



**TOWN OF FOUNTAIN HILLS  
MINUTES OF THE  
STRATEGIC PLANNING ADVISORY COMMISSION  
FEBRUARY 27, 2019**

**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., Wednesday, February 27, 2019 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 Gerard Bisceglia, John W. Craft, Jr., Gerry Friedel, Cynthia Magazine, and John McHugh. Staff present was Executive Assistant Nancy Walter.

**AGENDA ITEM #3 – CALL TO THE PUBLIC**

No one spoke at the Call to the Public.

**AGENDA ITEM #4 – INTRODUCTION OF NEW COMMISSIONERS GERRY FRIEDEL AND CYNTHIA MAGAZINE**

Chair Saar introduced Commissioners Gerry Friedel and Cynthia Magazine who each gave brief bios.

**AGENDA ITEM #5 – CONSIDERATION OF APPROVING THE JANUARY 30, 2019 MEETING MINUTES**

Vice Chair Bordow MOVED to approve January 30, 2019 Meeting Minutes; Commissioner Bisceglia SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

**AGENDA ITEM #6 – CONSIDERATION OF APPOINTING THE COMMISSION CHAIR**

Vive Chair Bordow MOVED to appoint Dana Saar as the Commission Chair, Commissioner Bisceglia SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

**AGENDA ITEM #7 – CONSIDERATION OF APPOINTING THE COMMISSION VICE CHAIR**

Commissioner Craft MOVED to appoint Peter Bordow as the Commission Vice Chair, Commissioner Bisceglia SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

**AGENDA ITEM #8 - REVIEW OF SPAC'S BYLAWS**

Chair Saar read aloud the attached SPAC Bylaws.

Town Manager Grady Miller arrived at 4:10 p.m.

The Commission would like to add “upon request” at the end of II. C.

II. G. *Develop partnerships to help implement adopted strategic initiatives* will be on the next agenda for discussion and clarification.

Mr. Miller mentioned that the Bylaws will be codified as part of the adopted ordinance.

**AGENDA ITEM #9) REVIEW OF THE STRATEGIC PLAN SUMMARY PAGE**

There was discussion regarding color coding the Strategic Plan Summary page to align with the reprioritized Strategic Plan; it will be left as is.

**AGENDA ITEM #10-DISCUSSION OF COUNCIL DISCUSSION AND APPROVAL OF REPRIORITIZATION OF STRATEGIC PLAN TASKS**

Town resident Bob Shelstrom voiced his concern that there is not a lot of diversity in thought in the Strategic Plan.

The attached reprioritized Strategic Plan will be presented to Council on March 19<sup>th</sup> for approval.

**AGENDA ITEM #11 – CONSIDERATION OF ADJOURNMENT**

Vice Chair Bordow MOVED to adjourn at 4:44 p.m. Commissioner Magazine, SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

**STRATEGIC PLANNING ADVISORY COMMISSION**

BY: \_\_\_\_\_  
Chair Dana Saar

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 27<sup>th</sup> day of February 2019. I further certify that the meeting was duly called and that a quorum was present.

Dated this 12<sup>th</sup> day of March 2019.

\_\_\_\_\_  
Nancy Walter, Executive Assistant

**RESOLUTION NO. 2009-09**

A RESOLUTION OF THE MAYOR AND COUNCIL OF THE TOWN OF FOUNTAIN HILLS, ARIZONA, ADOPTING THE TOWN OF FOUNTAIN HILLS AMENDED AND RESTATED STRATEGIC PLANNING ADVISORY COMMISSION BYLAWS.

**BE IT RESOLVED** BY THE MAYOR AND COUNCIL OF THE TOWN OF FOUNTAIN HILLS as follows:

SECTION 1. That the Town of Fountain Hills Strategic Planning Advisory Commission Bylaws, Amended and Restated March 5, 2009, are hereby adopted in the form attached hereto in Exhibit A, and incorporated herein by reference.

SECTION 2. That the Mayor, the Town Manager, the Town Clerk and the Town Attorney are hereby authorized and directed to take all steps necessary to carry out the purpose and intent of this Resolution.

**PASSED AND ADOPTED** by the Mayor and Council of the Town of Fountain Hills, Arizona, March 5, 2009.

**FOR THE TOWN OF FOUNTAIN HILLS:**

**ATTESTED TO:**

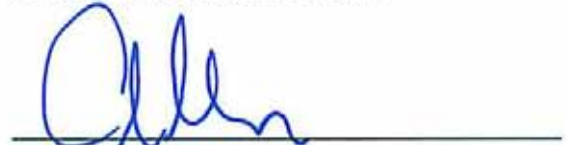
  
\_\_\_\_\_  
Jay T. Schlum, Mayor

  
\_\_\_\_\_  
Bevelyn J. Bender, Town Clerk

**REVIEWED BY:**

**APPROVED AS TO FORM:**

  
\_\_\_\_\_  
Richard L. Davis, Town Manager

  
\_\_\_\_\_  
Andrew J. McGuire, Town Attorney

**EXHIBIT A  
TO  
RESOLUTION NO. 2009-09**

**[Amended and Restated Strategic Planning Advisory Commission Bylaws]**

**See following pages.**

**BYLAWS  
STRATEGIC PLANNING ADVISORY COMMISSION  
TOWN OF FOUNTAIN HILLS, ARIZONA**

**AMENDED AND RESTATED MARCH 5, 2009**

**I. Officers**

The Strategic Planning Advisory Commission (the "Commission") shall elect a chairperson and vice chairperson from among its own members, who shall serve for one (1) year and until their successors are elected and qualified. The chairperson shall preside at all meetings and exercise all the usual rights, duties and prerogatives of the head of any similar organization. The vice chairperson shall perform the duties of the chairperson in the latter's absence or disability. The Commission may appoint other offices (e.g., secretary, etc.) as may be required.

**II. Powers and Duties**

The Commission shall have the powers and duties to:

- A. Champion the Town's Strategic Plan to keep it visible for the Council, staff, citizens and media.
- B. Act in an advisory capacity to the Town Council and Town Manager in matters pertaining to the Town's Strategic Plan.
- C. Provide a copy of the Strategic Plan to all Fountain Hills Town candidates for public office and educate newly elected and appointed officials about the Strategic Plan.
- D. Monitor the Strategic Plan's implementation and ensure its long-term legitimacy.
- E. Update the Strategic Plan at least once every five years dependant on appropriations by the Town Council.
- F. Make recommendations with respect to the implementation of the Strategic Plan to the Town Manager.
- G. Develop partnerships to help implement adopted strategic initiatives.
- H. Meet annually with the Town Council to assess progress of the Strategic Plan.
- I. Host public dialogue about new strategic initiatives to consider for the next strategic plan.
- J. Write brief periodic Strategic Plan progress reports.

K. Perform such other duties not inconsistent with these bylaws as may be requested by the Town Council.

### **III. Membership**

A. All matters concerning membership on the Commission including, but limited to, appointments, terms, vacancies and removal, shall be in accordance with Section 9 of the Town Council Rules of Procedure, as amended.

B. The Commission shall be comprised of seven voting members, two standing ex officio members (the Town Manager or representative and a Youth Commissioner) and other such ex officio members as may be appointed as set forth below. The Youth Commissioner role shall be filled by a representative of the Mayor's Youth Council, or other youth representative at the discretion of the Mayor. All members shall serve at the pleasure of the Mayor and Town Council.

C. The Mayor, with the consent of the Town Council, may from time to time appoint one member of the Town Council as an ex-officio member to the Commission. Ex-officio members shall not be entitled to vote on any matter brought before the Commission.

### **IV. Meetings**

A. The Commission shall meet as often as needed to keep the Strategic Plan in a position of prominence in the Town. Special meetings may be called by the chairperson or in his or her absence, the vice chairperson. In addition, any three (3) members of the Commission may make written request to the chairperson for a special meeting.

B. All meetings of the Commission shall be open to the public and are subject to the Arizona Open Meeting Law.

### **V. Conduct of Business**

A. Four (4) members shall constitute a quorum. The affirmative vote of four (4) members shall be required for passage of any matter before the Commission. A member may abstain from voting only upon a declaration of a conflict of interest, in which case such member shall take no part in the deliberations on the matter in question.

B. The Rules of Procedure for meetings of the Commission shall follow those set forth in Section 1.1 of the Town Council Rules of Procedure, as amended.

### **VI. Compensation**

The members of the Commission shall serve without compensation for their services, but members may receive reimbursement for necessary travel and other expenses incurred on official duty with appropriate prior authorization.



# **Town of Fountain Hills 2017 Strategic Plan**

**May 18, 2017**

## TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

### Goal # 1: Maximize Economic Development Opportunities in Fountain Hills

#### Objective #1 – Create or Utilize Tools to Help Market Fountain Hills for Economic Development Opportunities

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Develop a community brand/vision/marketing plan for Fountain Hills	Scott Cooper	June 2019	In progress
<input type="checkbox"/> Develop a new business resource package	Scott Cooper	June 2017	Completed
<input type="checkbox"/> Increase funding for business accelerator programs	Scott Cooper	July 2018	Completed
<input type="checkbox"/> Explore higher education opportunities in Fountain Hills	Scott Cooper	December 2019	In progress/working with EVIT & CC

#### Objective #2 – Increase Population and Residential Densities to Sustain Existing and Future Commercial Businesses in Town

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Rezone undeveloped commercial property to residential where feasible	Scott Cooper/ Bob Rodgers	Ongoing	As opportunities present themselves
<input type="checkbox"/> Adopt a text amendment that allows residential uses on commercially zoned properties	Bob Rodgers	June 2017	Completed
<input type="checkbox"/> Rezone unplatted land for greater density and affordable family homes	Bob Rodgers	Ongoing	As opportunities present themselves

#### Objective #3 – Market/Promote Tourism to Generate Hotel Stays and Higher Dollar Expenditures During Visits to Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Create and expand destination events	Rachael Goodwin/Grace Rodman-Guetter	June 2019	Ongoing St. Patrick's Day / Fourth at the Fountain Turkey Trot / Craft Classic / Disc Golf Tournament

Yellow – Highest      Blue – High      White – Medium



## TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

### Goal # 2: Ensure that Infrastructure in Fountain Hills is Well-Maintained and Safe

#### Objective #1 – Invest in and Maintain the Community’s Infrastructure

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Develop and implement an investment plan to bring streets, buildings, and parks up to established standards	Grady Miller/ Craig Rudolph/Justin Weldy	June 2019	Pavement Analysis Report completed (Facilities Replacement Fund)
<input type="checkbox"/> Commission a study to identify gap between actual and subdivision ordinance specifications and determine cost of meeting ordinance specifications	Justin Weldy/ Bob Rodgers	June 2019	Reviewed/Identified options to discuss

#### Objective #2 – Promote Environmentally Friendly Initiatives

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Develop and adopt a comprehensive environmental plan for Fountain Hills	Justin Weldy/Raymond Rees	June 2019	In progress
<input type="checkbox"/> Research and report on economic and logistic feasibility of electric car charging stations	Justin Weldy	June 2018	Review

Yellow – Highest    
 Blue – High    
 White – Medium

# TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

## Goal # 3: Attract Families and Working Professionals to Fountain Hills

### Objective #1 – Utilize Landuse Planning to Attract Families to Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
❑ Work with State Land Trust to increase residential density	Council/Staff	December 2018	Ongoing efforts

### Objective #2 – Market and Promote Fountain Hills as a Unique Place for Families and Working Professionals

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
❑ Collaborate with businesses in promoting town’s marketing plan	Scott Cooper/Grace Rodman-Guetter	July 2019	Ongoing
❑ Expand use of Social Media and on-line messaging	Grace Rodman-Guetter	Ongoing	Facilitating nine social media pages; Recreation Instagram account-August 2018
❑ Include family branding in marketing plan	Grace Rodman-Guetter/ Scott Cooper	June 2019	In progress
❑ Organize a young professionals group or organization	Scott Cooper	June 2018	Completed/Formed FH Young Community
❑ Organize specialty youth camps (robotics, coding, arts, etc.)	Rachael Goodwin/ Corey Povar	Summer 2018	Created first summer youth camp/ongoing Spring camp/Community Center take-over
❑ Support youth club sports	Rachael Goodwin/ Corey Povar	Ongoing	Use of Town facilities at no cost Expand programs

Yellow – Highest     
 Blue – High     
 White – Medium

# TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

## Goal # 4: Ensure that Fountain Hills Finances are Stable and Sustainable

### Objective #1 – Identify Sustainable Sources of Revenue to Sustain Funding of Town Core Services

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Adequately fund all identified reserve funds	Town Council/Town Manager/ Craig Rudolphy	December 2027	
<input type="checkbox"/> Identify revenue options	Town Staff/Town Manager/Town Council	September 2017	Completed/October 2017
<input type="checkbox"/> Increase revenues to meet community needs including addressing projected operating shortfall	Town Manager/Town Council	November 2018	Town Election-Property Tax/May 2018

Yellow – Highest     
 Blue – High     
 White – Medium

## TOWN OF FOUNTAIN HILLS 2017 STRATEGIC PLAN

### Goal # 5: Focus on Strengthening the Community and Improving Town's Quality of Life

#### Objective #1 – Partner with the Fountain Hills Unified School District to Promote FH Education System

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Include local school strengths in marketing plan	Scott Cooper/Grace Rodman-Guetter	June 2019	Ongoing
<input type="checkbox"/> Work with FHUSD to maximize its property values	Town Staff/Council/FHUSD	December 2017	Addressed at 2/21/17 Joint Meeting
<input type="checkbox"/> Explore selling/leasing unused properties	Town Staff/Council/FHUSD	December 2017	Addressed at 2/21/17 Joint Meeting

#### Objective #2 – Utilize Intergovernmental Relations to Achieve Fountain Hills Priorities

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Increase community efforts to lobby for municipal issues	Town Manager/Town Council	January 2018	Joined RPTA East Valley Partnership National League of Cities-July 2018 Continue to work with League of Cities & Towns to oppose Bills that are harmful to cities & towns

#### Objective #3 – Leverage the Talents of Residents to the Advantage of Fountain Hills

<u>Tasks</u>	<u>Lead Responsibility</u>	<u>Projected Completion Date</u>	<u>Completion Date</u>
<input type="checkbox"/> Utilize effective volunteer skills and talents	Heather Ware	Ongoing	Ongoing/over 900 volunteers <ul style="list-style-type: none"> <li>• Make A Difference Day</li> <li>• Home Delivered Meals</li> <li>• Give A Lift Program</li> <li>• Activities &amp; Volunteer Expo</li> <li>• Mayor's Youth Council</li> <li>• Save Our Sculptures Program</li> <li>• Community Center Christmas Decorating &amp; Celebration</li> <li>• Commissioners</li> </ul>

Yellow – Highest      Blue – High      White – Medium