



NOTICE OF THE SPECIAL MEETING OF THE TOWN OF FOUNTAIN HILLS STRATEGIC PLANNING ADVISORY COMMISSION

TIME: 4:00 P.M.
WHEN: WEDNESDAY, NOVEMBER 30, 2016
WHERE: COMMUNITY CENTER CONFERENCE ROOM
13001 N. LA MONTANA DRIVE, FOUNTAIN HILLS, AZ

A majority of the Council members may be in attendance. No official action will be taken. Strategic Planning Commissioners will attend either in person or by telephone conference call.

PROCEDURE FOR ADDRESSING THE COMMISSION

Anyone wishing to speak before the Commission must fill out a speaker's card and submit it to the Executive Assistant prior to Commission discussion of that Agenda item. Speaker Cards are located in the Council Chamber Lobby and near the Executive Assistant's position near the dais.

Speakers will be called in the order in which the speaker cards were received either by the Executive Assistant or the Commission Chair. At that time, speakers should stand and approach the podium. Speakers are asked to state their name and whether or not they reside in Fountain Hills (*do not provide a home address*) prior to commenting and to direct their comments to the Presiding Officer and not to individual Commission members. Speakers' statements should not be repetitive. *If a speaker chooses not to speak when called, the speaker will be deemed to have waived his or her opportunity to speak on the matter. Speakers may not (i) reserve a portion of their time for a later time or (ii) transfer any portion of their time to another speaker.*

If there is a Public Hearing, please submit the speaker card to speak to that issue during the Public Hearing.

Individual speakers will be allowed **three** contiguous minutes to address the Commission. Time limits may be waived by (i) *discretion of the Town Manager upon request by the speaker not less than 24 hours prior to a Meeting*, (ii) *consensus of the Commission at Meeting* or (iii) *the Chair either prior to or during a Meeting*. Please be respectful when making your comments. If you do not comply with these rules, you will be asked to leave.

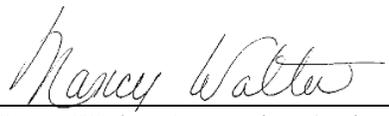
Notice is hereby given that pursuant to A.R.S. §1-602.A.9, subject to certain specified statutory exceptions, parents have a right to consent before the State or any of its political subdivisions make a video or audio recording of a minor child. Meetings of the Town Council are audio and/or video recorded, and, as a result, proceedings in which children are present may be subject to such recording. Parents in order to exercise their rights may either file written consent with the Town Clerk to such recording, or take personal action to ensure that their child or children are not present when a recording may be made. If a child is present at the time a recording is made, the Town will assume that the rights afforded parents pursuant to A.R.S. §1-602.A.9 have been waived.

The agenda for the meeting is as follows:

- 1) **CALL TO ORDER**
- 2) **ROLL CALL**
- 3) **CALL to the PUBLIC**
 - a) Pursuant to A.R.S. §38-431-01(G), public comment is permitted (not required) on matters not listed on the agenda. Any such comment (i) must be within the jurisdiction of the Commission and (ii) is subject to reasonable time, place, and manner restrictions. The Commission will not discuss or take legal action on matters raised during "Call to the Public" unless the matters are properly noticed for discussion and legal action. At the conclusion of the call to the public, individual Commissioner may (i) respond to criticism, (ii) ask staff to review a matter or (iii) ask that the matter be placed on a future Commission agenda.
- 4) **CONSIDERATION** of Approving the November 9, 2016 Meeting Minutes

- 5) **DISCUSSION** of the Strategic Plan draft document
- 6) **CONSIDERATION** of reviewing and submitting the draft Strategic Plan to Council
- 7) **CONSIDERATION** of Adjournment

Dated this 21st day of November 2016

By: 
Nancy Walter, Executive Assistant

Pursuant to Title II of the American with Disabilities Act (ADA), Strategic Planning Advisory Commission does not discriminate on the basis of a disability regarding admission to public meetings. Individuals with disabilities who require auxiliary aids or services for effective communication in this meeting may contact 480-816-5100 (voice) or 1-800-367-8939 (TDD), 72 business hours prior to the meeting start time.

Town of Fountain Hills 2016 Strategic Plan

<i>Strategic Outcome / Action Items</i>		Economic Development	Town Infrastructure	Attract Families and Working Professionals	Financial stability and Sustainability	Community / Quality of Life / Schools
1	Adequately Fund "Rainy Day Account"	1	1		1	
2	Assist in specialty youth camps (robotics, coding, arts, etc.)	1		1		1
3	Collaborate with Businesses in Promoting FH	1		1		1
4	Commission study to determine cost of meeting subdivision ordinance specifications.		1			
5	Commission study to identify gap between actual and subdivision ordinance specifications		1			
6	Develop a Business Accelerator Program	1		1		
7	Develop a Community Brand /Vision	1		1		1
8	Develop a New Business Resource Package	1		1		
9	Establish a Budget for Family Branding	1		1		1
10	Expand destination events	1		1		1
11	Expand Social Media and On-Line Messages	1		1		1
12	Explore Alternative Funding Sources				1	1
13	Explore Selling/Leasing Unused Properties	1	1	1	1	1
14	Highlight School Strengths	1		1		1
15	Identify Available Office and Commercial Space	1		1		
16	Identify revenue options				1	
17	Increase Revenues to meet strategic needs	1	1	1	1	
18	Invest more in Parks	1	1		1	

Strategic Outcome / Action Items		Economic Development	Town Infrastructure	Attract Families and Working Professionals	Financial stability and Sustainability	Community / Quality of Life / Schools
19	Invest more in Streets	1	1		1	
20	Invest more in the Fountain	1	1		1	
21	Maintain Buildings	1	1	1	1	
22	Market to associations and non-profit organizations	1		1		1
23	Mobilize Community to Lobby State Leaders				1	1
24	Organize a Young Professional Group	1	1	1		1
25	Provide car charging stations			1		1
26	Rationalize coexistence of robust business climate while maintaining small town quality of life	1	1	1	1	1
27	Rezone undeveloped commercial property to residential where feasible	1	1	1	1	1
28	Rezone unplatted land for greater density and affordable family homes	1	1	1	1	1
29	Showcase Successful FH Businesses	1		1		1
30	Support youth club sports			1		1
31	Utilize Local Talent				1	1
32	Work with FHUSD to maximize their property values			1	1	1
33	Work with state land to increase residential density	1	1	1	1	1
Total Strategic Outcomes		24	14	23	16	21

Town of Fountain Hills 2016 Strategic Plan

<i>Strategic Outcome / Action Items</i>	Economic Development	Town Infrastructure	Attract Families and Working Professionals	Financial stability and Sustainability	Community / Quality of Life / Schools
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Economic Development

- 1) Sales tax revenue per household meets or exceeds regional average.
- 2) Workers' compensation data reflects increased income for Fountain Hills based employees.
- 3) Unemployment reports reflect improved employment for Fountain Hills residents.
- 4) Home values meet or exceed Scottsdale Area Association of Realtors (SAAR) mean values.

	X		X	X	X
	X		X	X	X
	X		X	X	X
	X	X	X	X	X

1	Develop a Community Brand /Vision	X		X		X
2	Identify Available Office and Commercial Space	X		X		
3	Develop a New Business Resource Package	X		X		
4	Develop a Business Accelerator Program	X		X		
5	Showcase Successful FH Businesses	X		X		X
6	Market to associations and non-profit organizations	X		X		X
7	Rationalize coexistence of robust business climate while maintaining small town quality of life	X	X	X	X	X
8	Rezone undeveloped commercial property to residential where feasible	X	X	X	X	X
9	Work with state land to increase residential density	X	X	X	X	X
10	Expand destination events	X		X		X

<i>Strategic Outcome / Action Items</i>	Economic Development	Town Infrastructure	Attract Families and Working Professionals	Financial stability and Sustainability	Community / Quality of Life / Schools
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Town Infrastructure

- 1) Town emergency reserves meet or exceed Maricopa County average.
- 2) Roads and streets meet or exceed defined maintenance standards.
- 3) Town owned buildings and grounds meet or exceed defined maintenance standards.
- 4) Community infrastructure meets or exceeds environmental standards.
- 5) Parks and recreation activities meet or exceed regional standards.

X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X
X	X	X	X	X

11	Invest more in Streets	X	X		X	
12	Invest more in the Fountain	X	X		X	
13	Invest more in Parks	X	X		X	
14	Maintain Buildings	X	X	X	X	
15	Commission study to identify gap between actual and subdivision ordinance specifications		X			
16	Commission study to determine cost of meeting subdivision ordinance specifications.		X			
17	Rezone unplatted land for greater density and affordable family homes	X	X	X	X	X
18	Provide car charging stations			X		X

<i>Strategic Outcome / Action Items</i>	Economic Development	Town Infrastructure	Attract Families and Working Professionals	Financial stability and Sustainability	Community / Quality of Life / Schools
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Attract Families and Working Professionals

- 1) Business and industry are supported by an appropriately skilled and available workforce.
- 2) Adequate employment is available to residents.
- 3) Resident age distribution meets or exceeds 2 standard deviations from the mean.
- 4) Local student outcomes meet or exceed state standards.
- 5) Biannual community survey results score 4 or 5 (on a scale of 1 to 5) for at least 80% of those surveyed.

X		X	X	X
X		X	X	X
X		X	X	X
X		X		X
X		X	X	X

19	Highlight School Strengths	X		X		X
20	Collaborate with Businesses in Promoting FH	X		X		X
21	Expand Social Media and On-Line Messages	X		X		X
22	Establish a Budget for Family Branding	X		X		X
23	Organize a Young Professional Group	X	X	X		X
24	Assist in specialty youth camps (robotics, coding, arts, etc.)	X		X		X
25	Support youth club sports			X		X

<i>Strategic Outcome / Action Items</i>	Economic Development	Town Infrastructure	Attract Families and Working Professionals	Financial stability and Sustainability	Community / Quality of Life / Schools
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Financial stability and Sustainability

- 1) Town bond rating meets or exceeds AA status.
- 2) Town emergency reserves meet or exceed Maricopa County average.
- 3) Roads and streets meet or exceed defined maintenance standards.
- 4) Town owned buildings and grounds meet or exceed defined maintenance standards.
- 5) Community infrastructure meets or exceeds environmental standards.
- 6) Parks and recreation activities meet or exceed regional standards.

			X	X	
			X	X	X
X			X	X	X
	X		X	X	
	X		X	X	
X	X		X	X	

26	Adequately Fund "Rainy Day Account"	X	X		X	
27	Increase Revenues to meet strategic needs	X	X	X	X	
28	Identify revenue options				X	

<i>Strategic Outcome / Action Items</i>	Economic Development	Town Infrastructure	Attract Families and Working Professionals	Financial stability and Sustainability	Community / Quality of Life / Schools
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Community / Quality of Life / Schools

- 1) Home values meet or exceed Scottsdale Area Association of Realtors (SAAR) mean values.
- 2) Crime rates are below regional statistics.
- 3) Emergency services meet or exceed regional standards.
- 4) Parks and recreation activities meet or exceed regional standards.

X		X	X	X
X		X		X
X		X		X
X		X		X

29	Explore Selling/Leasing Unused Properties	X	X	X	X	X
30	Mobilize Community to Lobby State Leaders				X	X
31	Explore Alternative Funding Sources				X	X
32	Utilize Local Talent				X	X
33	Work with FHUSD to maximize their property values			X	X	X