

CARSON CITY BOARD OF SUPERVISORS
Minutes of the March 6, 2009 Strategic Planning Meeting
Page 1

A meeting of the Carson City Board of Supervisors was scheduled for 8:30 a.m. on Friday, March 6, 2009 in the Walley's Hot Springs Gazebo, 2001 Foothill Road, Genoa, Nevada.

PRESENT: Mayor Robert Crowell
Supervisor Robin Williamson, Ward 1
Supervisor Shelly Aldean, Ward 2
Supervisor Pete Livermore, Ward 3
Supervisor Molly Walt, Ward 4

STAFF: Larry Werner, City Manager
Alan Glover, Clerk - Recorder
Alvin Kramer, Treasurer
Ken Furlong, Sheriff
Dave Dawley, Assessor
Melanie Bruketta, Chief Deputy District Attorney
Andrew Burnham, Public Works Department Director
Max Cortes, Court Administrator
Stacey Giomi, Fire Chief
Kevin Haggerty, Information Technology Director
Sara Jones, Library Director
Joe McCarthy, Business Development Director
Roger Moellendorf, Parks and Recreation Department Director
Rory Planeta, Alternative Sentencing Chief
Nick Providenti, Finance Department Director
Jennifer Schultz, Human Resources Department Director
John Simms, Chief Juvenile Probation Officer
Marena Works, Health and Human Services Department Director
Janet Busse, City Manager's Office Supervisor
Kathleen King, Recording Secretary

NOTE: A recording of these proceedings, the Board's agenda materials, and any written comments or documentation provided to the recording secretary during the meeting are part of the public record. These materials are on file in the Clerk's Office, and available for review during regular business hours.

CALL TO ORDER (8:33:15) - Mr. Werner called the meeting to order at 8:33 a.m. and discussed the purpose of the workshop to determine the Board of Supervisors' goals for the City and to develop corresponding departmental objectives.

PUBLIC COMMENTS AND DISCUSSION - None.

- 1. CHANGES TO THE AGENDA** - None.
- 2. PERSONALITY AND LEADERSHIP WORKSHOPS** (8:35:38) - Special Projects Coordinator Linda Ritter provided an overview of the workshop format as outlined in a PowerPoint presentation. After having everyone introduce themselves, she administered and interpreted a personality profile. Based on the individual personality profile results, everyone participated in a practical exercise. Ms. Ritter recessed the workshop at 10:04 a.m. and reconvened at 10:18 a.m.

CARSON CITY BOARD OF SUPERVISORS
Minutes of the March 6, 2009 Strategic Planning Meeting
Page 2

Ms. Ritter conducted an exercise to identify admirable leaders and leadership qualities, and reviewed that portion of the PowerPoint presentation pertinent to research conducted by Jim Collins regarding leadership. Extensive discussion took place regarding the identified leaders and leadership qualities, and to condense the list of leadership qualities to the following: visionary, communicator, compassionate, humble, honest, and passionate.

(12:51:31) Ms. Ritter presented a statement based on the leadership qualities identified, and requested input: "A strong communicator who demonstrates the values of compassion, humility, honesty, passion, and vision." Consensus of the workshop participants was that she had captured their concept of leadership.

3. DISCUSSION, DEVELOPMENT AND POSSIBLE ACTION TO ADOPT THE CITY'S MISSION STATEMENT (11:16:06) - Ms. Ritter provided background information on the City's current mission statement, and discussed the importance of updating a mission statement from time to time. She narrated corresponding portions of the PowerPoint presentation, and discussion took place to identify the mission statement components. Additional discussion took place to develop draft mission statements, as follows:

"Preserve and enhance the quality of life and heritage of Carson City for present and future generations of residents, workers, and visitors."

"Promote a prosperous, attractive, and livable community for all."

Create a healthy, safe, and livable community with opportunities for this and future generations."

"What we do: We provide an array of services that enhance the quality of life for our residents and visitors. How we do it: Through collaborative efforts with other entities and organizations within and outside Carson City.

"To serve Carson City citizens and visitors by providing a safe and healthy community."

Ms. Ritter recessed the workshop at 11:52 a.m. and reconvened at 12:51 p.m.

4. DISCUSSION, DEVELOPMENT, AND POSSIBLE ACTION TO ADOPT THE CITY'S VISION STATEMENT (12:52:13) - Ms. Ritter narrated that portion of the PowerPoint presentation pertinent to developing a vision. She read into the record the City's current vision statement, and reviewed vision statement components. She requested input, and extensive discussion took place regarding "what the City looks like in the future." The workshop participants then drafted vision statements, as follows:

"Carson City will lead by example, and follow its dream of creating a healthy and sustainable community (to infinity and beyond.)"

"A leader among cities in community pride, safety, education, and affordability."

"A culturally vibrant community where people (and pigs on every lot) thrive as they live, work, and play."

"A community of economic diversity, cultural sensitivity, and environmental sustainability."

"An inviting, prosperous community where people live, work, and play."

CARSON CITY BOARD OF SUPERVISORS
Minutes of the March 6, 2009 Strategic Planning Meeting
Page 3

Ms. Ritter recessed the meeting at 1:26 p.m. and reconvened at 1:37 p.m. She advised that the mission and vision statements would be submitted to the City employees for a vote and, in turn, to the Board of Supervisors for approval at the next Board meeting.

5. DISCUSSION AND POSSIBLE ACTION TO ADOPT BOARD GOALS BASED UPON THE MISSION AND VISION STATEMENTS (1:38:02) - Ms. Ritter narrated that portion of the PowerPoint presentation pertinent to developing Board goals, emphasizing the difference between outcomes and projects. Extensive discussion took place to develop goals, and Ms. Ritter conducted an exercise wherein the workshop participants “floated” their proposed goals. Ms. Ritter recessed the workshop at 2:17 p.m. and reconvened at 2:36 p.m. She explained the differences between goals and Citywide objectives in that the latter “are those things that have to be achieved; more specific that may require more than just one department to get done.” She cited safe streets as an example. She reviewed the proposed goals, and extensive discussion took place to refine them to the following list: A clean, healthy, safe and secure community; a vibrant, diverse, and sustainable economy, rich in culture, history, and arts; a physically, socially, culturally, and informationally connected community; an active and engaged community; excellence in education.

6. DISCUSSION OF INTERNAL AND EXTERNAL FACTORS THAT MAY AFFECT THE ABILITY TO REACH CITY GOALS (3:20:28) - Ms. Ritter solicited input with regard to opportunities, external to the City organization, which could help achieve the City’s goals. Discussion included the condition of the economy generating opportunities for accomplishing more cost effective projects, to “right size” the organization, for regional cooperation, to foster entrepreneurial activities and expand existing businesses, “people staying at home”; the regional weather which “helps us have a physically active community; the national healthcare initiatives; the various aspects involved in renewable resources, including energy savings and constructing energy-efficient buildings.

Ms. Ritter solicited input with regard to obstacles to reaching the City’s goals, and discussion included insufficient funding and resources; State budgets; homeless issues; healthcare costs; unfunded mandates; “losing our competitive edge” and a “stagnating population”; and emergency events.

Ms. Ritter solicited input with regard to internal strengths, and discussion included the employees, specifically that they are “well-trained, motivated, qualified, and committed”; the department managers; the good bond rating; sound financial management; the consolidated municipality; technologically advanced organization; a willingness to communicate; business friendly; teamwork; excellent recreation facilities and amenities; a strong commitment to public participation; and “we are the capital city.”

Ms. Ritter solicited input with regard to internal weaknesses, and discussion included “limited budget”; inability to grow; “sometimes we’re our own worst enemy in the fact that we accept criticism ... or perpetuate negative comments about our organization rather than saying, ‘Hey, that might be an isolated incident and we’ll certainly deal with that but, overall, we are an excellent organization that works very hard for the community’”; “We don’t tell our story well on a regular basis”; aging infrastructure; insufficient public facilities in the form of convention space, conference space, and cultural space; decentralized offices; a reluctance to appropriately increase and / or charge fees; non-competitive salary base; and “a very vocal minority ...” which generates “non-factual deterrents” resulting in City resources being expended to “answer the same questions over and over.”

CARSON CITY BOARD OF SUPERVISORS
Minutes of the March 6, 2009 Strategic Planning Meeting
Page 4

7. DISCUSSION OF CITY-WIDE OBJECTIVES TO ACHIEVE GOALS AND WHAT WILL BE MEASURED TO GAUGE PROGRESS (4:31:37) - Ms. Ritter requested the department managers and their representatives to develop a list of objectives relative to the goals developed as part of item 5. She requested the Board members to circulate among the groups and participate in the various discussions. Ms. Ritter then asked the participants to share their suggestions which were as follows:

With regard to excellence in education, suggestions included the possibility of expanding the library; supporting WNC becoming a “full, four-year college;” collaborating with all types of education, including pre-kindergarten, k-12, and higher education. In response to a question, Ms. Jones reviewed the measures by which a successful library is gauged.

With regard to a vibrant and diverse economy, suggested objectives included the possibility of pursuing a business incubator; fostering entrepreneurial businesses, including emerging green technologies; and updating the economic vitality strategic plan.

With regard to the goal for a community rich in culture, history, and the arts, suggestions included a focus on recognition, expansion, and preservation of cultural assets, including the Mint, the Nevada State Museum, the Brewery Arts Center, the blue line, the capitol building; “all the things that make Carson City unique.” Discussion followed.

Suggested objectives for reaching the goal of a clean and healthy environment included “continuing to invite clean and green industry to the area;” promoting solar, wind, and hydro projects; and encouraging building material recycling.

Suggested objectives for achieving the goal of a healthy community included forming a regional health district; “a community attractive to physicians to live and work;” increasing disease prevention efforts, including “seizing additional grant opportunities”; and continuing to support recreational activities and healthy lifestyle programs like WE CAN. Discussion took place regarding the benefits of a regional health district, and Mayor Crowell suggested revising the objective relative to recreational activities and healthy lifestyles to “continuing to support physical fitness and healthy lifestyles.”

Suggested objectives for reaching the goal of a physically, socially, and informationally connected community included support for Safe Routes to School; promoting cultural affairs; creating interconnections between streets, trails, and bike paths; expanding JAC service and City-sponsored WiFi around town. Discussion followed.

Suggested objectives to achieve the goal of an active and engaged community included diverse programs, facilities, and services; volunteerism; social participation and community organizations. Discussion followed to clarify the suggestions.

Suggested objectives for achieving a safe and secure community included well-trained employees; cooperation and support of the community; support of the criminal justice system; multi-jurisdictional cooperation; educating the public; enhancing multi-modal transportation systems and well-planned integrated infrastructure. Discussion followed.

Ms. Ritter discussed plans for submitting draft strategic plans to the Board of Supervisors. Everyone applauded her efforts in moderating the workshop.

CARSON CITY BOARD OF SUPERVISORS
Minutes of the March 6, 2009 Strategic Planning Meeting
Page 5

8. ACTION TO ADJOURN (5:55:05) - The meeting adjourned by mutual consent at 5:55 p.m.

The Minutes of the March 6, 2009 Carson City Board of Supervisors strategic planning meeting are so approved this 4th day of March, 2010.

ROBERT L. CROWELL, Mayor

ATTEST:

ALAN GLOVER, Clerk - Recorder