

CITY OF TUKWILA STRATEGIC PLAN

Steering Committee Meeting #6

November 1, 2012 | Meeting Summary



MEETING INFORMATION

Purpose

- Review the Draft Strategic plan and discuss suggested changes (both content and language) to each goal and the Vision and Mission Statements.

Attendance

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| ■ David Cline, City Administrator | ■ Kathy Hougardy | ■ Deborah Salas |
| ■ Mary Fertakis | ■ Sharon Mann | ■ Verna Seal, Councilmember |
| ■ Mayor Haggerton | ■ Jenny McCoy | ■ Sarah Vallieu |
| ■ Mike Hansen | ■ Bryan Nelson | ■ Mike West |
| ■ Joan Hernandez | ■ Todd Pielzch | ■ Leshya Wig |

ITEM 1: WELCOME, AGENDA OVERVIEW, & PROGRESS UPDATE

- Joyce Trantina provided a welcome and gave an update on project progress.
- Brian Murphy from BERK reviewed the agenda and objectives for the meeting.
- Dawn Couch from BERK recapped the recent outreach efforts to the community and City staff. Dawn also reviewed upcoming dates and milestones for the project.

ITEM 2: ADVANCE GOALS, OBJECTIVES AND STRATEGIES

- Members were asked to, briefly, walk around and review each goal (presented on foam boards).
 - ▶ Goal I: inviting Neighborhoods and Business Districts
 - ▶ Goal II: A Great Place to Live
 - ▶ Goal III: A Strong and Prosperous Economic Future
 - ▶ Goal IV: A High-Performing, Effective Organization
 - ▶ Goal V: Positive Community identity and Image
- Committee members broke into five small groups to workshop one goal each. Committee members then reconvened as a large group to discuss each goal.

ITEM 3: DISCUSS VISION AND MISSION

- The Committee then discussed the four proposed options for the Vision Statement:
 - ▶ Option A: An inclusive and progressive community of partners working together to foster prosperity for all residents and enable businesses to thrive.
 - ▶ Option B: An inclusive community where a wide range of businesses develop and prosper and safe, livable neighborhoods support quality of life for all.
 - ▶ Option C: A progressive community built around a shared sense of pride and ownership.
 - ▶ Option D: A regional hub of superior mobility, diversified commerce, leisure opportunities, and inviting neighborhoods, with a strong sense of pride and unity, making Tukwila the community of choice to live, work, play or visit.
- The committee then discussed the concept of the Mission Statement and the planning themes (common threads that run through the Draft Plan)
 - ▶ The Mission Statement is a concise description of the City's roles and responsibilities in achieving its Vision; it is more nuts and bolts than the Vision.
- Feedback from community members brought by committee members included;
 - ▶ I like Option B but I would rearrange the wording to "An inclusive community where safe, livable neighborhoods support quality of life for all and businesses develop and prosper." I like this one because I like "inclusive" and while businesses are obviously important, I think the neighborhoods are more important and should come first.
 - ▶ I like Option B but I would edit out the phrase "a wide range of." Option B is short, concise, and does not include a lot of "fluffy" talk.

ITEM 4: ROUNDTABLE COMMENTS

The following closing comments were shared by Steering Committee members:

- This is a good process. I like all of the discussion, and hearing how each group vets their ideas. I like the idea of making the Plan bold.
- Regarding the Vision: I think we should avoid some language, specifically, "progressive" and "inclusive" as those terms can be off-putting for some people.
- Regarding the Vision: Some of the words are going are buzz words that will seem old 10 years from now . I like "working together" and "work, play, live." I prefer a Vision that is easy to understand because we want people to remember it.
- Question: Are we going to workshop this again? Or is this it?
- I am excited to be participating in this meeting and like the energy of the group.
- In Goal Four, I like the idea including a responsibility clause, the need to increase staff and the community's understanding of the City's fiscal piece.
- I don't have a lot to add—this has been a great process. I am happy that no one is thrilled with the Vision Statement options. I do think we came to a good idea for a vision statement today—I really like the phrase "a place of opportunity."
- I don't have much to add.

- I concur about the vision and process. This has been a great process to be a part of.
- There is definitely a lot of heart in this room but it doesn't seem to be reflected in the Vision options.
- Echoing what other people have said—The City does not have to do this all on its own, there are so many people who want to help build the City's future.