

He reviewed Council's vision:

- Manage and plan to meet demand for city services.
- Communicate with citizens and key local partners.
- Plan and construct capital projects.
- Plan and manage financial resources.
- Promote sustainable growth and development.

Mr. Towery noted the values of the City:

- Citizen Participation
- Communication
- Courtesy
- Customers
- Economy
- Employees
- Equality
- Intergovernmental Relations

He then reviewed the objectives of Council and noted that they may be modified.

Mr. Towery provided a summary of strategic planning and stated that the process can be organic. He noted that strategic planning includes:

- What will be measured?
- What's the measurement method?
- What's the target?
- Which processes affect the target?
- Who is accountable?

The Council discussed:

- Future financial concerns.
- The need for a plan and long-range planning.
- Accountability.
- The importance of honest and direct conversations.
- That growth will need to be addressed. How and how much growth?

City Manager Towery stated that early stakeholder participation is very important to the strategic planning process.

Mayor Hill thanked the Council for their engagement on committees and emphasized that it is a key element in the process.

City Manager Towery noted that smaller focus groups are a good way to effectively engage citizens. He then discussed using consultants and Council agreed that using consultants during some parts of the strategic planning process would be useful.

City Manager Towery asked Council how they would like to be involved in the process and provided some ideas for Council participation. Mr. Towery suggested that a strategic planning committee be formed.

Council discussion ensued regarding the interaction of existing committee involvement and Council. The Council liked the idea of using existing committees to help support the strategic planning process.

Council agreed that they would like to be involved significantly in the process particularly in setting direction.

City Manager Towery noted that there would also be employee engagement.

Mayor Hill highlighted the importance of communication.

City Manager Towery stated that Staff will ask Council to take a high level approach in the process.

Chief Scales noted that the strategic planning process is a big step in identifying priorities and is a process that needs to happen. He noted the importance of finding ways to add capacity.

Department Directors shared their excitement to begin the process and expressed their thanks to Council for their support. Each Department Director noted various aspects of the process that they are looking forward to seeing and working on.

Steve Macartney, President of McMinnville Police Association noted that the City has a rich history of service. He challenged Council to choose excellence in service during the strategic planning process.

Jody Christensen, Executive Director for the McMinnville Economic Development Partnership (MEDP) noted that the strategic planning process will align the organizations and will be done together. She noted that MEDP is excited about being a part of the process.

Jeff Knapp, Executive Director for Visit McMinnville asked for Council to consider data throughout the process.

Mark Davis, McMinnville Citizen, asked that Council engage community groups that do not typically participate.

Doug Johnson, asked for the Council to dream about ways of engaging the Latino population.

Council shared their excitement and thoughts on the strategic planning process including:

- City Manager Towery's experience for Strategic Planning.
- That the process is long-overdue.
- Strategic Planning a team process.
- Everyone is committed to the process.

The importance of engaging stakeholders and all parts of the community was highlighted.

3. ADJOURNMENT: Mayor Hill adjourned the meeting at 7:51 p.m.

s/s Melissa Grace
City Recorder