


City of Rowlett
Strategic Plan Steering Committee Meeting
Wednesday, April 25, 2018
4000 Main Street, Rowlett, Texas 75088
Meeting Minutes

- I. Call to order.
Vice Chairman Whitney Laning called to order the regular meeting of the Strategic Plan Steering Committee at 6:29 pm on Wednesday, March 12, 2018. The following members were present: Scott Airitam, Diana Moore, Caleb Baucom, Chris Herron, Whitney Laning, Martha Brown, Blake Margolis, Jeff Winget, Maria Martinez, and Brian Funderburk. City Staff present were: Paul Stevens and Consultant David Eisenlohr.
- II. Consider action to approve minutes from March 12, 2018 meeting.
Motion to approve was made by Caleb Baucom and seconded by Blake Margolis. Meeting minutes approved unanimously.
- III. Review and discuss the current progress and status of the Strategic Planning project.
- Project status report provided (attachment 1).
 - Phase 1, "Define Phase" complete
 - Outreach efforts completed April 19, 2018 with 2nd Community Meeting.
 - 1,015 total survey responses
 - 82 participants attended the two Community Meetings held
 - Phase 2 deliverable being prepared
 - Next meeting to share results of engagement
 - Internal engagement started to include SWOT analysis and environmental scan with all department directors, City Council and city staff focus groups
 - Planning/visioning workshop scheduled with the City Council on April 30 and May 30.
- IV. Complete a City of Rowlett Strengths, Weaknesses, Opportunities and Threats (SWOT) exercise.
Attachment 2 included provides outcome of SWOT exercise with the committee.
- V. Future Agenda Topics
Approve minutes from April 25, 2018 meeting.
Review results of survey.
Review results of engagement sessions.
Review outcomes of the City Council planning workshop.

- VI. Adjournment
Meeting adjourned at 8:38PM.


Whitney Laning, Vice Chairperson


Maria Martinez, Assigned City Staff

May 17, 2018 Date Approved