

Springerville Town Council
Strategic Work Session
May 20, 2019
5:00 p.m.

Council present: Phil Hanson, Jr. Mayor
Robert MacKenzie, Vice Mayor
Richard Davis, Councilmember
Ruben Llamas, Councilmember
Shelly Reidhead, Councilmember

Staff: Joseph Jarvis, Town Manager
Val Cordova, Town Clerk
Mike Nuttall, Police Chief
Tim Rasmussen, Public Works Director
Kelsi Miller, Finance

Mayor Hanson called the work session to order at 5:00 p.m. with all the council members present.

Public participation: No public present

4. Council, Manager and Staff Reports: None

5. Strategic Plan Work Session:

Manager Jarvis said he would be leading the work session. He explained that the purposed of this meeting is to gather information on planning. He said they would be individually and as groups.

To begin he asked everyone to write down the top five to seven items the town recently accomplished. Next was understanding a strategic plan, roles and responsibilities, identify, and define focus areas in the next two to three years and identify key focus areas for overall strategic emphasis and narrow enough to provide specific direction. Strategic planning is identifying main objectivity

He then asked what things, initiatives, projects of any size would make Springerville a better place and what should Springerville be doing that it is not currently doing to best serve the community. Everyone broke into groups to come up with ideas and bring their ideas to the board and explain them. After all of the ideas and suggestions were placed on the board they were separated into groups. The following table was the outcome of all of the ideas and goals suggested and how the focus will improve the lives of our citizens of Springerville.

ECONOMIC DEVELOPMENT:

Opportunity zone, encourage new business, attract new business, hire an Economic Development person, annexation, Red Lobster, develop our Industrial Park, ground maintenance of businesses, code enforcement and beautification, develop Main Street, and create employment opportunities.

To developing the sustainability of our future and create better paying jobs with benefits and encourage residents to shop locally.

INFRASTRUCTURE:

More housing, better planning of parks, roads, and use engineer as needed, water, and sewer, fast internet service, road plan including replacement and maintenance, new Capital Improvement Plan, vehicle replacement program.

To plan for a safe, financially stable, and reliable Town.

Community Cooperation:

Take care of our elderly, keep our kids here, healthcare and education, support local businesses, partner with universities to bring students for training.

To take care of our own; this will remove doubt and support local and available services.

MARKETING:

Increase Town promotion via social media, keep the public informed, Public events ex: fun run, Community events and events center, make Springerville a destination, increase tourism, Intergovernmental Agreements (IGA's) with other agencies.

Promoting and selling our Town; this would increase businesses, increase revenue resulting in sustainability and overall growth and success of the community.

Manager Jarvis noted that once these are written up they would go back for review and comments.

Everyone was happy with this strategic meeting, giving their ideas and happy with Manager Jarvis's facilitation of this meeting. It was expressed that this would put everyone on the same page.

Manager Jarvis noted there wouldn't be a meeting on Wednesday night.

Phil Hanson/Robert MacKenzie motion to adjourn the meeting at 6:36 p.m.

Vote: Ayes: Phil Hanson
 Robert MacKenzie
 Richard Davis
 Ruben Llamas
 Shelly Reidhead

Phil Hanson, Mayor

ATTEST:

Town Clerk

I hereby certify that the foregoing is a true and correct copy of the minutes of the Springerville Town Council in a special work session on Monday, May 20, 2019. I further certify that the meeting was duly called and a quorum was present.

Dated this 3rd day of June, 2019

Town Clerk