



**Town of Fountain Hills
Strategic Planning Project**



**Technical Advisory Committee
Proposed Agenda – April 05, 2005**

Attendees: Janice Abramson, Curt Dunham, Councilmember Ed Kehe, Henry Leger, Mike Tyler, Bob Yordy, Town Manager Tim Pickering, Executive Assistant Shaunna Williams, Francesca Carozza and Charlotte McCluskey of Image Weavers and Project Manager Phillip Blackerby.

1. Project Manager's Report: Blackerby
 - a. *Where We Are Now* report is in near-final form, pending final review by the Town Manager.
 - b. Reporting volunteer hours through March. Members are encouraged.
 - c. Scheduling of briefing on funding options: April 26.
 - d. Scheduling of briefing on charter government (Pickering, Fiandaca).

2. Town Hall Planning Subcommittee: Dunham
 - a. Registration currently totals about 30, and more registrations are coming in steadily.
 - b. Agenda was circulated to Members and discussed.
 - c. YVI Presentations: Mr. Dunham will ensure that someone contacts the Youth Visioning Institute presenters.
 - d. Planning horizon: Participants will be encouraged to extend their vision to 2030, or 25 years from now.
 - e. Keynote speaker: Topic is "Future Trends Impacting Cities and Towns." Plan B is scheduled, but a better speaker is sought. Prime candidates include:
 - Mary Jo Waits, senior fellow with the Center for the Future of Arizona, a nonprofit organization founded by Lattie Coor, former President of ASU. For more than a decade, she was Associate Director of the Morrison Institute for Public Policy, a "think tank" at Arizona State University. See: www.abor.asu.edu/special_editions/redesign/waits_bio.htm.
 - Elliott Pollack, President of an eponymous Scottsdale economic and real estate consulting firm. The firm maintains the most comprehensive economic database in Arizona, allowing it to accurately conduct economic forecasting, develop economic impact studies and prepare demographic analyses and forecasts. The Company serves as the economics department for Maricopa County. See: <http://www.elliottpollack.com/elliottpollack.asp>.
 - f. Facilitators: Seven are confirmed; TAC members are encouraged to ask non-Fountain Hills residents to volunteer as facilitators. No prior experience is required. Facilitators should be able to receive instruction, and have the confidence to lead a small group toward a specified task. The net has been cast widely.
 - g. Refreshments have been recommended, and the Town is proceeding with procurement.
 - h. Marketing: Invitations, emails, newsletter, stickers, Post-it Notes. Invitations hit mailboxes last Saturday. Newsletters are available now, and will hit mailboxes this week. Stickers are available. Post-it notes are still in delay pattern.

- i. Sales: Regardless of effective marketing, effective registration will require retail sales to close the deal. TAC members are encouraged to recruit participants actively, particularly in the critical 21-44 age group. For potential participants in the target 21-44 age group, the Friday night event may be waived.
 - j. Web site has been operational since last Tuesday. As of this meeting, 10 people have registered on-line, out of the total 30 registrations.
 - k. Onsite registration will be streamlined. Anticipate some walk-ons, who will be directed to a separate table, so as not to hold up pre-registered participants.
 - l. Raffle items: Members are encouraged to help raise items to be raffled. Mr. Dunham distributed a form for donations.
 - m. Hosting committee will direct people around the site.
 - n. The Project Manager will pursue getting Town contract videographers to tape the event.
 - o. TAC decided that the August Town Hall should be just one day, August 13. A simple registration form will be included in the packets for April 15-16 participants.
3. Communications Subcommittee: Tyler
- a. Press: a major story is expected in the Scottsdale Republic April 11, including three multi-generational interviews.
 - b. TAC members submitting *vita* or résumé to Image Weavers.
 - c. Newsletter status: newsletters are available, and were distributed to members. They will hit mailboxes this week.
 - d. Post-it Notes are still in delay.
 - e. Press kit is in the works.
4. Other Subcommittee Reports (as needed).
Mr. Leger reported technical difficulties viewing the video reports from the YVI. Ms. Fiandaca is working to develop notes. Meanwhile, Parks Director Mark Mayer has been asked to display the YVI posters as they are, without narrative.
5. Next TAC meeting: Tuesday, April 12, 10:00 a.m. to 12:00 noon.