



**TOWN OF FOUNTAIN HILLS
MINUTES OF THE
STRATEGIC PLANNING ADVISORY COMMISSION
OCTOBER 12, 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 4:02 p.m., Wednesday, October 12, 2016 in the Fountain Hills Community Center Conference Room, 13001 N. La Montana Drive, Fountain Hills, Arizona.

AGENDA ITEM #2 – ROLL CALL

Present at roll call were Chair Dana Saar, Vice-Chair Peter Bordow, Commissioners Tammy Bell and Bernie Hoenle. Commissioner Gerard Bisceglia, John W. Craft Jr., and George Seimon were absent at roll call. Staff members present were Town Manager Grady Miller and Executive Assistant Nancy Walter. Sherm Abrahamson, Jerry Butler, John McHugh, Gene Mikolajczyk, and Dori Wittrig (arrived 4:17 p.m.) 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 SEPTEMBER 22, 2016 MEETING MINUTES

Vice-Chair Bordow MOVED to approve the September 22, 2016 meeting minutes; Commissioner Bell SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

AGENDA ITEM #5 – DISCUSSION OF STRATEGIC PLAN DRAFT DOCUMENT

The Commissioners discussed the attached *FH Strategic Plan* and the *Communications Plan-2016 FH Strategic Plan* documents.

Vice-Chair Bordow MOVED to adopt the *FH Strategic Plan* document as the current draft, amending the word *Mission* to the word *Vision*, and make the recommendation to Council; Commissioner Hoenle SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

Discussion turned to the attached *Suggested 2017-2020 Strategic Planning Initiatives*.

AGENDA ITEM #6 – CONSIDERATION OF ADJOURNMENT

Chair Saar adjourned the meeting without objection at 5:41 p.m.

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 Special 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 17th day of October 2016

Nancy Walter, Executive Assistant

FH Strategic Plan

Mission: *Fountain Hills will be a distinctive community designed to ensure long term economic sustainability and anchor its vitality with an active and vibrant town core that serves to invigorate a cultural, social and economical quality of life.*

Values:

Preserve the health, well-being and safety of all our residents and visitors;

Champion the diversity of experiences our residents bring to our community and rely on this depth of experience to innovatively address our challenges and continually improve our community;

Take responsibility for our Town's success by building partnerships and investing in our talent and resources;

Steward this unique enclave, dedicated to preserving the environment and visual aesthetic and to living in balance with the Sonoran Desert.

Encourage a stronger community that will meet the needs of a growing, balanced demographic.

Strategic Priorities:

Economic Growth

Infrastructure Maintenance and Evolution

Demographic Normalization

Financial Stability and Sustainability

Community

COMMUNICATIONS PLAN – 2016 FH STRATEGIC PLAN

I. Outcomes of communications efforts

- + Near term outcomes (Plan launch thru first 12 months)
- + Long term outcomes (13 months – year 5)

II. Strategic processes

- + Mechanisms (Mix)
 - Social media
 - FH gov't website
 - FH Times
 - Public forums
- + Modalities
 - Messages
 - Forms of expression (Text, branding, graphs, catch phrases)
- + Schedules and timelines

III. Monitoring/oversite

- + Timetables (when and how often)
- + Metrics/milestones for monitoring and reporting
- + Format for monitoring external influencers (economic, social and political)
- + Roles for SPAC, FHCCA, FHUSD, FHCoC

IV. Budget and sources of funds

SUGGESTED 2017-2020 STRATEGIC PLANNING INITIATIVES

INITIATIVE CONDITIONS

ACTION DRIVEN MEASUREABLE DOABLE BY 2020

4. TOWN INFRASTRUCTURE

- 1 Adopt, communicate, and include in the next budget, road, parks, and public building standards equal to or exceeding those of surrounding communities (Scottsdale/Mesa).
- 2 Adopt, communicate, and include in the next budget, standards for Fountain Park as the namesake and showplace of the Town.
- 3 Clearly identify and quantify unfunded community infrastructure needs for the next three budget cycles no later than June 1, 2017, and update annually.

5. FINANCIAL STABILITY

1. Clearly identify and quantify expected revenues for the next three budget cycles no later than June 1, 2017, and update annually.
2. Clearly identify and quantify expected operational expenses for the next three budget cycles no later than June 1, 2017, and update annually.
3. Clearly identify, quantify, and communicate new revenue options no later than July 1, 2017 that should be considered by residents.
4. Adopt, communicate, and include in the next budget, minimum financial reserve requirements to maintain the most favorable bond rating for community taxpayers.