

SUMMARY REPORT
OF COUNCIL ACTION TAKEN AT THE STRATEGIC PLANNING MEETING HELD JANUARY 23, 2012 AT
9:00 AM, AT THE CITY OF COTTONWOOD RECREATION CENTER, 150 S. 6TH STREET

This summary is a statement of legal actions taken by the Cottonwood City Council at a strategic planning meeting pursuant to A.R.S. § 38-431.02(D), and is being provided as required by A.R.S. § 38-431.01(D).

Council Members Present: Mayor Joens, Vice Mayor Karen Pfeifer, Council Members Tim Elinski, Linda Norman, Terence Pratt, Jesse Dowling and Ruben Jauragui.

OPENING STATEMENT BY MAYOR JOENS

Mayor Joens thanked staff for all their hard work through the year.

REVIEW OF THE COUNCIL'S VISION & MISSION STATEMENT

Staff and Council reviewed the current Vision and Mission Statement and decided to added support for entrepreneurialism to the vision statement.

UPDATE ON THE COUNCIL'S STRATEGIC INITIATIVE GOALS BY STAFF

Staff and the Council reviewed the 2011 Strategic Initiative Goals.

COUNCIL DISCUSSION AND DIRECTION REGARDING NEW STRATEGIC INITIATIVES AND GOALS

Council directed staff to include a shop local campaign that is supported by the city; focus on supporting building a convention center within Cottonwood; market the equestrian center with the recreation center; add more signs for the Cottonwood Recreation Center; add support for water literacy program for kindergarteners; focus on bringing meetings to the Cottonwood Recreation Center; continue the Let's Move projects with a budget; continue to work on a land exchange for the 80 acres on Black Canyon Walsh; prepare a truck route plan; and have the other cities participate with the business assistance center.

ADJOURNMENT

The strategic planning meeting adjourned at 4:15 p.m.