



**TOWN OF FOUNTAIN HILLS
MINUTES OF THE
STRATEGIC PLANNING ADVISORY COMMISSION
APRIL 24, 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 4:02 p.m., Wednesday, April 24, 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 Town Manager Grady Miller, Development Services Director John Wesley and Executive Assistant Angela Padgett-Espiritu.

AGENDA ITEM #3 – CALL TO THE PUBLIC

Town resident Bob Shelstrom made a recommendation to SPAC to have an online survey of current and future items listed on the Strategic Plan, to involve the whole community.

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

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

AGENDA ITEM #5 - DISCUSSION OF THE GENERAL PLAN, AS IT PERTAINS TO THE STRATEGIC PLAN

Development Services Director John Wesley reported on a restructuring of teams as it pertains to the General Plan and explained the differences between the General Plan and the Strategic Plan.

The restructured teams will consist of:

- Project Management Team
- Technical Advisory Team
- Larger Stakeholder Committee

The Strategic Planning Advisory Commission would have a stakeholder role with the General Plan.

In terms of the General Plan versus the Strategic Plan:

- The General Plan looks further out and involves infrastructure.
- The Strategic Plan is shorter term and involves the Vision for the General Plan.

Development Services Director John Wesley mentioned that the survey work is complete for General Plan and reported on the General Plan 2020 Update Process Timeline Schedule (see attached).

A discussion ensued about the probability and outcomes of the General Plan, if it were not to pass.

Chair Saar requested that discussion of the General Plan added to the Strategic Planning Advisory Commission's agenda for the October 23, 2019 meeting.

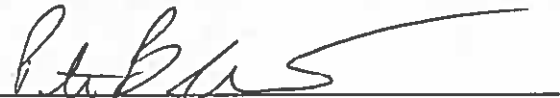
AGENDA ITEM #6 - DISCUSSION OF "G." OF SPAC'S BYLAWS DEVELOP PARTNERSHIPS TO HELP IMPLEMENT ADOPTED STRATEGIC INITIATIVES

Agenda item tabled until the June 26, 2019 agenda.

AGENDA ITEM #7 – CONSIDERATION OF ADJOURNMENT

Commissioner McHugh MOVED to adjourn at 4:36 p.m. Commissioner Friedel, SECONDED the motion, which CARRIED UNANIMOUSLY by those present.

STRATEGIC PLANNING ADVISORY COMMISSION

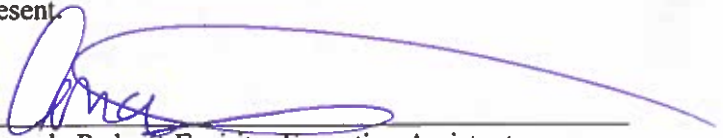
BY: 
Vice-Chair Peter Bordow

Prepared by: 
Angela Padgett-Espiritu, 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 24th day of April 2019. I further certify that the meeting was duly called and that a quorum was present.

Dated this 29th day of April 2019.


Angela Padgett-Espiritu, Executive Assistant

General Plan 2020 Update Process Timeline

Project Management Team meeting	May 16, 2019
Project Management Team meeting	June 20, 2019
Project Management Team meeting	July 18, 2019
Consultant provides first draft of Vision and Land Use	August 5, 2019
Project Management Team meeting	August 15, 2019
Technical Advisory Team meeting	August 21, 2019
Consultant provides first draft of 3 chapters	September 9, 2019
Status updates to Town Council and P&Z	September 17 & 19, 2019
Project Management Team meeting	September 19, 2019
Technical Advisory Team meeting	September 25, 2019
Consultant provides first draft of remaining chapters	October 7, 2019
Project Management Team meeting	October 17, 2019
Technical Advisory Team meeting	October 23, 2019
Consultant provides consolidated first draft Plan	November 4, 2019
Stakeholder meeting to review draft Plan	Week of November 11, 2019
Community workshop to review draft Plan	Week of November 11, 2019
Project Management Team meeting	November 21, 2019
Status update to Town Council and P&Z	December 3 and 12, 2019
Revised draft plan for TAC review	December 16, 2019
Project Management Team meeting	December 19, 2019
Project Management Team meeting/ TAC comments to consultant team	January 16, 2020
Final draft plan submitted	February 3, 2020
Notice of 60-day review period	February 12, 2020
Stakeholder meeting to review Final draft Plan	Week of February 17, 2020
P&Z Commission review and public input on GP	March 5 & 19, 2020
P&Z Commission hearing recommendation on GP	April 16, 2020
Town Council public hearing	May 19, 2020
Town Council approve GP, call election	June 2, 2020

General Plan 2020 Update Process Timeline

120 day notice to County	July 6, 2020
Information pamphlet to vendor	July 6, 2020
105 day requirement – ballot language	July 21, 2020
Pro/Con Arguments	
Publication of notice	June 24, July 8, July 22, 2020
Submission period	July 6 – August 5, 2020
Deadline @ 5 pm	August 5, 2020
Pamphlet sent to voters	NLT September 29, 2020
General Election date	November 3, 2020



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	James Smith	June 2019	In progress
<input type="checkbox"/> Develop a new business resource package	James Smith	June 2017	Completed
<input type="checkbox"/> Increase funding for business accelerator programs	James Smith	July 2018	Completed
<input type="checkbox"/> Explore higher education opportunities in Fountain Hills	James Smith	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	James Smith / John Wesley	Ongoing	As opportunities present themselves
<input type="checkbox"/> Adopt a text amendment that allows residential uses on commercially zoned properties	John Wesley	June 2017	Completed
<input type="checkbox"/> Rezone unplatted land for greater density and affordable family homes	John Wesley	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/ David Pock/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/John Wesley	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>
<input type="checkbox"/> 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>
<input type="checkbox"/> Collaborate with businesses in promoting town’s marketing plan	Economic Development Director/Grace Rodman-Guetter	July 2019	Ongoing
<input type="checkbox"/> Expand use of Social Media and on-line messaging	Grace Rodman-Guetter	Ongoing	Facilitating nine social media pages; Recreation Instagram account-August 2018
<input type="checkbox"/> Include family branding in marketing plan	Grace Rodman-Guetter/James Smith	June 2019	In progress
<input type="checkbox"/> Organize a young professionals group or organization	James Smith	June 2018	Completed/Formed FH Young Community
<input type="checkbox"/> 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
<input type="checkbox"/> 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>
<input type="checkbox"/> Adequately fund all identified reserve funds	Town Council/Town Manager/ David Pock	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 – 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	James Smith/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