



**Town of Fountain Hills
Strategic Planning Project**



**Technical Advisory Committee
Minutes – March 01, 2005**

Attendees: Janice Abramson, Peggy Fiandaca, Jim Hamblin, Councilmember Ed Kehe, Henry Leger, Mike Tyler, Bob Yordy, Town Manager Tim Pickering, Project Manager Phillip Blackerby, Facilitator Lynne Brown, Communications Team member Charlotte McCluskey.

1. *Project Manager's Report:* Blackerby
 - a. *Action plan* was updated to reschedule the All Day Retreat from May 14 to June 10. This change caused a one-week delay in the Focus Groups to June 22-23. To allow two weeks to develop the Focus Groups report, while not delaying the Town Hall Discussion Paper, O'Neill Associates will brief the TAC on June 28, and file the formal report on July 8.
 - b. *The public web site* will be up March 1, at www.fh.az.gov/ourtownourchoices/, though content will be added as the project progresses. The Communications Team is working on a home page welcoming message. Ms. Fiandaca will provide feedback, and suggested members visit www.scenic179.com for an example.
 - c. *Strategic Plan Update telephone message line* has been implemented: (480) 816-5295.
 - d. *Procedures for controlling Volunteer Database file.* The "official" file is available on-line at www.BlackerbyAssoc.com/FH/. Please do not maintain a different version of this file personally. If you have updates to this file, please send them to the Project Manager; he will get the file updated, and re-post it to the web site. Each morning the file on the web site should be the most recent version available.
 - e. *Status of data analysis.* The Project Manager distributed a sample of what the Strategic Position Report is intended to be. Members are encouraged to give the Project Manager feedback by Wednesday evening, March 2.
 - f. *Volunteer hours:* **Members are encouraged to send the Project Manager a summary of the volunteer hours they have spent through February 28.** The Project Manager will remind members to send in hours monthly. Members are also encouraged to track volunteer hours by committee members. **The Project Manager will develop a form for members to use to track volunteer hours.**
 - g. Members requested that *future Agendas* include a summary of action items from the previous meeting in the "Project Manager's Report" section.
2. *Communications Subcommittee:* Tyler
 - a. *Review of design elements:* The Communications Team presented a mock-up of the future newsletter, which contains all the design elements for the project. Members discussed the schedule (print by 3/28) and distribution strategy for the newsletters: mail to households; Town Hall; Library, Chamber of Commerce; Community Center, clubs (also a blurb for club newsletters); blurb in church bulletins; waiting rooms for doctors, dentists, chiropractors, salons, etc.
 - b. *Status of volunteer job descriptions:* Mr. Tyler presented four volunteer job descriptions.
 - c. In addition to *printed newsletters*, members suggested the Communications Subcommittee distribute *biweekly email newsletters* with answers to frequently asked questions.

3. *Interviews*: Mr. Hamblin distributed a draft 2-page highlights, and a 13-page draft recap of the interviews content. He encouraged feedback from TAC members by Wednesday evening, March 2; **he will prepare a new draft by Friday, March 4**. The final few interviews should be completed by that time. Feedback should focus on issues the public needs to be cognizant of in this process, to frame the issues without biasing answers. Members suggested adding:
 - An item addressing the *environment and quality of life*, which came up in why people were attracted to the town, but not in future actions.
 - Highlighting the fundamental question about the *purpose of the town* as a bedroom suburb or as a stand-alone community.
4. *Speakers Bureau Subcommittee*: Mr. Yordy reported that three presentations were made last week, and others are scheduled; he is still waiting to hear on about seven more. Each presentation is custom for that group, emphasizing issues that are important to that group. He suggested we **add a form to request speakers on the public web site**.
5. *Youth Visioning Institute Subcommittee*: Fiandaca and Leger
 - a. *Status*: The Youth Visioning Institute is scheduled for Wednesday, March 16, FHHS cafeteria. A flyer was distributed to StuGo students, who will recruit participants from other organizations. About 20 volunteer facilitators are needed, one per table of 8 students; Mr. Tyler, Ms. McCluskey and Ms. Carozza volunteered, for a total so far of about 16. **Mr. Leger will recruit more facilitators. Ms. McCluskey will recruit a volunteer still photographer for the YVI event. The Project Manager will try to recruit a videography team for the event.** The volunteers will meet Tuesday, March 1 and March 8. The March 8 session starts at 6:30, and will include volunteer facilitator training starting about 7:00. **Mr. Leger will produce a new agenda for the program by March 1 evening** (after the volunteer meeting), so it can be posted on the TAC internal web site.
 - b. *Status of volunteer job descriptions*: Mr. Leger identified several volunteer job descriptions. **The Civic Association will take responsibility for the food program.**
6. *Town Hall Planning Subcommittee*: Fiandaca (for Dunham)
 - a. *Status*: The Town Hall is scheduled for April 15 and 16 in the High School. Due to attendance that is hoped to be greater than 150, the event will be moved from the Lecture Hall to the Cafeteria; if monitored registrations appear to exceed 220, the event may be moved to the Gymnasium; **the Project Manager will document the room capacities by March 3**. Volunteers will meet Thursday, March 3 at the Community Center. Registrations will ask for demographic information from participants (age group, occupation, gender), to enable some influence over the balance of the participant make-up.
 - b. *Status of volunteer job descriptions*. Several job descriptions have been identified.
7. *Market Research Subcommittee*; Focus Groups & Survey: Abramson
Volunteers are not needed to organize the event; volunteers will be considered for focus groups along with other sources. O'Neill Associates has been subcontracted to conduct four focus groups. Ms. Abramson may decide to conduct additional focus groups, using more of the volunteers, outside of the scientific structure managed by O'Neill Associates.
8. *Next TAC meeting*: Tuesday, March 08, 10:00 a.m. to 12:00 noon.