

City of Rowlett
Strategic Plan Steering Committee Meeting
Wednesday, February 21, 2018
City Hall
4000 Main Street, Rowlett, Texas 75088

Meeting Minutes

I. Call to order.

Chairman E.C. Umberger called to order the regular meeting of the Strategic Plan Steering Committee at 6:33 pm on Wednesday, February 21, 2018. The following members were present: E.C. Umberger, Scott Airitam, Chris Herron, Diana Moore, Whitney Laning, Blake Margolis, Jeff Winget, Maria Martinez, and Brian Funderburk. City Staff present were: Mark McAvoy and Amanda Carter.

II. Discuss proposed Strategic Plan stakeholder involvement & engagement plan.

Seven audience categories established:

1. General Public – Consensus reached by the Committee on proposed Town Hall meeting date of Thursday, March 22, 2018; Input boards to be placed at Community Center and Library with possibility of placing at Tom Thumb, Walmart and Target as well; Online survey to go live with URL on March 5, 2018; Chris Herron and E.C. Umberger volunteered to solicit door prizes such as gift cards for Town Meeting attendees; Drew Rist, Creative Producer with the City will facilitate Facebook Live for Town Hall Meeting; Jeff Winget volunteered to assist in the Facebook platform. Pending question: Who is will managing/monitoring input boards?
2. Steering Committees – Joint Visioning Workshop scheduled for the evening of March 8, 2018; learning meeting in a box by attending consultant facilitated meetings.
3. ~~Business Community – Committee consensus determined best outreach for Rowlett Chamber of Commerce would be to work directly with Chamber CEO, Michael Gallops and to attend monthly luncheon (presently scheduled for March 21) – committee representatives to attend are Whitney Laning and Chris Herron.~~
4. Residents – Evening meeting to be held March 6, 2018 to be comprised of Home Owner Association and Neighborhood Watch Leadership – committee representatives to attend this meeting are Jeff Winget and Diana Moore.
5. Faith Community – For the purposes of initial outreach it was decided this meeting would be combines with the Not-for-profits/volunteer groups scheduled to be help midday March 8, 2018 – committee representatives to attend are Brian Funderburk and Scott Airitam.
6. Seniors – Proposed midday meeting March 8, 2018 – committee representatives to attend are E.C. Umberger and Maria Martinez.
7. Not-for-profits/Volunteers - For the purposes of initial outreach it was decided this meeting would be combines with the Not-for-profits/volunteer groups scheduled to be help midday March 8, 2018 – committee representatives to attend are Brian Funderburk and Scott Airitam.

III. Discuss future meeting schedules of the Strategic Plan Steering Committee.

With the exception of the March monthly meeting which will be held on Monday, March 12, 2018 it was decided that all other monthly meetings with consultant, David Eisenlohr will be held the 3rd Thursday of every month (April thru August).

IV. Discuss opportunities to capture synergy between roles of Strategic Plan Steering Committee and Comprehensive Plan Steering Committee.

- Combined effort including representatives of both committees to review proposed survey questions with feedback back to the consultants by Tuesday, February 27 for survey "live" release on Monday, March 5, 2018.
- Review each other's products – Comprehensive Plan Steering Committee to review Strategic Plan product and vice versa to reaffirm doings and achieve synergy.
- Branding- Strategic Plan to be described as "City Visioning" Project for clarity and clear distinction from Comprehensive Plan.

V. Future Agenda Topics

Approve minutes from January 30 and February 21 meetings.

Town Hall Meeting

Summary of Survey changes

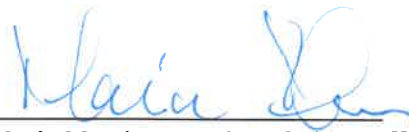
Status of Participation to date (surveys, input boards, etc)

VI. Adjournment

Meeting adjourned at 9:33PM.



E.C. Umberger, Chairperson



Maria Martinez, Assigned City Staff



Date Approved