussed whether to break out age groups 18-34 and 35-44 on the registration form. Some members want to focus recruitment on the younger group, believing their interests and perspectives are distinct from the older group. Others questioned what actions the TAC might take with the additional data. About 80 TH2 registrations were already received without the finer breakout, including eight in the 18-44 age group. The matter was referred to the Town Hall subcommittee.

TAC members discussed ways to recruit more younger participants. One suggestion was to work with the Boys & Girls Club to provide babysitting services. An age distribution analysis is available on the internal TAC web site.

The TAC decided to send a thank-you note to the TH1 participants, encouraging them to track progress on the web site and laying out scheduled next steps.

- i. How will we communicate to staff on implications of TH1 results? Review intent of the staff retreat. Members discussed possibly calling a brief meeting of the senior staff for May 27, pending the results of the integration exercise next week.
 - j. Work backward from the TH2 results to the focus groups to the staff retreat. Ms. Fiandaca and Mr. Blackerby will endeavor to identify appropriate topics for TAC meetings over the next several weeks. The TAC decided to defer for a month the briefing on charter government previously scheduled for May 3. The TAC also decided to defer the briefing on funding options to closer to the costing scenarios presentations.
 - k. How do we deal with the education issues, and other issues that are the responsibility of some entity other than the Town government? No resolution of this issue emerged.
 - l. Prepare a PowerPoint summary of the issues content of TH1, for speakers bureau presentations. Mr. Taylor and Mr. Blackerby will update the speakers bureau presentation.
 - m. Speakers bureau should continue to get mailing list additions, and hand out registration forms from TH2. (Note: many organizations do not meet in summer; others do not allow 2nd presentation on same topic; suggest focus on content rather than process). Presentations are scheduled for Tuesday and Friday next week.
3. Discussion of the process to get to intended results of Town Hall 2 meeting. After considerable discussion, TAC members decided to participate in an exercise to integrate data from several sources: key informant interviews, Youth Visioning Institute, TH1 value phrases and TH1 vision components. The goal is to identify the list of key strategic choices, within about 6-8 “issue buckets.” Members will arrange these elements into clusters, then name the clusters. Mr. Blackerby will facilitate this exercise next week, May 3. Because this exercise may require significant time, the meeting has been scheduled from 9:00 a.m. to 1:00 p.m.

After the “buckets” are defined, the TAC will identify policy choices within each “bucket.” These policy choices should demonstrate alternative scenarios demonstrating the implications of polarities of vision and values. They may include alternative packages of amenities associated with the polarities, or different timing choices in amenity implementation.

Once the scenario alternatives are developed, Town Staff can apply approximate cost and funding mechanisms. This material can then be tested in the focus groups.

4. Communications Subcommittee Report: Tyler
One key to long-term success is to educate the public about the Town budget. The Communications Subcommittee will identify ways to use their various media—newsletters, news releases, emails, web site, Channel 11, parent days at schools, etc.—to create “FH University,” focusing on understanding the Town budget.

The subcommittee will also discuss with the press how they intend to cover the budget, and support that coverage.

Other media will also be needed, as the *Times* and *Republic* circulation are each only about 6,000, and they have considerable overlap in readership. Suggestions include focusing the Mayor’s coffees on the Town budget, instituting a calling tree, focusing Speakers Bureau presentations on the budget, and conducting budget workshops

A basic understanding of the Town budget will make the survey more successful.

5. Future TAC meetings and other activities:
 - a. Tuesday, May 3: Data integration exercise.
 - b. Tuesday, May 10: Strategic framework report draft.
 - c. Monday, May 16: How the TAC members work together.
 - d. Tuesday, May 24: Facilitated mid-course review of the process design, including role of survey and Council involvement with the survey.
 - e. Friday, May 27: Potential senior staff briefing.
 - f. Tuesday, May 31: No meeting.
 - g. Tuesday, June 7: Potential briefing on charter government, by League of Arizona Cities and Towns.
 - h. Friday, June 10: Staff planning retreat.
 - i. Tuesday, June 14: Briefing on funding options.
 - j. Tuesday, June 21:
 - k. Tuesday-Wednesday, June 21-22: Focus groups.
6. Action items:
 - a. Confirm TH2 registrations.
 - b. Send thank-you to TH1 participants.
 - c. Edit videotape.
 - d. Publish thank you in the *Times*.
 - e. Integration “bucket” exercise.
 - f. Week-by-week TAC schedule.
 - g. Defer briefing on charter government one month.
 - h. Defer briefing on funding options to near staff retreat.
 - i. Consider senior staff meeting May 27.
 - j. Develop FH University concept.