

**CITY OF SANTA CLARA
STRATEGIC PLANNING RETREAT
Monday, June 30, 2014 – Santa Clara Convention Center**

8:00 Continental Breakfast

8:30 Welcome, Purpose of the Retreat, Public Comment and Introduction of the Facilitator and the Recorder – Jamie Matthews, Mayor

Role of the Facilitator, Recorder, Group and Public; Strategic Planning Elements; Agenda – Marilyn Snider, Facilitator – Snider and Associates

Introductions of the Group

City of Santa Clara:

- Mission Statement
- Core Ethics and Values
- Two-Year Goals (2013-2015)

MAYOR, CITY COUNCIL and CITY MANAGER:

- Review and Revise, if Needed, the Two-Year Goals (what the City of Santa Clara needs to accomplish)
- Brainstorm Six-Month Objectives (the action steps) for Each of the Two-Year Goals

MANAGEMENT TEAM JOINS THE RETREAT:

Brief Analysis Regarding:

- What Are the Strengths and the Accomplishments of the City of Santa Clara Since the September 13, 2013 Strategic Planning Retreat?
- What Are the City of Santa Clara's Current Internal Weaknesses/Challenges?

MAYOR, CITY COUNCIL AND MANAGEMENT TEAM:

By Consensus, Select Six-Month Strategic Objectives (how each of the goals will be addressed – by when, who will be accountable, for what specific, measurable results) for Each of the Two-Year Goals

Next Steps/Follow-Up Process to Monitor Progress on the Goals and Objectives (including setting a date in 6 months to update the strategic plan)

Summary of the Retreat and Closing Remarks

3:00 Adjourn

At 8:00, there will be continental breakfast for the Mayor, City Council, City Manager and City Attorney. The meeting will begin promptly at 8:30 a.m. There will be a mid-morning break with a group lunch at 12:15 p.m.. The Management Team will join the retreat in the middle of the morning.

PLEASE BRING YOUR CALENDAR