



**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 TWO
THURSDAY, MAY 3, 2018:**

Present: Mayor Dana-Bashian, Mayor Pro Tem Brown, Deputy Mayor Pro Tem Bobbitt (arrived at 4:32 p.m.), Councilmember Margolis, Councilmember Sherrill, Councilmember Grubisich and Councilmember Bell

1. Call to Order/Welcome Back

Mayor Dana-Bashian called the session to order at 3:04 p.m. Mr. Eisenlohr reviewed the activities of Day 1.

2. Future Vision Activity

Exercise imagined a Time Magazine cover article featuring Rowlett and what the possible headlines and features would be. Council and staff narrowed down the top stories from those presented by each breakout group.

Council took a short break at 5:05 p.m. and reconvened at 5:12 p.m.

3. Dinner Break

Council took a short dinner break at 5:45 p.m. and reconvened at 6:20 p.m.

4. Brainstorm Strategic Goals

Utilizing the headlines and features from the Future Vision activity, Council and staff determined the actions taken to get to that point. Those actions/goals were grouped under nine strategic topics.

Presented with several sample Mission Statements, Council and staff outlined their preferences, sampling from several on the list.

Presented with a list of several examples of organizational values, Council and staff narrowed the list down to their top preferences.


5. Review Next Steps/Adjourn Workshop

Mr. Eisenlohr reviewed the work over the two days and outlined what his steps going forward are. He will compile the information received and present a draft version of the Vision and Mission Statements and Strategic Goals at the two-day Strategic Planning Session at the end of June.

Mr. Funderburk and Mayor Dana-Bashian thanked everyone for their attendance and participation before adjourning at 8:59 p.m.



Tammy Dana-Bashian, Mayor



Laura Hallmark, City Secretary

Date Approved: July 17, 2018