

# STRATEGIC PLANNING ADVISORY COMMITTEE

## City of Washougal

March 22, 2012

**I. CALL TO ORDER: 6:00 P.M.**

**II. ATTENDING:**

Terry Babin	Joshua Banks
Tina Bair	Maddie Down
Molly Coston	Susan Hullinger
Trevor Evers*	Bill Macrae-Smith
Claude Rorabaugh	Darlene Stickel*
Betsy Williams*	

**EXCUSED:**

Bobby Holley  
Shena Frentsos  
Tom Crozier

*\*denotes staff member*

**III. INTRODUCTIONS AND REVIEW OPERATING PRINCIPLES:**

Self introductions were made. New member Joshua Banks and staff member Darlene Stickel were introduced. Betsy Williams reviewed the committee's operating principles that were provided in the previous meeting and were a part of the original SPAC binder materials. No changes to the operating principles were made.

**IV. OVERVIEW OF STRATEGIC PLANNING PROCESS:**

Terry Babin asked when the policy makers will get engaged in the strategic planning process. He said that when the committee finishes the draft Vision Statement maybe a workshop with the city Council would be helpful. Doing so would help facilitate getting the policy approved and implemented. Betsy Williams indicated that he is on target and the city Council has been informed about the process. Council members have agreed to include within the budget process some of the takeaways already identified in the surveys.

Betsy Williams stressed that strategic planning is not a linear process and that the timeline is only a general direction. There is a joint workshop planned for late July or early August between the SPAC members and the city Council.

Mayor Sean Guard first proposed strategic planning and the city Council realized that most ongoing citizen input was negative. In an effort to have a better and larger community engagement that lasted longer, questions were designed to address "who we are and where do we want to go?" Citizen answers will also help to provide continuity over time. The process is designed to separate issues so there would not be a lot of data "dumped" with little committee input when it came to strategic planning.

Terry Babin mentioned Boise's website as a good example of strategic planning though he added that it is quite comprehensive. He also like the KISS principle (keep it simple ...)

Betsy Williams emphasized that the key to quality strategic planning is to bring people together to plan.

**V. PUBLIC ENGAGEMENT CAMPAIGN FEEDBACK & DATA:**

Trevor Evers spoke about the public engagement campaign and what he and Joanne Boys had put together. They were reassigned full time to the strategic planning project in March 2011 and gathered public input from July to October 2011. Their goal was to reach 5 to 10 percent of the city's population or approximately 1,287 respondents. In meeting their goal they received a lot of "soft" feedback.

Trevor Evers also said that by filling in building lots in already prepared subdivisions it would/could bring the city of Washougal's population to approximately 20,000.

One idea is to capture additional feedback by including a survey with the re-launch of the city's website. Points to consider would be questions to use; crucial points in the planning process; getting answers to queries; including a news release and adding information with utility billings.

Slides that included survey "comments" were inadvertently omitted from the PowerPoint presentation slide deck and will be provided to SPAC members at the April 5 meeting. The information is considered important and should be included for strategic planning conversations. In addition, there will be some graph reformatting for easier data comparison.

The city of Washougal does have a visible vision statement that hangs on the wall in Council Chambers and there were questions regarding its history. Trevor Evers will report back to the committee and document copies will be provided for everyone's review.

**VI. DRAFT MISSION STATEMENT:**

Committee members received a mission statement worksheet that included municipal samples and a draft statement prepared by Trevor Evers to facilitate off-line work. He drew attention to the words "essential services" in the draft and asked what essential services are and what citizens feel they should encompass.

Everyone agreed to send contributions to Darlene Stickel for compilation no later than Tuesday morning, April 3. Once received, Darlene will list contributions anonymously and e-mail the results back to the members by that afternoon. Hard copies will be provided at the April 5 meeting to facilitate discussion.

**VII. SPAC MEMBER BIOS AND PHOTOGRAPHS:**

SPAC members were e-mailed draft bios and a request for a snapshot by Darlene Stickel to include in public notices and/or on the website. The bios will be available at the April 5 meeting for review. A number of photographs were taken at the meeting to help document the strategic planning process.

**VIII. APRIL 5<sup>TH</sup> SPAC MEETING:**

The city of Washougal's CFO, Jennifer Forsberg, will present an overview of the city's financials.