



**ROWLETT STRATEGIC PLANNING WORKSHOP MINUTES
CITY COUNCIL
ROWLETT COMMUNITY CENTRE ~ 5003 MAIN STREET ~ ROWLETT, TEXAS
MONDAY, APRIL 30, 2018, 3:30 – 9:00 P.M.
THURSDAY, MAY 3, 2018, 3:00 – 9 P.M.**

**DAY ONE
MONDAY, APRIL 30, 2018:**

**Present: Mayor Dana-Bashian, Mayor Pro Tem Brown, Councilmember Margolis,
Councilmember Sherrill, Councilmember Grubisich and Councilmember Bell**

1. Call to Order/Welcome

Mayor Dana-Bashian called the session to order at 3:30 p.m.

2. Session Overview/Group Expectations

Brian Funderburk, City Manager and Mayor Dana-Bashian made some opening remarks regarding the workshop. David Eisenlohr, with Azimuth Group, explained the process for the day and for Thursday. He then conducted an ice breaking exercise.

3. Public Engagement Results Summary

Mr. Eisenlohr, along with Tiffany McLeod of Freese and Nichols, reviewed the public input tools and meetings, reviewing the responses to the online survey. There were 1,164 responses to questions like a) number of years lived in Rowlett, b) what attracted you to Rowlett, c) what is Rowlett missing and d) what is Rowlett's greatest opportunity

4. Dinner Break/Library Sneak Peak Event

Council took a short break at 4:25 p.m. to attend the Library's event and reconvened at 5:28 p.m.

History of Rowlett exercise, plotting the important dates in Rowlett's history.

5. Environmental Scan/Context Map

Environmental scan exercise outlining the significant social, community, economic and other forces that may impact the City's ability to achieve strategic success. These include: societal trends, political factors, economic climate, community trends, technology factors, citizen needs and uncertainties.

Council took a short break at 8:07 p.m. and reconvened at 8:17 p.m.

6. Strengths/Weaknesses/Opportunities/Threats Analysis


Council outlined what they thought to be the City's strengths, weaknesses, opportunities and threats.

7. Recap Day 1/Day 2 Overview

Mr. Eisenlohr reviewed the progress made for the day and both Mr. Funderburk and Mayor Dana-Bashian made some closing remarks before adjourning at 9:16 p.m.



Tammy Dana-Bashian, Mayor



Laura Hallmark, City Secretary

Date Approved: July 17, 2018