

**STRATEGIC PLANNING ADVISORY
 COMMITTEE**
 July 12, 2012

I. CALL TO ORDER: 6:05 P.M.

ATTENDING:

Terry Babin	Molly Coston	Tom Crozier	Trevor Evers*
Susan Hullinger	Darlene Stickel*	Betsy Williams*	*denotes staff

ABSENT:

Tina Bair	Joshua Banks	Maddie Down
Shena Frentsos	Bobby Holley	Bill Macrae-Smith

II. INTRODUCTIONS AND AGENDA REVIEW:

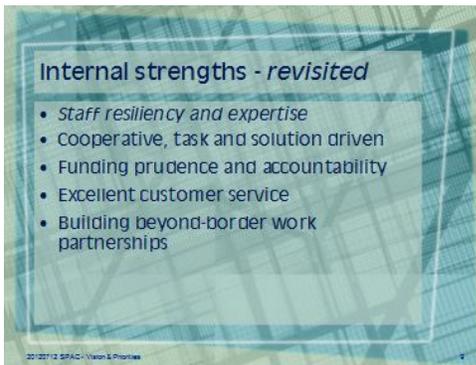
Strategic Planning Director Trevor Evers opened the meeting with an agenda and process review.

III. FINALIZING VALUES:

Community and organizational values were finalized though Babin felt that *safe community* should also include feeling safe in one's home and having supportive police, fire, EMT and city services. He added that regarding *quality education* it is our responsibility to inform city council and for council to then determine the city's proper role. He also congratulated staff for pulling together diverse feedback and refining conversations into succinct statements. Crozier said that under organizational values to eliminate *at a fair price* under *excellent services*.

IV. REVIEW AND FINALIZE SWOC:

SWOC staff revisions were introduced based on input received during the June 21 SPAC meeting.

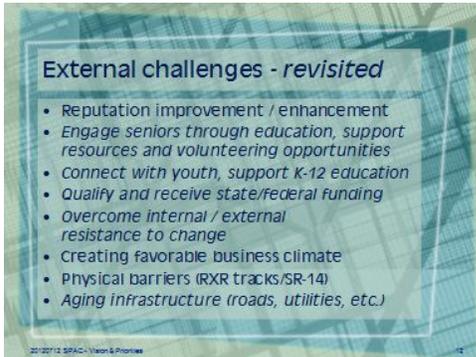


Strengths – to add *for increased efficiencies* under Building beyond border partnerships

Weaknesses – no changes

Opportunities – conducting additional surveys focused on social media use would reinforce SPAC's work on strategic goals. Babin said doing so would help to identify any disconnects especially after reviewing council member Lindsay's postcard survey results and citizen comments about lack of code enforcement. Crozier mentioned

disconnects could multiply especially with population increases versus having a small-town feel. Coston added that doing the same survey over again would elicit different answers, especially since the work on E Street is complete and no longer an open issue. Keeping a small town feel may turn away retailers who need a strong customer base. She added that city council has struggled to bring in medical health-care and higher education in the past without success.



Challenges – Crozier said there is uncertainty tied to understanding our citizens and having demographic questions (age, education, income, etc.) would be helpful to include on the next online survey. Evers said that phase 2 of the Strategic Plan might include a follow up survey at 6 months, a year and so on to capture and especially target previous survey questions/responses. Coston said that reviewing socio-economic indications on the Buxton Report would be helpful and asked if the report could be made available. The 2006 scientific-based report included demographics was completed just before the recession hit.

Challenges also include concurrently built subdivisions whose roads, storm systems, etc. will be due for repair and/or replacement around the same time.

Crozier said that we need to recognize and be prepared to overcome resistance. Babin then asked if we could do partnerships for public works since they rely on interlocal agreements. One difficulty with piggybacking partnerships may be our small size and so naturally would incur higher costs. Williams countered that many small towns and cities can no longer afford to provide direct services due to higher costs and economy of scale.

V. VISION STATEMENT:

Williams said that when working on the city's vision it is important to keep coming back to the plan's building blocks. The mission, values and vision are interrelated and added that they are coming together well. Five draft vision statements were submitted along with member ranking and Williams asked what's missing and what do you like? Babin wondered if individual departments would create their own mission, values and visioning and Evers answered that requirement would be part of the overarching strategic plan goals and objectives.

The agreed upon SPAC draft community vision statement is:

Washougal will be a safe and economically vibrant community that successfully balances growth and expanding opportunity with fiscally responsible services while preserving the best qualities of small-town living.

Babins reaffirmed that both Washougal and Camas are wonderful communities and that's why feeling safe in the home is a perception issue. SPAC would like to have a look at local crime statistics. Hullinger did not care for the word "living" but agreed to let it stand for now.

VI. JOINT WORKSHOP WITH CITY COUNCIL TOUCH POINTS:

SPAC members got a brief look at the draft City Council Joint Workshop PowerPoint slides. Evers will deliver information on SWOC and the public engagement campaign while SPAC volunteer presenters will provide insight on the mission, values and vision work along with an overview of perceived strategic issues.

Stickel will fine-tune slide scripts, provide presenter talking points and prepare an Executive Summary Report handout.

VII. PRIORITIES OFFLINE ASSIGNMENT (DUE JULY 25):

Williams provided directions on the upcoming offline assignment that is due by July 25. She said the meat of the strategic plan required SPAC to identify priorities that will then be converted into strategic goals. There is a long list of potential priorities and that the process is fuzzy and oftentimes messy. Methodology begins with reviewing feedback given during the community engagement campaign and requires a new lens to note the most important issues, focus areas and the quality/value of city services (including disconnects). SPAC members are to assess all the information and look for consistent themes.

Williams said to review SWOC input and look to at the handout questions provided in member packets for guidance. Members should provide their top three to five community priorities from the provided materials (Council member Lindsay's citizen feedback, SWOC input and community engagement feedback).

Evers will email the 2002 Downtown Revitalization Plan along with relevant portions of the 2006 Buxton Report to SPAC members as well.

VIII. AUGUST 2 MEETING PREVIEW:

The August 2 meeting will focus on the strategic priorities identified in the offline assignment due back from SPAC members by July 25. There will also be a brief review of the City Council Joint Workshop scheduled for August 13.

IX. MEETING ADJOURNED:

The meeting adjourned at 8:00 p.m.