RAYMOND C. CABALLERO
MAYOR

CITY COUNCIL

JAN SUMRALL
DISTRICT NO. 1

ROSE RODRIGUEZ
DISTRICT NO. 2

LARRY M. MEDINA
DISTRICT NO. 3

JOHN COOK
DISTRICT NO. 4

DANIEL S. POWER
DISTRICT NO. 5

PAUL J. ESCOBAR
DISTRICT NO. 6

LUIS G. SARIÑANA
DISTRICT NO. 7

ANTHONY COBOS
DISTRICT NO. 8

SPECIAL CITY COUNCIL MEETING
COUNCIL CHAMBERS
AUGUST 17, 2001

The City Council met in special session at the above place and date at 9:00 a.m. Mayor Raymond Caballero present and presiding and the following Council Members answered roll call: Jan Sumrall, Rose Rodriguez, Larry M. Medina, John F. Cook, Luis G. Sariñana and Anthony Cobos. Council members Daniel S. Power and Paul J. Escobar were not present.

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AGENDA

1. Presentation of the strategic planning process.

2. Discussion & Action on adoption of Phase I (Strategic Vision, Community Goals, Strategic Elements and Strategies) of the Strategic Plan development.

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Attached to the minutes are, on file in the City Clerk's office, Phase I & II of the Strategic Plan Development Process, Executive Team Recommendations, Memorandum, Sub-team Assignments, and General Community Goals provided by Pat Adauto, Director of Planning, Research & Development. Ms. Adauto did a detailed presentation of the Strategic Plan and made the comments that follow.

Purpose for the Strategic Plan
Per the directive of the Mayor's Office, the development of a Strategic Plan for the City began on July 6, 2001. This strategic planning process is meant to provide direction based on the City's desired future. It is expressed in a five- to ten-year time period and is the process needed for organizational transformation (provides for the means to adapt services and activities to meet changing needs of the community). The first part of the plan development assesses the internal effectiveness of the City (our local government resources), and takes this information to develop a vision or mission for the future. It provides a framework for the improvement and restructuring of programs, management and collaborations, and for evaluating the City's progress in these efforts. The next part of the plan development involves a detailed description of the steps that must be taken in each unit or program in order to reach the City's long-term goals (implementation), as well as a framework for evaluating progress. The Plan is intended to focus allocation of limited financial resources and personnel using a prioritization system that is influenced by the City's vision, planning and goal setting. Pat Adauto explained that the Strategic Plan involves a 5- to 10-year vision. The first 2-years would involve everybody internally. The following 3-years would be involving external organizations and how they would be able to contribute to the city.

Ms. Adauto proceeded by emphasizing how the City needs to change in order to confront the challenges and opportunities due to the economic, demographic, and cultural changes. She continued by explaining that Strategic Planning is the process of determining what a community needs to accomplish in the future. The plan involves what you intend to accomplish, what is needed and feasible, and how to accomplish it. Handouts on what the presentation entailed are on file with the minutes in the City Clerk's office.

Representative Sumrall stated how glad she was that there was no direct participation of politicians in the development of the Strategic Plan.

Representative Medina stated he realizes that in order to accomplish all the plans, the City needs money, and that the tax increase is definitely needed and hopefully the tax increase will pass. In addition, he stated how important it is that the City takes action and consolidates with other governmental agencies in the next 2 years, looking into privatization.

Ms. Adauto restated the need for the change in the City. In addition, she mentioned how, with the research, she found out that all the departments share the same vision and goals in one way or another and how committed everyone is.

Representative Medina stated how important it is that the City get commitment from the business community like in other cities.

Mayor Caballero added that eventually the City will get there because now we have a plan and that it is difficult to get others' commitments when there is no plan and direction.

Representative Cook stated that it is very important to clean up our City. The community should be cleaning up after themselves instead of us getting volunteers to clean up. He gave an example of how volunteers cleaned up 20 lots and the owners will not get a bill, instead it is for free thanks to volunteers. He added that we can be marketing tourism but if visitors see all the trash, they will become seriously discouraged. Visitors should be envious and take ideas back home on how to keep a clean City and not tell us how to clean up our City.

Representative Sariñana stated that under this direction, he believes the City can accomplish the goals. He also suggested to Mayor Caballero that he assign a couple of Representatives to help him with developing and reinforcing relationships with Mexico. He also asked how are we going to promote health insurance since there are a lot of families that do not have any health insurance.

Pat Adauto answered the question by responding that that is the challenge for every city department to look at all the areas in the Plan Strategy and recommend some programs on how to accomplish the goals.

Mayor Caballero also added that he encourages all the Representatives to use the Mayor's Office to build relationships with New Mexico and our neighbor city Cd. Juarez.

Representative Cobos stated his concern with the alleys, especially in his district, being used as dumpsites. He also added how we can be a leader in economic development by using solar energy because of our great location and weather. He gave an example of using solar automobiles and how we should encourage maquilas in Cd. Juarez to start looking in to this matter.

Mayor Caballero replied that there is already a plan to use solid waste to conserve energy.

Motion made by Representative Cook, seconded by Representative Sumrall and unanimously carried to approve to get a report in a month and a half (1 ½) on Phase II (Implementation Action).

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Meeting was adjourned at 10:10 A.M.

APPROVED AS TO CONTENT:

Carole Hunter

Carole Hunter, City Clerk

APPROVED AS TO FORM:

Rita Rodriguez, First Assistant City Attorney