



## MEMORANDUM

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DATE: January 3, 2012

TO: Honorable Mayor and Members of the City Council

FROM: Hilary Anderson, Planning Manager

SUBJECT: Strategic Plan 2012-21017 Council Workshop Summary

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### **Summary of the December 20<sup>th</sup> Council Workshop:**

The Council Workshop on the Strategic Plan 2012-2017 (WE VALUE Post Falls) which took place on December 20, 2012 prior to the regular Council meeting included a discussion of the proposed Scope of Work/Timeline, Council's Role, the Strategic Plan Advisory Committee (including their role, responsibilities, and the proposed list of committee members), a brainstorming session on the Vision Statement and Guiding Principles, and a vote on the preferred format for participating in the Strategic Assessment. A summary of the workshop discussion is provided below.

#### ***Scope of Work & Timeline***

Council did not have any comments on the Scope of Work or associated Timeline. Councilor Wilhelm questioned when the timeline for the Strategic Plan Advisory Committee would be completed. Staff responded that we are currently working on a proposed schedule for the SPAC meetings and meeting topics, but that will likely be refined after the first SPAC meeting, which will take place in January.

#### ***Council's Role***

Council did not have any questions or comments about their role for the Strategic Plan.

#### ***Strategic Plan Advisory Committee – Role, Responsibilities and Members***

Council did not have any questions or comments about the role or responsibilities of the Strategic Plan Advisory Committee (SPAC). However, they did have questions about the proposed list of committee members and had recommendations for additional SPAC members. Mayor Larkin questioned if we had a transportation person on the SPAC. Councilor Hissong questioned the committee members that weren't residents and wondered if we should only have residents on the SPAC. Councilor Wilhelm stated her

concern that we didn't have a person with land use and zoning expertise on the SPAC, and expressed her desire to be a part of the SPAC. There was a recommendation by Councilor Hissong to add Bob Templin, which would provide a historical aspect to the SPAC. Regarding the committee member that was yet-to-be-determined representing the young families in Post Falls, Councilor Thoreson recommended Brian Partington (the man who requested an update to the Animal Code earlier this year to allow chickens on lots smaller than 1 acre). Scott Grant declined the invitation to sit on the SPAC. It was decided that Linda Wilhelm would sit on the committee representing land use, zoning and transportation and would report back to the Council in monthly updates. Council directed staff to ask Bob Templin and Brian Partington to sit on the SPAC. Council accepted the proposed list of committee members with the addition of Linda Wilhelm, Bob Templin, and a committee member that would represent Post Falls' young families.

**UPDATE:** Staff contacted Brian Partington on December 21<sup>st</sup>. While, he was appreciative of the invitation to be on the SPAC, he said he would not be able to participate if the SPAC meetings were held during the work day because he works in Spokane. City Administrator Eric Keck is going to contact some other churches, including the ministers at Real Life, to find a committee member that would represent young families in the community that ideally also has experience with large organizations, plans and visions. Once the list of SPAC members is finalized, Mr. Keck will be sending a letter notifying them of their selection by Council, their role, responsibilities, and asking for their preference of dates and times for the first committee meeting in late January.

### ***Vision Statement***

Council discussed the existing vision from the Comprehensive Plan and the 2002-2006 Strategic Plan. Everyone agreed that the vision needed to be modified to better reflect Post Falls. The general consensus was that the vision should be in paragraph form (not bullet points) and tell a story/paint a picture. Council asked staff to shorten the vision statement, and make it concise and easy for the average person to understand. Council also asked staff not to include "small town," which is in our existing vision.

Council's directive was to include the following concepts in our Vision Statement:

- Most progressive community in the Inland Northwest
- Population center of the region
- A place where community isn't just a word, but a way of life (use this instead of "small town" in our vision)
- Responsive municipal services
- Involved public
- Stewardship of the magnificent natural environment (paint a picture like the Wildwood, Missouri vision)
- Embrace growth or welcoming new growth -- is this really what we want to say, or should it be *embrace economic growth* or *embrace development through continuous innovation and improvement*?

## ***Guiding Principles***

Council discussed the existing values from the Comprehensive Plan and the 2002-2006 Strategic Plan. Everyone agreed that the Guiding Principles needed to be redone to be specific to the Strategic Plan, to better reflect Post Falls, and to guide our future decisions and actions. Council liked the Gaithersburg Guiding Principles. They said they describe Post Falls (but we do not need to include the “six pillars of Character Counts” that Gaithersburg referenced in their Guiding Principles). Council also liked some of the Guiding Principles from Boise and Bloomington.

Council’s directive was to include the following concepts in our Guiding Principles:

- Resident (Citizen) Focus/Exceptional (Superior) Resident Service – #1 priority
- Transparency
- Innovation/Forward Thinking (but NOT Risk Taking)
- Fiscal Responsibility
- Collaboration
- Commitment of Excellence
- Continuous Improvement
- Environmental Stewardship/Safeguarding (better in Guiding Principles than in the Vision Statement)
- Economic Development – foster viable (vital) economic growth/diversity/jobs
- Community Involvement – Actively Engaged Residents
- Pursuit of ... excellence, innovation and collaboration (*This is a new suggestion from Mayor Larkin. It came from an article on leadership from Bill Jhung*)

## ***Strategic Assessment***

Council discussed the various options for participating in the Strategic Assessment. Council was concerned that one method would not be enough because it is difficult to take down all the information in a workshop format, but a survey alone would not give them enough opportunity to brainstorm or come up with a complete picture of our strengths, weaknesses, opportunities and threats. Council unanimously voted to participate in a Strategic Assessment Workshop and also complete an Electronic Survey as individuals.

## **Follow-Up Item:**

Staff would like for Council to review this memo and provide comments/clarification on the summary of the workshop discussion, and any additional ideas or comments on the list of bullet points associated with our Vision Statement and Guiding Principles. All comments should be sent to both Planning Manager Hilary Anderson and to Councilor Linda Wilhelm. Please submit comments before January 20, 2012 so that they can be forwarded to the Strategic Plan Advisory Committee for consideration.