

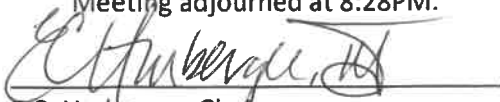
City of Rowlett  
Strategic Plan Steering Committee Meeting  
Thursday, May 17, 2018  
City Hall Conference Room  
4000 Main Street, Rowlett, Texas 75088

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 Thursday, May 17, 2018. The following members were present: Scott Airitam, Diana Moore, Jeff Winget, E.C. Umberger, Maria Martinez, and Brian Funderburk. City Staff present were: Mark McAvoy and Consultant David Eisenlohr.
  
- II. Consider action to approve minutes from April 25, 2018 meeting.  
Change to the agenda to correct date of last meeting from April 19, 2018 to April 25, 2018. Motion to approve was made by Scott Airitam and seconded by Diana Moore. Meeting minutes approved unanimously.
  
- III. Review the most recent Strategic Planning project status report.
  - No time had been lost although the public engagement was extended – all deliverables on track.
  - Purpose of June 5, 2018 Council Work Session is to provide City Council with results of Public Engagement (based on presentation reviewed on item 4)
  - Committee members may attend the June 5, 2018 Council Work Session but it is not required
  - Report attached as “Status Report”
  
- IV. Receive and discuss the summary results of the public outreach process.
  - Received a presentation providing the results of the citizen engagement (attached as “Presentation”)
    - Numerous engagement techniques utilized
    - Good overall representation of varying number of years lived in Rowlett
  
- V. Receive and discuss an overview of the results of the City Council strategic planning workshop.
  - Received summary of raw data for strategic plan outlining the following:
    - History of Rowlett
    - Context Map
    - Strategic Plan Steering Committee SWOT matrix
    - City Council SWOT matrix
    - Cover Story Vision board- exercise to show how Rowlett would like to be seen in 20 years.
    - Strategic Goals outlined with objectives
    - Rowlett Mission and Vision elements
    - All items attached as “CC Workshop Overview”

- VI. Future Agenda Topics  
Approve minutes from May 17, 2018 meeting.  
Review and discuss preliminary draft of strategic plan.

- VII. Adjournment  
Meeting adjourned at 8:28PM.

  
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E.C. Umberger, Chairperson

  
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Maria Martinez, Assigned City Staff

June 21, 2018  
Date Approved