

Strategic Planning Coordinating Committee  
November 2, 2010  
3:30 p.m.  
Club Room, Mediacom Ice Park, 635 East Trafficway  
Co-Chairs: Mark McNay and Robin Melton

Minutes

Co-Chair Mark McNay opened the meeting by welcoming those in attendance and called the meeting to order.

Mark McNay entertained a motion to approve the minutes from the October 19, 2010, meeting. There was a second, and the minutes were approved.

Greg Burris briefly discussed what happens after each plan chapter makes their second presentation of the chapter reports. It was determined that after the second draft of each chapter is approved, the Strategic Plan Coordinating Committee would take ownership of the document.

Working retreats were discussed and how to go about as a committee pulling all the revised chapters together to bond into a working document. Discussion was held as to how important the process would be as this document is to chart out the next 20 to 30 years of strategic planning. It was decided to poll the Committee to find some good dates for the majority of the members. Greg Burris and/or Kathy Hardt will send out some times for consideration.

Leah Jenkins and Emily Fox presented the revised version of the Arts, Culture, and Tourism chapter; Carmen Parker-Bradshaw presented the revised version of the Public Health chapter; and Matt Edwards presented the revised version of the Growth Management and Land Use chapter.

Matt O'Reilly demonstrated the Facebook page he had created for the Strategic Plan process. The consensus was it would be a valuable tool and would reach a huge segment of the community. There was discussion on administrators, guidelines on comment/answer ethics, as well as content being based on a consensus of the group and not personal views. It was determined to consider what information and links would be connected to said page. Once the page is ready to go live, the City would send out a news release for public awareness. The timing of release of information might possibly be after the second draft is accepted and/or after the first working retreat. It was considered to have an objective of the day to keep new information fresh and keep public involved.

Meeting was adjourned.

The next meeting is scheduled for Tuesday, November 16, 2010, at 3:30 p.m. at the Fire Station #6 Community Room, 2620 West Battlefield.

Chapters:     1.) Education and Workforce Development – 2<sup>nd</sup> draft  
                  2.) Progressive Management – 2<sup>nd</sup> draft  
                  3.) Transportation – 2<sup>nd</sup> draft

Present:

Jodie Adams  
Carmen Parker-Bradshaw  
Greg Burris  
Dawn Busick  
Jeff Coiner  
Matt Edwards  
Emily Fox  
Bob Hosmer  
James Jeffries  
Leah Hamilton-Jenkins  
Jennifer McClure  
Mark McNay  
Gail Melgren  
Robin Melton  
Ryan Nicholls  
Matt O'Reilly  
Tom Rankin  
Ann Razer  
Ralph Rognstad  
Tim Smith  
Michael Stout  
Kathy Hardt