



STRATEGIC PLANNING ADVISORY COMMITTEE

August 16, 2012

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

ATTENDING:

Terry Babin
Molly Coston

Tina Bair
Maddie Down

Joshua Banks
Trevor Evers*

Tom Crozier
Betsy Williams*

ABSENT:

Shena Frentsos
Darlene Stickel*

Bobby Holley

Susan Hullinger

Bill Macrae-Smith
*denotes staff

II. INTRODUCTIONS AND AGENDA REVIEW:

The meeting was opened with an agenda and program-to-date review.

III. EMERGING PRIORITIES:

The attending SPAC members focused on the 25 emerging issues previously identified that had been aligned into 10 key topics. The committee reviewed alignment under the chosen three priority categories of Communications/Community Engagement, Economic Development and Core Services.

- Communications/Community Engagement included *small town feel*.
- Economic development listed *quality education* as a focus.
- Core services incorporated *healthy lifestyle, integrated planning, safe community and transportation*.

IV. STRATEGIC GOALS SUCCESS MEASURES:

The Strategic Goals Success Measures handout and offline assignment previously due August 31 was tabled and will be reassigned.

V. AUGUST 16 SPAC – CITY COUNCIL JOINT WORKSHOP ASSIGNMENTS:

The remainder of the meeting was spent working on talking points for Terry Babin, Maddie Down and Tom Crozier who would represent the advisory committee at the city council joint workshop on August 20. Crozier planned to introduce SPAC's draft vision statement and talk about what constituted city core services under priorities. Babin was assigned the values work and would provide an overview of economic development focus areas. Down would launch the mission statement and then open discussion on the vision, values and mission statements' alignment. Down would also provide information on communication and community engagement, especially around maintaining a "small-town feel."

The project management team worked through the joint workshop draft PowerPoint presentation and made changes as recommended by SPAC members. Crozier revisited his concerns about weaknesses and challenges in regard to "aging infrastructure." The PowerPoint was updated with "aging technology and equipment" under internal weaknesses and challenges include "aging infrastructure for utilities and buildings."

VI. MEETING ADJOURNED: 8:00 p.m.