

STRATEGIC PLANNING ADVISORY COMMITTEE

October 25, 2012

I. CALL TO ORDER: 6:04 P.M.

ATTENDING:

Terry Babin	Joshua Banks	Trevor Evers*	Shena Frentsos (via phone)
Darlene Stickel*			

ABSENT:

Tina Bair	Molly Coston	Tom Crozier	Maddie Down
Bobby Holley	Susan Hullinger	Betsy Williams*	*denotes staff

II. INTRODUCTIONS AND AGENDA REVIEW:

Strategic Planning director Trevor Evers opened the meeting with an agenda review.

III. DRAFT DOCUMENT REVIEW AND REVISION:

SPAC members in attendance reviewed Strategic Plan components and offered revision suggestions to which Darlene Stickel made real-time edits. Revisions will be integrated into the resultant publication which will be sent to SPAC before presenting final documents to City Council for adoption.

Discussion areas included:

1. Mayor's message pending – recommend staff to draft
2. Executive Summary pending – to write after plan is completed
3. Introduction
4. The Washougal Community
5. Strategic Plan Initiative Taskforce
 - Advisory Committee
 - Program Management Staff
6. Strategic Plan Building Blocks
 - Vision, Values, Mission
 - Strengths, weaknesses, opportunities, challenges (SWOC Analysis)
 - Priority goals, strategies and success measures
7. Public Engagement Campaign pending – to include earlier findings
8. Vision, Values, Mission
9. SWOC Analysis (strengths, weaknesses, opportunities, challenges)
10. Priority Goal Pillars
 - Priorities Identification
 - Pillar #1 Communication
 - Pillar #2 Community Engagement
 - Pillar #3 Core Services
 - Pillar #4 Economic Development

IV. MEETING ADJOURNED:

The meeting adjourned at 8:04 p.m.