

STRATEGIC PLANNING ADVISORY COMMITTEE

City of Washougal

April 5, 2012

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

II. ATTENDING:

| | | | |
|--------------------|-----------------|-----------------|-----------------------|
| Terry Babin | Molly Coston | Tom Crozier | <i>*denotes staff</i> |
| Jennifer Forsberg* | Bobby Holley | Susan Hullinger | Maddie Down |
| Darlene Stickel* | Betsy Williams* | | Claude Rorabaugh |

EXCUSED:

| | | | |
|-----------|--------------|----------------|-------------------|
| Tina Bair | Joshua Banks | Shena Frentsos | Bill Macrae-Smith |
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III. INTRODUCTIONS AND AGENDA REVIEW:

Betsy Williams welcomed everyone on behalf of Trevor Evers who was away on travel. Staff member Darlene Stickel was introduced to SPAC members not previously in attendance.

IV. FINANCIAL OVERVIEW:

Jennifer Forsberg, city of Washougal CFE and City Clerk provided a PowerPoint slide presentation that detailed the city of Washougal's financial overview. Slides illustrated street, utility, restricted and general fund accounts. Revenue, expenditures and investments were shown using 2011 fourth quarter balances that included the City's outstanding long-term debt. Forsberg said there are some revenue options such as transportation benefit districts that are not currently utilized but are being studied as a possible revenue source.

Adding there is not much "excess" when it comes to funding new projects, Forsberg said there may be limited flexibility to reallocate funds. She said that partnering with local businesses could be another option.

On an aside, Forsberg mentioned that the City has not kept up sewer and other infrastructure improvements to support current residents and developers share impact fees because it is not feasible for them to pay them all. Increases in utility bills are unwelcome but necessary in order to support current and future capital improvement needs.

V. CITY GOVERNMENT'S ROLE:

Betsy Williams opened discussion on the Mission Statement and its importance to the Strategic Planning process. She iterated that:

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|---------|-----------------|-------------------|
| Mission | → What you do | → for whom? |
| Values | → How you do it | → in what manner? |
| Vision | → Why you do it | → to what end? |

Discussion followed on the Mission Statement offline submissions included in the meeting

materials. Williams asked for members to let her know first and second choices from the member submissions. Common themes emerged including *leadership; city enhancement; fiscal responsibility; delivery of public service; (protecting) the environment; quality of life; for the citizens; safe community; and economic vitality.*

The highest ranked draft mission statements provided by SPAC members were numbers 1 and 8, with number 2 ranked second. There was one vote each for numbers 3, 5 and 7.

Williams stressed that the process is iterative and staff will draft a mission statement honoring both the common themes that emerged as well as the preferred styles of the SPAC member drafts. The new draft will be emailed to members for their review prior to the next meeting and the group's consensus will ultimately be presented to the City Council for adoption.

VI. DRAFT VALUES STATEMENT:

Committee members received a Values statement worksheet that included municipal samples. Members were asked to list four or five "values" for both the Community and also the Organization and to email their input to Darlene Stickel no later than Monday morning, April 16th. Once received, Stickel will list anonymously and will e-mail the results back for timely review. Hard copies will be provided at the April 19 meeting to facilitate discussion.

VII. SPAC MEMBER MATERIALS:

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. Member bios are nearly complete with only a few photos still lacking.

SPAC member binders have a number of unutilized tabs that are not aligning with the Strategic Planning Process. Staff will evaluate the materials and perhaps supply a more refined set of dividers.

VIII. APRIL 19TH SPAC MEETING:

The Mission Statement draft(s) being developed by staff will be reviewed along with opening Values Statement discussions.

SPAC member Terry Babin encouraged the others to review comments provided from the public engagement campaign. These will be useful for the Values discussion. He also asked if SPAC will be provided a copy of the City's Vision Statement posted on the wall in Council Chambers. That will be provided when the group gets closer to the Vision discussion.

SPAC member, Claude Rorabaugh offered to set up a Skype / Net Meeting for Bobby Holley, Tom Crozier or other members who will be away on travel. Rorabaugh currently uses remote technology for his work and felt it would be fairly easy to support remote attendance. At the very least members should be able to conference-call into the meetings.

IX. MEETING ADJOURNED: 8:00 P.M.