



**TOWN OF FOUNTAIN HILLS
MINUTES OF THE
STRATEGIC PLANNING ADVISORY COMMISSION
MARCH 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, March 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, Commissioners Gerard Bisceglia, John W. Craft, Jr., Gerry Friedel, Cynthia Magazine, and John McHugh. Absent at roll call was Vice-Chair Peter Bordow. Staff present were Executive Assistant Angela Padgett-Espiritu and Executive Assistant Nancy Walter.

AGENDA ITEM #3 – CALL TO THE PUBLIC

Town resident Bob Shelstrom challenged SPAC to hold themselves accountable for the Strategic Plan, to involve the whole community, and to concentrate especially on density and revenue.

AGENDA ITEM #4 – CONSIDERATION OF APPROVING THE FEBRUARY 27, 2019 MEETING MINUTES

Commissioner Magazine MOVED to approve February 27, 2019 Meeting Minutes; Commissioner Friedel SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

AGENDA ITEM #5 – UPDATE FROM THE PUBLIC WORKS DIRECTOR ON PROGRESS MADE ON THE 2017 STRATEGIC PLAN

Public Works Director Justin Weldy reviewed the Strategic Plan tasks that are assigned to him:

- Goal #2-Objective #1: Staff is reviewing the Pavement Analysis Report and will present it to Council.
- Goal #2-Objective #2: Facilities/Environmental Supervisor Raymond Rees and Director Weldy have drafted an environmental plan and submitted it to the Town Manager for review. Watersheds are included in the plan.
- Goal #2-Objective #2: The cost of three stations is estimated at \$65,000. The Town cannot sell electricity. Chair Saar told Director Weldy to not do any more research as this item is meant for Council to not create an ordinance preventing a private entity from putting one in.
- Goal #2-Objective #1: The dollar amount for the next Fiscal Year has been increased for the installation of sidewalks. Director Weldy will present the Sidewalk Infill Sheet at a future SPAC meeting.

Vice Chair Bordow arrived at 4:27 p.m.

AGENDA ITEM #6 - DISCUSSION OF "G." OF SPAC'S BYLAWS DEVELOP PARTNERSHIPS TO HELP IMPLEMENT ADOPTED STRATEGIC INITIATIVES

This item was TABLED for a future meeting with the Town Manager in attendance.

The Commissioners thanked Ms. Walter for her work with the Commission and wished her well in her retirement.

AGENDA ITEM #7 – CONSIDERATION OF ADJOURNMENT

Commissioner Bisceglia MOVED to adjourn at 4:43 p.m. Commissioner McHugh, 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 27th day of March 2019. I further certify that the meeting was duly called and that a quorum was present.

Dated this 28th day of March 2019.

Nancy Walter, Executive Assistant



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 | Economic Development Director | June 2019 | In progress |
| <input type="checkbox"/> Develop a new business resource package | Economic Development Director | June 2017 | Completed |
| <input type="checkbox"/> Increase funding for business accelerator programs | Economic Development Director | July 2018 | Completed |
| <input type="checkbox"/> Explore higher education opportunities in Fountain Hills | Economic Development Director | 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 | Economic Development Director/ Development Services Director | Ongoing | As opportunities present themselves |
| <input type="checkbox"/> Adopt a text amendment that allows residential uses on commercially zoned properties | Development Services Director | June 2017 | Completed |
| <input type="checkbox"/> Rezone unplatted land for greater density and affordable family homes | Development Services Director | 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 – High Priority

Blue – Medium Priority

White – Low Priority

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/ Development Services Director | 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 – High Priority

Blue – Medium Priority

White – Low Priority

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 | Economic Development Director/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/ Economic Development Director | June 2019 | In progress |
| ❑ Organize a young professionals group or organization | Economic Development Director | June 2018 | Completed/Formed FH Young Community |
| ❑ Organize specialty youth camps (robotics, coding, arts, etc.) | Rachael Goodwin/ Linda Ayers | Summer 2018 | Created first summer youth camp/ongoing Spring camp/Community Center take-over |
| ❑ Support youth club sports | Rachael Goodwin/ Linda Ayers | Ongoing | Use of Town facilities at no cost Expand programs |

Yellow – High Priority

Blue – Medium Priority

White – Low Priority

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> |
|--|--|----------------------------------|-------------------------------------|
| ❑ Adequately fund all identified reserve funds | Town Council/Town Manager/ Craig Rudolphy | December 2027 | |
| ❑ Identify revenue options | Town Staff/Town Manager/Town Council | September 2017 | Completed/October 2017 |
| ❑ Increase revenues to meet community needs including addressing projected operating shortfall | Town Manager/Town Council | November 2018 | Town Election-Property Tax/May 2018 |

Yellow – High Priority

Blue – Medium Priority

White – Low Priority

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 | Economic Development Director/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"> • Make A Difference Day • Home Delivered Meals • Give A Lift Program • Activities & Volunteer Expo • Mayor's Youth Council • Save Our Sculptures Program • Community Center Christmas Decorating & Celebration • Commissioners |

Yellow – High Priority
Blue – Medium Priority
White – Low Priority