

Strategic Planning Coordinating Committee - Retreat  
January 14, 2011  
3 to 6 p.m.  
Lake Springfield Boathouse  
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.

Co-Chair Mark McNay entertained a motion to approve the minutes from the December 14, 2010 minutes. A second was made, and the minutes were approved.

Co-Chair Mark McNay discussed the evolutionary role of the Strategic Plan Coordinating Committee.

Greg Burris discussed the handout that denoted the strengths of inter-relationships between the 13 chapters.

Dr. Michael Stout discussed his observations following interviews with planning committee co-chairs. Topics of discussion included the template the chapters tried to follow to create their report, and the difficulty of attempting to identify interconnections between the chapters. There was discussion regarding the difficulty of getting new people involved in the action process. The biggest plus felt by committee co-chairs was the volunteer-driven process. The committee chairs want the process to go forward upon completion of the final report and not remain on a shelf. It was discussed about asking civic organizations to “adopt a chapter” to implement the process.

Leah Jenkins gave a recap of the Next Cities Task Force Report.

Greg Burris discussed reports that were distributed to the Committee. They included the Listening Tour, Horizon Scanning Report, Safety and Justice Roundtable, and the comparison of various community assessments.

Global Perspectives & Diversity, Recreation & Leisure, and Public Health were discussed in attempting to categorize the initiatives of each chapter. It was determined that the committee felt the goals of each of these chapters could be implemented in the first five years of the plan. Some were more in depth than others, but by merging segments of each chapter, it was felt this could be accomplished with additional planning. The review of the Public Safety Chapter will be at a later date due to time constraints of this meeting.

Carmen Bradshaw noted a report she had received regarding how Milwaukee has revamped their medical system to assist and educate citizens for lower emergency room visits. Greg Burris asked if she could share the report. She said she would e-mail it, and it will be distributed to the Committee.

Co-Chair Mark McNay distributed out a Planning Chapter Goal Summary handout that he had created.

Meeting was adjourned.

The next meeting is scheduled for 3:30 p.m., Tuesday, January 25, 2011, at the Busch Municipal Building, Room L45, 840 Boonville Avenue.

\*\*Note for record. Subsequent to this meeting, it was determined to cancel the January 25, 2011, meeting due to co-chairs being unavailable.

Present:

Jodie Adams  
Andrew Baird  
Roseann Bentley  
Carmen Bradshaw  
Mike Brothers  
Greg Burris  
Jeff Coiner  
Matt Edwards  
James Jeffries  
Leah Jenkins  
Gerry Lee  
Jennifer McClure  
Mark McNay  
Gail Melgren  
Robin Melton  
Kent Morris  
Ryan Nicholls  
Ralph Rognstad  
Tim Roth  
Tim Smith  
Michael Stout  
Kathy Hardt

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Also present:

Councilman Bob Stephens  
Amos Bridges, The News-Leader  
Chris Akins, Public Information Office