



# *CITY COUNCIL*

## *Strategic Planning Committee*

**Monday, May 20, 2013  
5:00 pm  
City Council Office**

Strategic planning determines where an organization is going, how it's going to get there and measures success over time. It ensures the most effective use of the organization's limited resources by focusing resources on key priorities. The Council Strategic Planning committee will prioritize, in collaboration with the City's administration, the City's goals, objectives and strategies and determine which initiatives take precedence for implementation, under three main objectives: Finance, Standards of Living and Economic Development

**Committee Members:** Jeff Waltman (Chair), Francis Acosta, Marcia Goodman-Hinnershitz, Dennis Sterner, Strat Marmarou and Donna Reed

*Although Council committee meetings are open to the public, public comment is not permitted at Council Committee meetings. However, citizens are encouraged to attend and observe the meetings. Comment from citizens or professionals during the meeting may be solicited on agenda topics via invitation by the Committee Chair. All electronic recording devices must be at the entry door in all meeting rooms and offices, as per Bill No. 27-2012*

### **1. Review Strategic Planning Goals**

### **2. Status of Strategic Planning Initiatives**

- a. Committees
- b. Agendas
- c. Issues Management
- d. Alignment with Administration goals
- e. Leadership meetings
- f. Other ???

**3. Committee Chairs - agendas review**

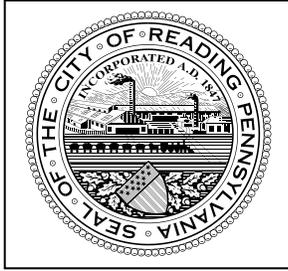
**4. Formulating Agendas Moving Forward (collaboration with administration)**

**5. Big Ticket Items (priorities)**

**6. Issues Management**

a. Methods

b. Implementation timeline



# ***COMMITTEE of the WHOLE***

## ***CITY COUNCIL***

**MINUTES**  
**April 15, 2013**  
**7:00 P.M.**

**COUNCIL MEMBERS PRESENT:**

D. Sterner, S. Marmarou, D. Reed, R. Corcoran, M. Goodman-Hinnershitz, F. Acosta. J Waltman

**OTHERS PRESENT:**

L. Kelleher, C. Snyder, C. Younger, M. Bembenick, V. Spencer

The Committee of the Whole meeting was called to order by Council President Acosta.

**I. Strategic Planning**

Mr. Acosta stated that the leadership meetings with the Administration continue and are going well.

Mr. Waltman stated that at these meetings the group discusses and defines priority issues and decides how other lower rated issues should be addressed. He stated that the group also discusses the need to improve communication between all parties.

Mr. Acosta stated that the group discusses a wide variety of issues than collectively sets a priority rating for each issue. He stated that the group will agree to move 3-5 of the priority issues down through the committee system.

Mr. Waltman stated that the group defined the current priority issues as follows:

- Finance
- Act 47
- Act 73

- Economic Development
- Standard of Living (previously called Quality of Life)

Mr. Acosta and Mr. Waltman stated that they decided to move away from the phrase “Quality of Life” due to the name of the program used within the Property Maintenance Division.

Mr. Acosta explained that this process will assist Committee Chairs to help define their monthly agendas. He stated that Ms. Reed recently met with Ms. Snyder, Mr. Bembenick, Mr. Lloyd and Ms. Kelleher to set the April Finance Agenda. Ms. Reed stated that this meeting helped to make the Finance meeting more productive. Mr. Acosta suggested that all Committee Chairs use this format to establish their monthly Committee agendas.

Mr. Waltman stated that the leadership group also discussed redefining the Committee’s and the issues they address. He noted that the group is also considering moving Committee meetings away from Monday evenings to other evenings during the work week, which will allow all Councilors to attend all Committee sessions.

There was discussion on the Committee agendas and the need to shift some issues such as Economic Development. Mr. Acosta and Ms. Goodman-Hinnershitz noted the need to handle unfinished issues that can sometimes languish in the follow up area of the Committee agendas.

Mr. Waltman suggested creating an intranet to handle follow up issues and issues that are assigned a low priority rating. Using an intranet application, Council members, the Administration and Council staff can work on lower priority and follow up issues.

Mr. Waltman noted the need to improve channels of communication between the Administration and the Managing Director. Mr. Acosta stated that the leadership group decided that the Managing Director should be copied when emails concerning District issues are sent to Department Directors.

There was discussion about the main mission of the Open Government Committee. Mr. Acosta read the Committee description as follows. He noted that the Committees were restructured to mirror the Mayor’s Five Point Plan.

The Open Government, Rules and Intergovernmental Relations Committee’s responsibilities includes Permanent Rules of Council, City Charter, Administrative

Code, Intergovernmental Relations, Act 47, Accuracy of Government Information and Communications, Efficiency and Effectiveness of Government Services

Ms. Reed noted the need to amend the Act 47 Recovery Plan. She noted that the Recovery Plan has initiatives that involve all the City's operational departments. She suggested that the Committee Chairs use the Committee settings to work with the various departments to propose Plan amendments that can be considered by PFM.

Mr. Acosta stated that Council also needs to define their communication with the Managing Director specifically as the Managing Director receives around 100 emails per day, which can be unmanageable. Ms. Goodman-Hinnershitz also noted the need to define the mechanism to address District issues with the Managing Director.

Ms. Kelleher inquired if Council wished to schedule a joint meeting with the School Board on the 5<sup>th</sup> Monday in April, April 29<sup>th</sup>. Mr. Acosta, Ms. Reed and Mr. Corcoran stated that the BCTV debates are scheduled for that evening. Mr. Acosta and Ms. Snyder suggested that the Administration define the list of services already provided to the District before the meeting is scheduled.

Ms. Kelleher stated that the meeting was requested by Mr. Washington and the 29<sup>th</sup> was suggested as it is a 5<sup>th</sup> Monday evening for both bodies and there are no regularly scheduled meetings.

The Committee of the Whole meeting adjourned at approximately 7:50 pm.

*Respectfully Submitted by  
Linda A. Kelleher, CMC, City Clerk*