

Strategic Planning Steering Committee
Meeting Minutes
March 20, 2017

Members in attendance: Ann Giard-Chase, Paul Dedominicas, Councilors Armstrong and Kretser.

- Councilor Armstrong asked that the “Pre-flight Checklist” in the OSC manual be reviewed, especially with regard to the question of whether the city has the resources to support the SP process, including time, and staff.
 - Can in-house services keep cost down?
 - How have other cities managed this challenge? Paul said that he would contact Ft. Collins and arrange a teleconference.
 - Is there a way to cultivate a partnership with SUNY?
- The committee agreed that a formal presentation to orient Council and Staff about the mechanics of strategic planning would be a good step to promote transparency and city buy-in. Perhaps we could target the first Friday in May to present to department heads.
- The Committee referred to the OSC manual (p.14) to discuss that process of developing mission and vision statements.
 - We will develop ideas pertaining to mission and vision by looking at other cities’ SPs. Identifying values might be a good place to start.
 - Posing the question, “What is Plattsburgh’s identity?” may be an important step. It may be challenging for the public to answer this question because citizens may be inclined to define Plattsburgh by what its’ NOT.
 - Reviewing the LWRAP vision statement would be helpful. It is comprehensive. (*Local Waterfront Revitalization Program* document, finalized in 2015)
 - Paul said he’d like us to plans and concept sketches from 1948, the 60’s and 70’s, all of which were unfulfilled. It might be interesting to showcase these in a collection called “The Invisible City” what Plattsburgh might have been. One plan from 1978 included skyscrapers and a nine-hole golf course downtown.
- The committee agreed that the Downtown Revitalization Initiative (DRI) would add momentum to the SP process. If planning takes a holistic view and integrates values, all functions of government will be affected: zoning, planning, economic development, land use, etc. We want the city to be in the drivers’ seat rather than to reflexively respond to developers’ proposals as it has in the past..
- Some possible effects of SP were generally discussed.
 - Capital planning will become more aligned with stated priorities and comprehensive planning. For example, whereas now line items are evaluated in relative isolation, with a SP, a capital plan proposal would be evaluated according to its adherence to the plan

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- How will a SP survive changes in administration and staff? Perhaps SP training could be required for new city officials.
- A SP must be regarded as a living document—fluid vs. set. Mechanisms for revisions must be built in.
- The achievement of goals and actions must be measurable and supported by data.
- An SP implementation officer or oversight committee could ensure accountability.
- Perhaps every 5 years a public report card would be a good evaluation too.
- The question of whether SWOT, or an inventory of Strengths, Weaknesses, Opportunities, and Threats (OSC manual, p. 47) should be conducted by the SPSC arose.

The SPSC's next meeting will be March 26, 2:30, City Hall Chambers.

Respectfully submitted by,
Rachelle Armstrong