

**MINUTES OF THE STRATEGIC PLANNING WORKSHOP MEETING
OF THE CAREFREE TOWN COUNCIL**

WHEN: TUESDAY, OCTOBER 13, 2020

WHERE: ZOOM WEB <https://us02web.zoom.us/j/3229729660>
MEETING ID: 322 972 9660

TIME: 3:00 P.M.

Town Council Attending:

Mayor Les Peterson
Vice Mayor John Crane
Vince D'Aliesio
Tony Geiger
Michael Krahe
Cheryl Kroyer
Gene Orrico

Town Council Absent:

Stephen Hatcher

Staff Present:

Gary Neiss, Town Administrator; Stephen Prokopek, Economic Development Director; Kandace French, Town Clerk/Treasurer.

Mayor Peterson called the meeting to order at 3:00 p.m.

Cheryl Kroyer led the Council in the Pledge of Allegiance.

REGULAR AGENDA:

ITEM #1 Council Strategic Planning Workshop #2 to refine and define the future strategy, direction, and allocation of resources for the Town.

Mayor Peterson announced the agenda item and introduced Town Administrator, Gary Neiss and Council Member, Michael Krahe.

Council Member Krahe reviewed the accomplishments and identified common threads created from the prior meeting. He reviewed the strengths, weaknesses, opportunities and threats identified by the Council. He explained the goal of this meeting was to solidify the strategic plan.

There was discussion regarding the Vision Statement and the goal of determining where, "we want to grow into?" There was further discussion and input regarding defining the stakeholders. The Council and Mr. Neiss discussed the pillars of Community Development, Infrastructure, Economic Development & Financial Stability, and Communications, Marketing & Community Engagement as they equate to quality of life for the residents and businesses.

The Council members engaged in discussion surrounding these pillars and provided input into each one such as zoning updates, MS4 reporting, identifying revenue targets and engaging residents through the pending visitor center and implementation of the Ambassador program.

There was additional discussion regarding the next steps to take to revise the vision statement and the Pillars. The Council and Mr. Neiss discussed a work plan lasting 12 to 24 months to go with each goal.

Mr. Neiss also mentioned that there may be a need to reschedule the October 27th workshop due to a calendar conflict.

ITEM #2 Adjournment.

There being no further discussion, Mayor Peterson asked for a Motion.

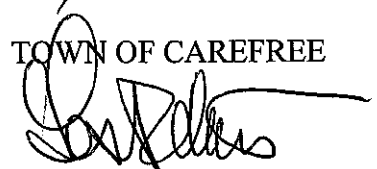
Council Member Orrico **moved** to adjourn. There was a **second** by Council Member D'Aliesio. The motion **carried** unanimously.

The meeting ended at 4:15 p.m.


DATED this 15th day of October, 2020.

TOWN OF CAREFREE

BY: 
Kandace French Contreras, Town Clerk

TOWN OF CAREFREE


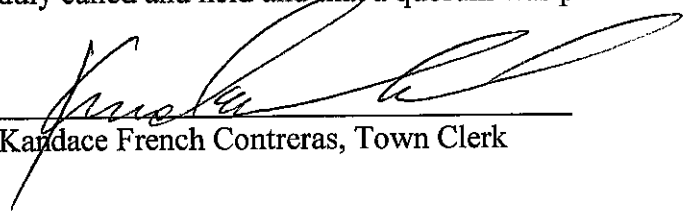
Les Peterson, Mayor

Attest:


Kandace French Contreras, Town Clerk

CERTIFICATION

I hereby certify that the foregoing minutes are a true and correct copy of the Strategic Planning Workshop of the Town of Carefree held October 13, 2020. I further certify that the meeting was duly called and held and that a quorum was present.



Kandace French Contreras, Town Clerk