



**TOWN OF FOUNTAIN HILLS
MINUTES OF THE
STRATEGIC PLANNING ADVISORY COMMISSION
JULY 28, 2016**

AGENDA ITEM #1 – CALL TO ORDER

A public meeting of the Strategic Planning Advisory Commission was convened and called to order by Chair Dana Saar at 4:03 p.m., Thursday, July 28, 2016 in the Council Chambers at Town Hall, located at 16705 East Avenue of the Fountains, Fountain Hills, Arizona.

AGENDA ITEM #2 – ROLL CALL

Present at roll call were Chair Dana Saar, Vice-Chair Peter Bordow, Commissioners Tammy Bell, Gerard Bisceglia, and Bernie Hoenle. Absent at roll call were Commissioners John W. Craft, Jr., and George Seimon. Executive Assistant Nancy Walter represented staff.

AGENDA ITEM #3 – CALL TO THE PUBLIC

No one spoke at the Call to the Public.

AGENDA ITEM #4 – CONSIDERATION OF APPROVING THE JUNE 23, 2016 MEETING MINUTES

Vice-Chair Bordow MOVED to approve the June 23, 2016 meeting minutes; Commissioner Hoenle SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

AGENDA ITEM #5 – DISCUSSION OF VOLUNTEER WORKGROUPS

Vice-Chair Bordow discussed the attached 2016 Strategic Plan Outline/Structure Workgroup document.

The Commissioners volunteered for the Go-Forward Workgroups as follows:

Workgroup #1

- Vice-Chair Bordow (leader)
- Commissioner Bell
- Commissioner Craft

Workgroup #2

- Commissioner Hoenle (leader)
- Commissioner Seimon
- Chair Saar

Workgroup #3

- Commissioner Bisceglia (leader)
- Commissioner Seimon
- Chair Saar

Commissioner Craft arrived at 4:41 p.m.

AGENDA ITEM #6 – CONSIDERATION OF ADJOURNMENT

Commissioner Bisceglia MOVED to adjourn at 4:42 p.m. Vice-Chair Bordow SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

STRATEGIC PLANNING ADVISORY COMMISSION

BY: _____
Dana Saar, Chair

Prepared by: _____
Nancy Walter, Executive Assistant

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Regular Session held by the Strategic Planning Advisory Commission of Fountain Hills on the 28th day of July 2016. I further certify that the meeting was duly called and that a quorum was present.

Dated this 1st day of August 2016

Nancy Walter, Executive Assistant

2016 Strategic Plan Outline / Structure Workgroup

Key Strategic VFH Areas (not ordered)

- a. Community
- b. Education
- c. Culture
- d. Infrastructure
- e. Safety
- f. Economic Vitality
- g. Administration
- h. Parks and Recreation

Key Strategic Plan Areas:

- Economic Growth
 - Short Term
 - Long Term
- Infrastructure Maintenance and Evolution
 - Terrain
 - Technical
- Demographic Balance
 - Families
 - Young Working Professionals
- Financial Stability and Sustainability
 - Sustaining Town Services
- Community
 - Education
 - Culture/Arts
 - Parks + Recreation

Communications Planning

Need to develop Communications Plan that details frequency and modality of communication for progress of plan execution. Full plan should be developed and presented separately to Council and publically – summary to be included in full Strategic Plan.

Ideas for communications included emphasis on technology/social media – perhaps even a Fountain Hills Mobile App, as well as online video clips, mixed media.

Plan Outline at the Top Level:

1. Introductory Sections
 - a. Mayor's Message/Chair's Message
 - b. Abstract
 - c. Introduction – to include points or subheadings on:
 - i. Purpose
 - ii. Vision
 - iii. Values
 - iv. Mission Statement
 - v. How the plan will be used
 - vi. Partnerships
 - vii. Core Responsibilities of the Town
 1. Administration
 2. Infrastructure
 3. Public Safety
 4. Parks and Recreation
2. Communication Plan
3. Economic Growth
 - a. Short Term
 - b. Long Term
4. Infrastructure Maintenance and Evolution
 - a. Terrain
 - b. Technical
5. Demographic Balance
 - a. Families
 - b. Young Working Professionals
6. Financial Stability and Sustainability
 - a. Sustaining Town Services
7. Community
 - a. Education
 - b. Culture/Arts
 - c. Parks + Recreation*
8. Measurement and KPIs – Need to define measurement standards, scale and goals
 - a. What
 - b. When
 - c. Who
 - d. How
9. Timeline and Reporting

Proposed Go-Forward Workgroups

Workgroup 1:

- 1. Deliverables**
 - a. How to present the plan – audiences, modalities**
 - b. How will the plan be used?**
- 2. Schedule and Communications Plan**
- 3. Community**

Workgroup 2:

- 1. Economic Growth**
- 2. Demographic Normalization**

Workgroup 3:

- 1. Infrastructure Maintenance and Evolution**
- 2. Financial Stability and Sustainability**