

STRATEGIC PLANNING ADVISORY COMMITTEE

City of Washougal

April 19, 2012

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

ATTENDING:

Terry Babin	Maddie Down	Trevor Evers*	Shena Frentsos
Susan Hullinger	Bill Macrae-Smith	Claude Rorabaugh	Darlene Stickel*
Betsy Williams*			*denotes staff

ABSENT:

Tina Bair	Joshua Banks	Molly Coston	Tom Crozier
Bobby Holley			

II. **INTRODUCTIONS AND AGENDA REVIEW:**

Betsy Williams welcomed committee members and reviewed the proposed agenda.

Trevor Evers revisited the Public Engagement "comments" slides that were emailed to members after the March 22nd meeting. Terry Babin was struck that only 10 percent of the walk-n-knock focused on business development. Trevor added that if you want business development you have to invest on the front end. Even though there are a lot of high hopes there is not a lot of discretionary funding as even enterprise funding is already committed.

Joanne Boys and Trevor Evers conducted an extensive public engagement outreach that has provided a tremendous amount of data for developing the Strategic Plan. Betsy Williams said we will bring it back and look again at the results. She added that we are not done gathering information or gaining additional public engagement. There is thought of including supplemental questions as part of the city's website re-launch. Committee members may have some input on what might be asked.

III. **MISSION STATEMENT DEVELOPMENT:**

Mission Statement development was introduced at the March 22nd meeting with committee member offline drafts due via email by April 2nd. Using submissions and input provided at the April 5th meeting, staff developed the following draft statement which was then discussed.

"Our Mission is to provide leadership and effective, fiscally responsible services that preserve and enhance our environment and ensures a safe, healthy and economically vibrant community for all our citizens."

Claude Rorabaugh said that there are too many "ands" and that the "subject is not in agreement." Discussion followed and Terry Babin pointed out that the Mission Statement is the cornerstone of the Strategic Plan and we give almost equal footing to everything and so end up fiscally constrained as it does not say where we need to put our money. Where do our resources need to go? The discussion continued about preserving the small town environment and then the question was asked why the city was originally set up? What was the core reason we have a municipal corporation?

Shena Frentsos said the staff Mission Statement is a little too wordy as we need simplicity to get the point across and understanding has to come across all education levels. Betsy reminded everyone that the Mission-Values-Vision in totality is not a fixed object and that components need to remain as drafts until all the pieces are developed. She went on to say that the mission statement needs to give guidance to the policy makers for decision making because there is thought that government should be limited in all aspects.

Terry Babin said the mission sets the boundaries of the government strategy and proposed the following as an alternative to the staff draft Mission Statement:

"Our mission is to provide leadership and effective, fiscally responsible services that ensure a safe, healthy, and economically vibrant community for all citizens while preserving our environment and benefits of a small community."

Maddie Down said the wording was too complex and looks like every other mission statement. Darlene Stickel suggested the Mission Statement should end after the word "community." The following was then moved/seconded/approved as the SPAC "draft" Mission Statement.

"Our mission is to provide leadership and effective, fiscally responsible services that ensure a safe, healthy and economically vibrant community."

IV. VALUES PRIORITIZATION:

Betsy Williams introduced the Values Definition slide and described two different types of values: *community* and *organizational*. As a local government what values should the city represent when they act on behalf of the community? The group spent time working at narrowing the field so they have a manageable number with which to work. Discussion followed on clarifying what specific values contributions meant to the members. Betsy added that there is no hard and fast rule on the number of values ultimately to include but 3 to 5 is manageable.

Betsy will then take the meeting edits to create a new Values listing for offline prioritization by SPAC members. Using a scale of 1 to 10 for community and also for organizational values, members will be asked to provide scoring where all points may be assigned to one value or spread over several values, but not to exceed 10 points in each category. Three to 5 top values usually emerge from such an exercise. Members were asked to complete the work by April 30.

V. SOCIAL MEDIA INTRODUCTION:

Darlene Stickel introduced the topic of social media in Strategic Planning efforts and provided members with a handout for offline review.

VI. UPCOMING DELIVERABLES:

Committee members received SWOC (strengths, weaknesses, opportunities, challenges) information that included a sample analysis from Tanzania National Parks, a worksheet and possible questions to ask during an analysis. Members are being asked to provide a list of "challenges" by May 14th and a list of perceived "opportunities" by May 29th as offline work.

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