

## Phillip Blackerby

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**From:** Phillip Blackerby [phillip@blackerbyassoc.com]  
**Sent:** Thursday, February 03, 2005 12:25 AM  
**To:** Bob Yordy (charder16@cox.net); Curt Dunham (psainc@cox.net); Ed Kehe (ekehe@fh.az.gov); Henry Leger (hjleger1@wmconnect.com); Janice Abramson (jla711@aol.com); Jim Hamblin (jdh0537@aol.com); Kathy Nicola (knicola@fh.az.gov); Lynne Brown (lynnebrown@worldnet.att.net); Mike Tyler (miketyler203@aol.com); Shaunna Williams (swilliams@fh.az.gov); Tim Pickering (tpickering@fh.az.gov)  
**Subject:** Minutes of TAC Meeting 02/01/05  
**Attachments:** ActionPlan.pdf; ActionPlan.Calendar.pdf

### Town of Fountain Hills Strategic Planning Technical Advisory Committee Minutes - February 01, 2005

*Attendees:* Janice Abramson, Jim Hamblin, Councilmember Ed Kehe, Henry Leger, Councilmember Kathleen Nicola, Mike Tyler, Bob Yordy, Tim Pickering, Shaunna Williams, Phillip Blackerby.

#### Communications Company Procurement

Mr. Pickering reported that the communications company procurement was in his hands, and he expected to make a selection by early next week.

Mr. Kehe asked about how to target 25-45 year old demographic. He suggested better use of Channel 11, such as a roundtable discussion. He said that KFHX radio was effectively used in the past. Other members suggested targeting this demographic through the PTA, which has 700 members in touch by email.

#### Kick-Off Event

The Members reviewed the January 29 Anniversary Celebration and Strategic Plan Kick-Off event, noting that the press report after the meeting was very favorable.

#### *Things that went well:*

- Newspaper article showed only young family in attendance.
- Youth Visioning Institute may pull in parents to other events.
- Involvement tables were good, especially the interaction at the SWOT tables with sticky notes; may want to replicate with Speakers Bureau events.
- Few participants ate and ran; most stayed.
- Presentation added value; good use of common theme.
- Linkage of Past, Present and Future was good.
- News coverage before event was good.
- TAC handled press correctly and appropriately

#### *Things we might want to change:*

- Demographics of crowd; target market of 25-45 year-olds won't go to some events.
- Pass out a program or other take-away.
- Planning was rushed; staff stressed.
- No understanding of the number of volunteers needed for any table/function.
- Need task list or job description for each volunteer job.
- Confusion about the different volunteer opportunities: were they for work or for participation?
- Need a follow-up "Thank you for participating" letter; keep momentum going.
- Address long-term implementation of the strategic plan.
- Recognize citizens' fiscal concerns, and address them.
- Continue the message: citizen-up planning, not top-down planning.
- TAC could be better organized.

#### Clarification of Roles

Members indicated that they intend to serve as advisors and reviewers for the Project Manager. Members decided to review the Action Plan draft, and use that discussion as a vehicle to clarify roles.

#### Action Plan

Members reviewed the new draft Action Plan through Subtask 3.2., the first Town Hall event. New versions in list format and

calendar format are attached. Or you can get to them at <http://www.BlackerbyAssoc.com/FH/>. Changes include:

- Items related to Subtask 2.1. Project Identity, would have to be delayed a week until the communications company is selected. These changes may cascade down to other events as well.
- Staff has already entered all the names of volunteers from the January 29 Kick-Off event
- Mr. Hamblin has already organized the Key Informant Survey process (Subtask 2.4.; see below). The data from the interviews will be anonymous, but not confidential.
- Subtask 2.6.1, TAC detailed planning meeting (scheduled for Feb. 26) was deleted.
- For Subtask 2.7., Project Newsletter #1, the TAC will not be involved in developing the content (and for other newsletter items, too).
- For Subtask 3.1, Youth Visioning Institute, the Project Manager may involve the schools; start with Dr. Marian Hermie, Superintendent, and speak with Mr. Patrick Sweeney, Principal at FHHS. Also, primary recruitment will be through the Mayor's Youth Council and STUGO.
- For the Town Hall events, participants will be required to pre-register; no walk-ins will be allowed.

Subsequently, the Project Manager and Town Staff have conferred, and found the following:

- The proposed date of the Youth Visioning Institute (Subtask 3.1.5.), March 5, is not available at the Community Center, and the Facilitator is not available the next Saturday, March 12; however, March 11 is a Staff Development day with no school, so the Youth Visioning Institute is proposed to be scheduled for March 11.
- The proposed April 1-2 date for the first Town Hall (Subtasks 3.2.7-8.) is not available at the Community Center. The next weekend, April 8-9, conflicts with the Iron Man competition. The first Town Hall is therefore proposed to be scheduled for April 15-16. This change will affect other events that depend on it.
- The Focus Groups (Subtask 4.3.3.) are proposed to be scheduled for Tuesday, Wednesday and Thursday, June 7-9, instead of Monday-through-Friday, June 6-10.
- The Open House Celebration is proposed to be December 1, instead of December 7, to lessen conflicts with holiday activities.

### **Interviews**

Mr. Hamblin provided an updated list of 32 key informants (plus Mayor and Council), and circulated it to TAC members to volunteer to interview five people each. He also provided an Interview Guide and an Interview Questionnaire. Members also received the draft letter that will go to each Key Informant. Interviews will begin shortly after the letters are mailed, and will be completed by February 18. Subsequently, Mr. Hamblin provided TAC members a sample set of notes. Interview notes are not to show the Key Informant's name. Send the notes electronically to Mr. Hamblin, who will organize and analyze them, and send them to the Project Manager.

### **Speakers Bureau**

Mr. Yordy provided a long list of clubs, and a shorter list of clubs to which presentations should be made. Members added some more clubs to this list, for a total of approximately 27 clubs. The Members agreed that the purposes of the Speakers Bureau presentations, in priority order, are:

1. Explain what strategic planning is; educate the audience.
2. Reach out to audience members to get them to participate in the Town Halls and other events.
3. Recruit volunteers to help organize events.

Mr. Hamblin volunteered to provide a draft Speakers Bureau guide to Mr. Yordy.

### **Membership**

Members agreed to drop Mr. Campanelli and Mr. Pennington from the TAC mailing list, as they are not able to attend the meetings.

### **Web site**

Members discussed the interactive capabilities of the future web site. Members decided to put this issue on a future agenda.

### **Next Meeting**

Next TAC meeting will be Tuesday, February 8, 10:00 a.m. to noon. Agenda items will include:

- Definitions of volunteer job descriptions
- Communications company
- Other issues.

If you have agenda items to discuss next week, please send by reply to this email by noon, Monday, February 7.

### **Evaluation**

Members evaluated this meeting. Things they liked included: stuck to the agenda, mostly; ended at noon. Things they would like

to change included: did not get all the way through the Action Plan; identified dates without confirming spaces; did not have a firm date to hire the communications company; need to firm up dates and spaces.

If you have questions, comments or issues to discuss, please feel free to write back or call me at 602-908-1082.

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