



**TOWN OF FOUNTAIN HILLS
MINUTES OF THE
STRATEGIC PLANNING ADVISORY COMMISSION
SEPTEMBER 22, 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 4:00 p.m., Thursday, September 22, 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, John W. Craft, Jr., Bernie Hoenle, and George Seimon. Commissioner Gerard Bisceglia was absent at roll call. Staff members present were Town Manager Grady Miller (arrived at 4:02 p.m.) and Community Services Executive Assistant Jennifer Lyons. Jerry Butler, Gene Mikolajczyk, and Joel Truemper represented Vision Fountain Hills.

AGENDA ITEM #3 – CALL TO THE PUBLIC

No one spoke at the Call to the Public.

AGENDA ITEM #4 – CONSIDERATION OF APPROVING THE JULY 28, 2016 MEETING MINUTES

Vice-Chair Bordow MOVED to approve the July 28, 2016 meeting minutes; Commissioner Craft SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

AGENDA ITEM #5 – DISCUSSION OF ASSEMBLING THE GO-FORWARD WORK-GROUPS' INFORMATION

The Commissioners discussed the attached *Logic Model Outline* and the *Guidelines for Defining and Measuring Strategic Goals* developed by Communications Workgroup.

Jerry Butler suggested updating the Strategic Plan next in 2020 in order to keep on the five-year plan since the plan was not updated in 2015.

Mr. Miller said he will be re-working a position, possibly in January, to prepare and ramp up communication and public information. This is tied to the Strategic Plan.

Joel Truemper spoke about road maintenance. Mr. Miller invited Mr. Truemper and the infrastructure volunteer work group to be a part of a citizens group that would attend town meetings regarding road maintenance.

Gene Mikolajczyk spoke about the infrastructure volunteer work group that is focusing on the town's buildings and parks.

There was discussion about a primary property tax and letting the community know exactly how funds are being spent.

Vice Chair Bordow left the meeting at 4:56 p.m.

Commissioner Hoenle said his workgroup has been meeting and he has also met with town staff.

AGENDA ITEM #6 – DISCUSSION OF STRATEGIC PLAN DRAFT DOCUMENT

The Commissioners would like to schedule more meetings to complete the document and take it to Council by December.

AGENDA ITEM #7 – CONSIDERATION OF ADJOURNMENT

Commissioner Seimon MOVED to adjourn at 5:04 p.m. Commissioner Hoenle SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

STRATEGIC PLANNING ADVISORY COMMISSION

BY: _____
Dana Saar, Chair

Prepared by: _____
Nancy Walter, Executive Assistant

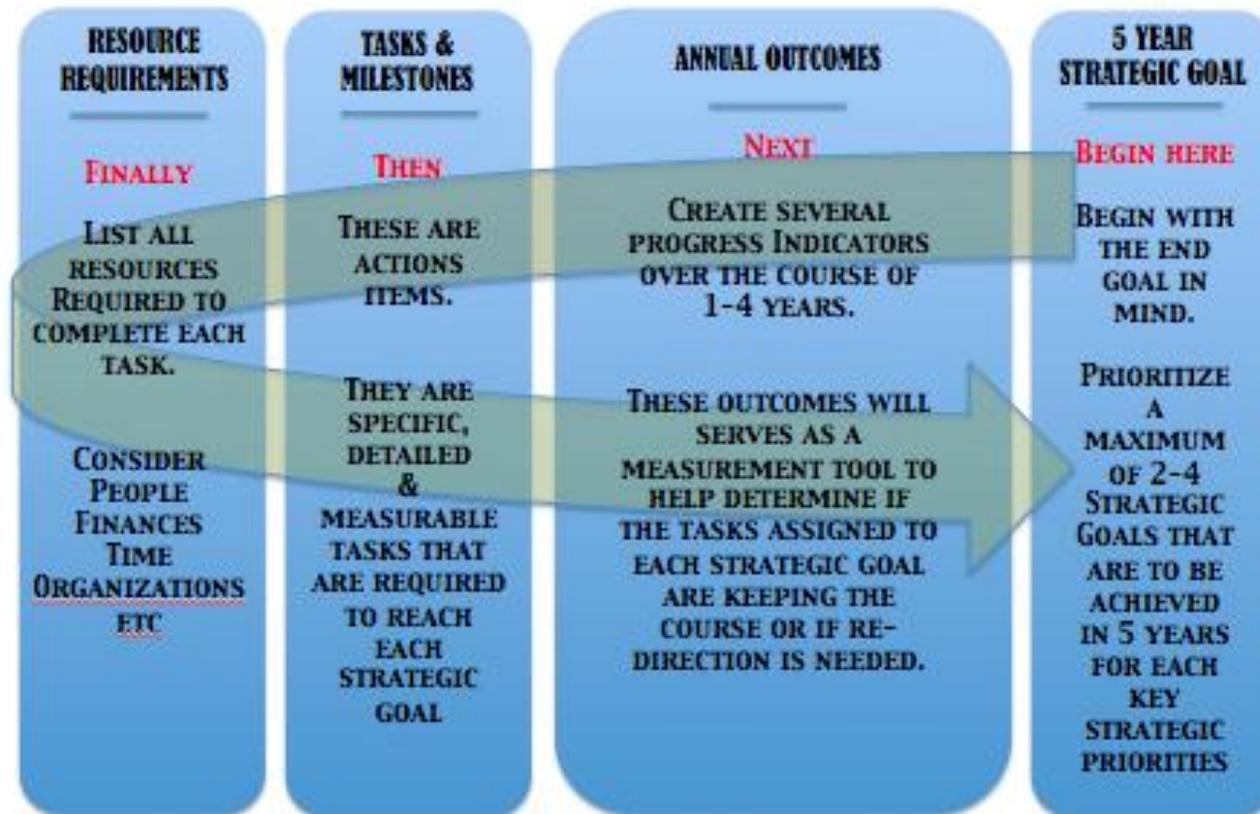
CERTIFICATION

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 22nd day of September 2016. I further certify that the meeting was duly called and that a quorum was present.

Dated this 27th day of September 2016

Community Services Executive Assistant Jennifer Lyons

Logic Model Outline



Guidelines for Defining and Measuring Strategic Goals

Our workgroup has done quite a bit of work creating structure and definition of the Communications Plan and system for defining and measuring Strategic Goals. Here is some of the work product we created that we think will assist in developing the goals and milestones for each of the Plan's sections you've volunteered to work on.

Use the provided "Logic Model" graphic to help understand the nature and relationship of the terms described below. And, of course, do not hesitate to reach out to Nancy for questions or suggestions before we get back together as a complete Commission.

Terms Defined:

- **Strategic Goals** – these are the specific stated desired end state conditions/results for the 5-year strategic plan that support the overriding Strategic Priorities developed in collaboration with VisionFH. Consider;
 - What is the end game over 5 years?
 - What does it "look like" in 5 years – what has changed and what has been created?

You should create two to four Strategic Goals for each Key Strategic Priority: Economic Growth, Infrastructure Maintenance and Evolution, Demographic Balance, Financial Stability and Sustainability, and Community.

- **Outcomes** – These are indicators of progress toward the Strategic Goals and will help determine whether the subsequent tasks/milestones are on track to achieving the Strategic Goals or if the tasks/milestones should be adjusted (course correction). You can create several of these over the five-year plan at different intervals. There are essentially markers of success, over a period of time, toward the strategic goals. One or more Outcomes should generally be provided for the following periods:
 - Short-term (1 year or less)
 - Mid-term (2 to 3 years)
 - Long-term (3 to 4 years)
- **Tasks/Milestones** – These are specific, measurable actions to be taken to reach the Strategic Goals. They should be granular, quantifiable tactical steps; each with the following specific attributes:
 - What, specifically, is the task? – must be measurable as completed or not.
 - Who is responsible for the task?
 - By when will it be complete?
 - What other resources are required?
 - Is there a risk or mitigating circumstance?
 - What is the cost/price of completing the task/milestone?
 - Prioritizing is extremely important when creating tasks/milestone.

Strategic Plan Audiences

Keep these intended audiences in mind as you craft your content and language.

- Council/Mayor
- Residents
- Partner Groups (civic and business)