

# Priorities Pillar Four

Together mapping the community's future

## Economic Development

City of Washougal

**SPAC**

Strategic Planning Advisory Committee

September 20, 2012

# Agenda

- September 6 minutes and agenda review
- Leadership questions and answers
- Finalize Pillar #1 Communication
- Finalize Pillar #2 Community Engagement
- Discuss Priority #3  
Economic Development offline assignment
- Upcoming meetings
  - October 4\* Priorities Pillar #4 Core Services
  - October 25\* Strategic Plan review

\*Proposed additional meeting dates

# Leadership questions

## Discussion between:

- Mayor Sean Guard
- City Administrator David Scott
- SPAC members

# Strategic Plan Initiative

March  
22

City of Washougal



March 22  
Operating Principles

April  
5, 19



April 5  
Financial Report



April 19  
Mission & Public  
Engagement



May 11  
Milestone Update



June 5  
Department Head  
Status Report with Social Media introduction



May  
11



June 7  
SWOC & Values



June 21  
SWOC & Vision



July 12  
Vision & Priorities



August 2  
Introducing  
Strategic Goals



August 16  
Strategic Goals



August 20  
SPAC / City Council  
Joint Workshop

June  
5, 7, 21

July  
12

August  
2, 16, 20, 23



August 23  
Joint Workshop  
Discussion/Notes



September 6  
Priorities #1 & #2



September 20  
Priority #3



October 4  
Priority #4



October 25  
Strategic Plan Review

September  
6, 20

October  
4, 25

January 2013



Strategic Plan Roadmap  
City Council Adoption

# TIMELINE

# Plan building blocks

- Public Input
- Mission Statement
- Community and Organizational Values
- Strategic Analysis (SWOC)
- Vision Statement
- Key issues identification (priorities)
- Recommended strategic goals, objectives and success measures
- Draft Strategic Plan (roadmap)

# Pillar #1 Communication

## **Strategic Goal:**

Provide open and accountable city government through effective communication to (foster, encourage, build, enhance) citizen participation.

# Pillar #2 Community Engagement

## **Strategic Goal:**

Support and promote opportunities for community engagement to build a sense of community and preserve our small town feel.

# Pillar #3 Economic Development

- Strategic goal
- Recommended strategies
- Progress indicators

# Upcoming

October 4 – Meet to finalize Pillar #3

October 22 – Email draft Roadmap to SPAC

October 25 – Meet to review Strategic Plan

November 5 – SPAC Roadmap edits due

TBD – City Council

Strategic Plan adoption