

I. CALL TO ORDER

The special meeting of the Matanuska-Susitna Borough Assembly was held on June 17, 2008, at the Borough Assembly Chambers, 350 E. Dahlia Avenue, Palmer, Alaska. The meeting was called to order at 2:35 p.m. by Mayor Curtis D. Menard for the purpose of discussing strategic planning.

II. ROLL CALL

Assembly members present and establishing a quorum were:

Ms. Lynne Woods, Assembly District No. 1 (*Deputy Mayor*)(*arrived at 6:37 p.m.*)
Mr. Pete Houston, Assembly District No. 2
Ms. Michelle R. Church, Assembly District No. 3
Ms. Mary Kvalheim, Assembly District No. 4
Ms. Cindy L. Bettine, Assembly District No. 5
Mr. Tom Kluberton, Assembly District No. 7

Assembly members absent and excused were:

Mr. Robert Wells, Assembly District No. 6

Staff in attendance were:

Ms. Lonnie R. McKechnie, Borough Clerk
Mr. John Duffy, Borough Manager
Mr. Nick Spiropoulos, Borough Attorney
Ms. Amanda E. Charles, Executive Assistant to the Borough Clerk

III. APPROVAL OF AGENDA

Mayor Menard inquired if there were any changes to the agenda.

GENERAL CONSENT: The agenda was approved without objection.

IV. PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Ms. Jody Simpson, a former Assembly member.

V. ITEMS OF BUSINESS

A. STRATEGIC PLANNING

Mr. Duffy:

- spoke regarding going over the strengths, weaknesses, opportunities and threats to the organization;
- stated that he will be the recorder for the Assembly;
- noted a need for prioritized efforts for the future;
- advised that the mission/vision team will provide a presentation at 3:30 p.m.; and
- asked the Assembly to provide strengths of the organization.

The Mayor and Assembly provided the following strengths of the organization:

- good at innovations;
- great animal adoptions rates;
- personnel;
 - good leadership;
 - good personnel;
- transparency;
- effort in planning;
- improved communications with delegations;
- public communications;
- Finance Department, Attorney's Office, Public Works;
- national recognition (awards);
- lean staff;
- striving for good quality of life;
- very responsive;
- availability of land;
- many opportunities; and
- legislative latitude.

The Mayor and Assembly provided the following weaknesses of the organization:

- lean staff;
- have not been able to accomplish land use management;
- no clear vision, not clearly articulated;
- no current community inventory (by community);
 - public facilities;
 - land use tools;
 - needs;
 - assets;
- size of Borough versus the population;
- high level of expectations for services;
- 21th century is catching up with Alaska Frontier;
- no Borough facilities north of the core area;
- lack of time to devote to issues;
 - Assembly;
 - Administration;

- lack of comprehensive/coordinated response to and subsequent need to address created emergencies;
- inability to control when and where development occurs;
- lack of communication and coordination with the Planning Commission;
- lack of a mechanism to communicate with the Planning Commission;
- clarity of Planning Commission and staff recommendations;
- no diversity of revenue sources;
- lack of consistent policy and procedures;
- getting and keeping the most qualified staff available (the need for above average retention rates);
- lack of succession planning;
- lack of formal training and continuous education; and
- new building/annex.

The Mayor and Assembly provided the following threats to the organization:

- cost of energy;
- lack of regional energy planning;
- ferry boat;
- lack of coordination between State and Federal agencies;
- climate change;
- federal budget deficit;
- lack of transportation infrastructure;
- State and other agencies land sales;
- State's economy;
 - economic planning
- frivolous lawsuits; and
- lack of State resources and presence in the Borough;

The Mayor and Assembly provided the following opportunities for the organization:

- clean water (to include);
 - drinking;
 - fish;
- tourism/visitor industry;
- quality of life as an attraction for employees and businesses;
- State budget surpluses;
- ability to diversify Borough revenues;
- agriculture is the breadbasket of the Borough;
- existing good relationships with State and Federal delegates;
- deep water port;
- deep water port rail extension;
- 2010 reapportionment;
- ability to educate others about the Borough;
- new technologies;
- Matanuska-Susitna Borough College;

- renewable and sustainable energy;
- relocate Anchorage based firms to the Borough; and
- distribute Borough functions throughout the Borough.

Mr. Duffy presented Ms. Debbie Wetherhorn and Ms. Heather Kelley, members of the mission/vision microbusiness unit.

Ms. Kelley:

- noted that this was the first micro-business unit;
- provided a history of their meetings; and
- explained that the mission/vision statement would be used for internal employees and with external contacts.

Ms. Wetherhorn read the mission/vision statement.

Mr. Duffy asked that the Assembly provide input on the mission/vision statement by June 24, 2008.

Assemblymember Bettine asked if the mission/vision statement would be posted for the public to see.

Mr. Duffy:

- affirmed the query;
- stated that it would be posted Boroughwide; and
- added that once the mission/vision statement is finalized it will be added into the strategic plan.

Ms. Wetherhorn spoke regarding informing the Borough's residents about the mission/vision statement.

VI. AUDIENCE PARTICIPATION

(There was on one present who wished to testify.)

VII. MAYOR, ASSEMBLY, AND STAFF COMMENTS

(There were no comments provided.)

VII. ADJOURNMENT

The regular meeting adjourned at 4 p.m.

/ S /

CURTIS D. MENARD, Borough Mayor

ATTEST:

/ S /

LONNIE R. McKECHNIE, CMC, Borough Clerk

Minutes approved: 07/15/08