



**Town of Fountain Hills
Strategic Planning Project**

**Technical Advisory Committee Minutes
July 19, 2005**



Attendees: Janice Abramson, Curt Dunham, Jim Hamblin, Councilmember Ed Kehe, Henry Leger, Roger Riggert, Town Manager Tim Pickering, Executive Assistant Shaunna Williams, Project Manager Phillip Blackerby, Image Weavers Francesca Carozza & Charlotte McCluskey.

1. Project Manager's Report:

- a. Strategic Choices report. Compilation of staff responses is complete, and the draft is being updated based on what has been learned through the development of the Town Hall 2 agenda. A draft will be made available for TAC review as soon as it is complete.
- b. RFP for Survey: Draft had been reviewed by the Town Attorney and Town Manager. As had been done two weeks earlier, an updated draft was again circulated among TAC members for their review.

Mr. Leger voiced a concern that the TAC members had not been allowed to review the document ahead of time, due to security concerns. Mr. Leger also expressed a concern that the Project Manager had produced the draft without the counsel of the TAC's most knowledgeable member in this area, Ms. Abramson.

Ms. Abramson asked what the objectives of the survey are, and expressed concern that a survey team could not prepare a good proposal without knowing the objectives of the survey. Mr. Blackerby read a portion of the draft RFP document, which stated, "The purpose of the survey is to augment information derived from the Town Hall with opinions from the citizenry at large." Ms. Abramson asked if that was the purpose of the survey, and Mr. Blackerby reported that the TAC had decided on this purpose statement two weeks earlier, and that no other purposes or objectives had been proposed. The TAC decided to add language that clarified that the objectives of the survey could only be developed in detail after the August 13 Town Hall meeting. The TAC members also requested that the RFP indicate that the survey team would work with a subcommittee of the TAC to develop the questionnaire.

TAC members discussed whether an alternative strategy, to issue a "Request for Qualifications" to select a survey team, and developing the scope of work later. Mr. Pickering said that approach is basically contained in the current RFP; the selection criteria emphasize the team, principal and project manager qualifications and experience, specifically with municipal policy and finance issues. The draft RFP also establishes a firm budget ceiling; proposals are expected to come in very close to the same budgeted amount; therefore, the primary points of competition will be the firm and personnel qualifications.

Mr. Blackerby noted that he had sent Ms. Abramson a copy of the draft RFP, had met with her for 1½ hours and had incorporated all of her suggestions into the current draft.

Mr. Blackerby pointed out that any changes to the current draft must be received by noon Wednesday in order to meet a schedule which would allow the survey to be conducted in September and October.

Mr. Pickering appointed a subcommittee, including Ms. Abramson, Mr. Leger, Mr. Pickering and Mr. Blackerby, and charged this subcommittee to:

- i) Interview and select the vendor;
- ii) Develop survey objectives prior to developing the questionnaire;
- iii) Work with the survey team to develop the questionnaire; and
- iv) Review the draft report prior to reporting to the Town Council.

- c. Week-by-week TAC schedule. See below.
- d. TH2 Registrations: 129 as of this morning. Members asked for a demographic analysis of registrants, and the Project Manager agreed to prepare it.

2. *Informed Choices* Workshops:

- a. July 13: "Town Finances: Choices for the Future;" Julie Ghatti, Finance Director. Report Ms. Carozza reported that the program attracted nearly 60 participants. Mr. Riggert introduced the session and Ms. Ghatti. Questions started right away by Mr. Bruce Torminello. Some participants had been misinformed about the property tax, and went away educated; some even changed their minds about property taxes as a result of the workshop. Participants received handouts, which will be posted on the web site. Mr. Hamblin volunteered to draft a brief narrative summary of the presentation for posting on the web site. Feedback was very positive. TAC members suggested name tags for TAC members in attendance.
- b. July 20: "Charter Government;" Tom Belshe, Member Services Director, League of Arizona Cities & Towns.
- c. July 27: "Architectural Controls and View Corridors;" Richard Turner, Planning and Zoning Administrator.
- d. August 3: "Park Development and Standards" Mark Mayer, Parks and Recreation Director.

TAC members decided to videotape the remaining presentations for broadcasting on Channel 11. Members discussed whether to reprise Ms. Ghatti's presentation for videotape and broadcast as well. Members also suggested reprising Ms. Ghatti's presentation as a fifth workshop on August 10. Since that time, Ms. Williams has learned that Ms. Ghatti's travel schedule will not permit either reprise.

3. Communications Subcommittee

- a. Publicity plan for *Informed Choices* Workshops. Ms. Carozza and Ms. McCluskey reported: that they would promote the workshops at the Chamber of Commerce breakfast the next morning; that the Town's Economic Development Coordinator, Ms. Griego, had sent the announcement to her list of Business Connection participants; that emails had gone out to some 400 people with email addresses in the Project Manager's database; and that the PTO list was being investigated.

TAC members discussed whether additional public education activities might include neighborhood-based meetings, coffees, or other venues to attract more participants.

- b. Publicity for Town Hall 2: Ms. Carozza reported that the newsletter #2 had been delivered July 9-11, and it focuses on Town Hall 2. The invitation and registration form, which will also be delivered to all households, are pending final approval. Email campaigns will also continue.
4. Town Hall 2 Planning Committee (Dunham & Riggert).
 - a. Agenda: Mr. Blackerby distributed copies of a proposed agenda for TAC members to review. Mr. Blackerby, Mr. Dunham, Mr. Riggert and Ms. Brown had met to discuss and develop the agenda several days earlier. Mr. Leger expressed an objection that he had not had an opportunity to review this draft before the meeting. Mr. Blackerby went over the draft in some detail, supplemented by Mr. Dunham's comments. They acknowledged that the final process, comparison of multiple financial plans, will likely not result in a single recommendation from the participants at the Town Hall meeting that all the participants will understand and recognize; instead, that single recommendation will have to be developed by the TAC, based on their interpretation of the expressed input from the Town Hall participants.

Mr. Dunham reported that seven of the independent facilitators had confirmed participation in the second Town Hall meeting.

- b. Logistics: Mr. Riggert reported that the logistics were considerably easier this time, with fewer meals and an easier venue at the Community Center. A planning committee of five members met the previous week.
 - c. Test groups: The TAC agreed to conduct the test groups on Thursday, August 4, 5:00-6:30 p.m. The Project Manager will coordinate contacting the volunteers who had signed up for the focus groups, to see if they would participate in the test groups.
5. *What do you want to learn more about, and how do you want to learn it?*

Mr. Hamblin asked how the Town's demographics (age, income) are forecast to change over time, as the Town moves toward build-out, and as the State Trust Lands are developed.
 6. Proposed future TAC meetings and other activities:
 - a. July 20: *Informed Choices*: "Charter Government"
 - b. July 27: *Informed Choices*: "Architectural Controls and View Corridors"
 - c. August 2: TAC meeting
 - d. August 3: *Informed Choices*: "Park Standards"
 - e. August 4: Test groups exercise, to test Town Hall 2 materials.
 - f. August 9: TAC meeting: Town Hall 2 status review
 - g. August 11: Proposals from bidders for survey research are due
 - h. August 13: Town Hall 2
 - i. August 18: Town Council meeting, to include consideration of survey research contract.