

The Plain City Council and staff held a strategic planning retreat from 6-7 pm Thursday, May 20, 2021. 4:00 p.m. to 9:00 p.m. on Friday, May 21, 2021 and again at 8:00 a.m. to 12:30 pm on Saturday, May 22, 2021 at the Plain City Elementary School located at 2335 N 3600 W, Plain City UT.

6:00 p.m. to 7:00 p.m. on Thursday, May 20, 2021. Those in attendance: Mayor Jon Beesley, Buddy Sadler, Don Weston, Rachael Beal, Todd Skeen, Dan Schuler, Diane Hirschi, Ryan Child and Matt Dixon

Matt Dixon explained the purpose of the Strategic Planning and gave an overview of the exercise. Attendees were divided into two groups to brainstorm ideas of what we would like Plain City to look like in 50-60 years. They were then asked to take the list and start to write it into a draft vision statement. All were brought together to present their drafts.

4:00 p.m. to 9:00 p.m. on Friday, May 21, 2021. Those in attendance: Mayor Jon Beesley, Buddy Sadler, Rachael Beal, Todd Skeen, Ryan Child, Dan Schuler, Diane Hirschi, Colette Doxey, Shawna Faulkner, Blake Neil and Matt Dixon

Matt Dixon asked attendees to review the draft vision statement and work on finalizing the vision statement. Each group was asked to present their Vision Statement. The following two were presented.

1. Plain City will be known as a welcoming, safe, family-friendly place to live, where diverse engaged residents enjoy a healthy high quality of life defined by a rich heritage with opportunities for all ages to live, work, and recreate in a place they love to call home.
2. Plain City is uniquely known for its strong heritage with vision towards the future. Our community provides safety, high quality of life, value to all, and opportunity to recreate and grow. Everyone welcome.

Attendees were asked to break into groups and work on forming a Mission Statement. A mission statement is to be a current focus on what the city is working towards. The group combined to draft the following:

Plain City is dedicated to fostering public trust through transparency (open communication), community involvement, and being fiscally responsible.

Matt explained the SCOT system. We will explore the internal attributes of the organization and the external attributes of the environment. Attendees were divided into three groups to personally write down the strengths, challenges, opportunities and threats of the city. Once they made their list, they were to share with the group and as a group, write down on big post-its, their five best strength and present it to the whole group. Ideas were listed vertically. Like ideas were listed horizontally.

Strengths listed were: community involvement and city events, diversity of thought, conservative heritage with fiscally sound need over wants, open space, self-reliant with sewer, landfill, fire and resources, dedicated staff and government and great customer service, recreation.

Challenges listed were: Places for people at all stages of live, growth management and the lack of facilities, infrastructure (both new and aging), fiscal management and an increase in operating costs, being a bedroom community (plus and minus), communication and getting the word out to everyone, infighting, being stuck in old ways (comfort zone), being unable to see the big picture, city elections every two years (new administration).

Threats listed were: uncontrolled growth and developers, state and federal regulations and mandates and too much regulation, housing costs, lack of support from county, natural disasters and inflation.

Opportunities listed were: expression of appreciation, team building and educational opportunities, communication tools and educating the public with surveys and other feedback through public involvement, grants, land use input from residents and the development of land out west with small commercial growth.

Dinner was provided and spouses were invited.

Matt Dixon divided the attendees into groups to look at the strengths and challenges to come up with 4-5 strategic directives. Preliminary Strategic Directives listed were: Community involvement, Communication and public image, Fiscal responsibility, Mobility (getting around the city in many ways), Economic Development, Quality of life and recreation, Public Safety, Employees. Matt asked the group to narrow it down to 4 Directives. The attendees decided on 5 Directives: Community Engagement, Fiscal Responsibility, Employees, Economic Development and Recreation/Arts/Culture.

8:00 a.m. to 12:30 p.m. on Saturday, May 22, 2021. Mayor Jon Beesley, Rachael Beal, Todd Skeen, Dan Schuler, Diane Hirschi, Ryan Child, Shawna Faulkner and Matt Dixon

Breakfast was provided.

Matt Dixon divided everyone into two groups. The groups were assigned a directive and asked to work on ideas on how success can be defined in each directive. They were asked to come up with 4-5 ideas that define success as a group. Fiscal responsibility: better defined goals in each department, balanced budget, defined department budgets and reviews, funding for future projects, clean audits. Economic Development: sales tax revenue increase, business license increase, diversity in types of business, increase in median income. Employees: Positive evaluations, increased abilities of employees from training and education, employee retention, desired place to work. Community Engagement: volunteer response, survey response, media options, positive feedback, measurable webpage visits, attendance at events. Recreation/Arts/Culture: growing programs for sports and arts, increased attendance, increased participation, increase of trails, etc.

Matt divided everyone into two groups to discuss Strategic Initiatives. These are the measurable items that define the directives and help to determine the tasks associated to accomplish such directives. They are listed per directive (possible tasks are in parenthesis):

Fiscal Responsibility: Improved financial awareness (financial reports) (financial reviews), ensure adequate funding for future infrastructure (develop CFP & CIP for city infrastructure), maintain accurate financial records (monthly financials) (annual audit), evaluate service level needs (police, fire, building/inspections, recreation).

Employees: Improve employee morale and job satisfaction (create an employee recognition program) (continue bi-annual reviews), improved organizational communication (implement quarterly employee, elected official and appointed persons meetings), provide opportunity for all employees to receive necessary training, stay competitive with the current market

Economic Development: Explore environment that makes commercial development attractive (make attractive through code enforcement), strengthen partnerships with economic development agencies, increase organizational understanding of Economic Development tools and resources (create economic development plan for retention and new business recruitment), improved public education about land use regulations.

Community Engagement: Improve outreach to residents by using all available media resources to increase response from community (increase media options to reach community) (regular Facebook updates on city business) (update website to be more user friendly), increase opportunities for elected officials' public engagement (food truck night with city council) (schools).

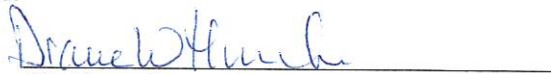
Recreation/Arts/Culture: Increase diverse recreational opportunities for ALL ages (develop an all-abilities park) (WFRC) (land availability), advance city efforts in planning/constructing trails such as WFRC, land availability, explore options for culture & arts programs, increase participation rates in all programs.

Matt Dixon thanked everyone for their work and felt that this was a good plan. Unfortunately, with such low attendance by elected officials, we will have to schedule some additional work meetings in order to finish it.

The work meeting ended at 12:30 p.m. A lunch was provided.



Mayor



City Recorder

Date approved 6-3-2021