



**Town of Fountain Hills  
Strategic Planning Project**

**Technical Advisory Committee  
Minutes – May 10, 2005**



*Attendees:* Janice Abramson, Henry Leger, Councilmember Ed Kehe, Roger Riggert, Mike Tyler, Bob Yordy, Town Manager Tim Pickering, Project Manager Phillip Blackerby, Image Weavers Francesca Carozza and Charlotte McCluskey.

1. Project Manager's Report—Action items from last week:
  - a. Confirm TH2 registrations. Emails sent 5/7; letters prepared for 5/10.
  - b. Thank-you to TH1 participants. Emails sent 5/7; letters prepared for 5/10.
  - c. Edit videotape. Not yet started.
  - d. Publish thank you in the *FH Times*. Draft approved 5/5; sent in 5/6.
  - e. Integration “bucket” exercise. Report posted 5/5. On public web 5/11.
  - f. Week-by-week TAC schedule. See below.
  - g. Senior staff meeting scheduled May 27, 1:30-3:30 p.m., location to be announced.
  
2. Strategic Choices; Strategic Framework Report (Draft)

Mr. Blackerby presented an incomplete first draft (*ver.* May 10, 2005) for Members to review for structure.

Mr. Kehe asked if the list of focus areas might be too long. Members responded: (a) that the intent was not to leave off any citizen content; (b) that the TAC's group analysis last week indicated that these 12 topics are the strategic focus areas from the Town Hall 1 meeting; that is, the list is what residents wanted; and (c) that priority-setting would be accomplished based on lower level actions within the focus areas. Later versions of the *Strategic Choices* report would include cost analyses, financing proposals and timing considerations.

Members reiterated that the voting process used in the Town Hall 1 meeting was not intended to be a substantive, formal decision-making process; rather, it was intended to begin conditioning participants to become selective in their evaluation of alternatives.

Considerable discussion about the process, and how the *Strategic Choices* report would lead to processes and outcomes at the Town Hall 2 meeting. Other discussion included use of the term “strategic opportunities” rather than “strategic issues.” It was noted that the Town Hall 1 meeting did not (and was not intended to) provide a clear sense of strategic direction, but that group processing to consensus of the *Strategic Choices* scenarios at Town Hall 2 would provide that strategic direction.

Members decided to brainstorm additional scenarios at next week's meeting. Scenarios should answer: “What are the questions we want to put in front of people at the Town Hall 2 meeting?” Members should carefully read the Discussion Group Notes from the Town Hall 1 meeting and the Integration Exercise report in the context of creating focus area scenarios.

Some members suggested a systematic analysis of each line in the Discussion Group notes, but others indicated this process would be unwieldy and unlikely to generate valuable results.

Members decided that next week's meeting would be a work-session on Tuesday, May 17 (instead of Monday, as previously indicated), from 9:00 a.m. to 12:00 p.m.

3. Communications Subcommittee (Tyler)  
Image Weavers requested, and received approval, to delay the first draft of the next newsletter content until after the first draft of the *Strategic Choices* report is complete. New target publication date is early July, 2005.
4. Formation of Education Subcommittee
  - a. Development of Strategic Issue Workshops: "Learn and Discuss"  
TAC members decided to defer this question by one week, to see how focus areas turn out after the scenario brainstorming session scheduled for next week.
5. Other Subcommittee Reports
  - a. Speakers Bureau: Two presentations this week were canceled. Noon Rotary club presentation included about half Rio Verde residents; asked why they were not invited to the Town Hall 1 meeting; said that the entire program was a ruse to obtain approval of property tax.
6. Other matters:  
The TAC members expressed their gratitude and appreciate to Bob Yordy, who attended his last TAC meeting, pending a move to Goodyear, Arizona.
7. Future TAC meetings and other activities:
  - a. Tuesday, May 17: 9:00 a.m. to 12:00 noon. Brainstorm scenarios for *Strategic Choices* report; consider public education activities.
  - b. Tuesday, May 24: Facilitated mid-course review of the process design, including role of survey and Council involvement with the survey.
  - c. Friday, May 27: 1:30-3:30 p.m. Senior staff briefing; location to be announced.  
3:30-4:30 p.m. Proposed "How TAC members work together"
  - d. Tuesday, May 31: No meeting.
  - e. Tuesday, June 7: Potential briefing on charter government, by League of Arizona Cities and Towns.
  - f. Friday, June 10: Staff planning retreat.
  - g. Tuesday, June 14: Briefing on funding options.
  - h. Tuesday, June 21:
  - i. Tuesday-Wednesday, June 21-22: Focus groups (unless rescheduled on 5/24).