

City of Rowlett
Strategic Plan Steering Committee Meeting
Thursday, July 19, 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 6:30 PM on Thursday, July 19, 2018. The following members were present: Chris Herron, Martha Brown, Whitney Laning, Scott Airitam, Diana Moore, Jeff Winget, E.C. Umberger, Maria Martinez, and Brian Funderburk. City Staff present were: Deputy City Manager, Paul Stevens and Consultant David Eisenlohr.

- II. Consider action to approve minutes from June 21, 2018 meeting.
Motion to approve was made by Jeff Winget and seconded by Diana Moore. Meeting minutes approved unanimously.

- III. Receive update on the Rowlett Comprehensive Plan.
David Eisenlohr provided a presentation (attachment 1) of the Comprehensive Plan update. This topic will be followed up with an update and questions presentation with the Comprehensive Plan Consultant at the August 16 meeting.

- IV. Review the Rowlett Strategic Plan draft.
Received a working draft of the 2018 Strategic Plan (attachment 2) – plan is to vet the document July through August and plan for City Council Approval in September.
Items for consideration from committee feedback:
 1. Vet the language under “evidence of success”
 2. Place priorities in order of community input level of importance
 3. Review proposed changes to values to use acronym “SPIRIT” (attachment 3)
 4. Include a public education component to priority # 6 “Safe Community”
 5. Provide less granular text for goals listed under priorities
 6. Incorporate volunteer and community partnerships component
 7. Articulate performance measures and action plans in separate operational document

Committee tasked with reviewing priority descriptors (word smith were necessary), complete cursory review of goals and identify anything that may be missing and be prepared to discuss recommended changes at the special meeting to be held Monday, July 30 at 6:00 PM

Upcoming meeting dates to note:
Monday, July 30 at 6:00PM (dinner will be provided) to review recommended changes to the working draft of the 2018 Strategic Plan.
Thursday, August 16 regular meeting start time change to 7:15PM.
Tuesday, September 4, City Council Work Session to review the Strategic Plan draft – Committee attendance encouraged.
Tentative Special meeting to be held Thursday, September 13 following City Council Work Session to review recommendations for changes to the plan.

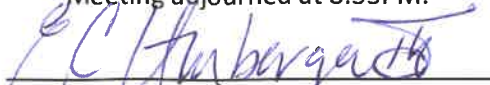
V. Future Agenda Topics

Approve minutes from July 19, 2018 meeting.

Receive an update of the Comprehensive Plan Update from Tiffany McLeod with FNI on August 16 meeting.

VI. Adjournment

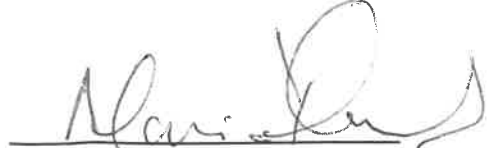
Meeting adjourned at 8:33PM.



E.C. Umberger, Chairperson

7/30/2018

Date Approved



Maria Martinez, Assigned City Staff