AGENDA



STRATEGIC PLANNING RETREAT

Friday, March 1, 2013 @ 8:00 a.m. to 4:00 p.m.

LOCATION:

Santa Clara Convention Center

5001 Great America Parkway, Rooms 209/210 Santa Clara, CA 95054

8:00 Continental Breakfast

8:30 Welcome, Public Comment – Jamie Matthews, Mayor

Agenda Review - Marilyn Snider Facilitator, Snider and Associates

Brief Introductions (Icebreaker)

What Are the Strengths and the Accomplishments of the City of Santa Clara in the Past Two Years?

What Are the City of Santa Clara's <u>Current Challenges?</u>

What Are the External Factors/Trends (e.g., economic, environmental, technological, Demographic) that Will/Might Impact the City of Santa Clara in the

Next Two Years:

- Positively (opportunities)?
- Negatively (threats)?

Review the Mission Statement (why the City government exists and for whom)

Identify Two-Year Overarching Goals (what the City of Santa Clara needs to accomplish)

- Goals Do you want to change or add goals from two-years ago
- City Council: By Consensus, Select 4 or 5 Goals

Identify Six-Month Strategic Objectives (<u>how</u> each of the goals will be addressed initially – by when, who (assigned by the City Manager for the Management Team) 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

4:00 Adjourn

Please come at 8:00 for continental breakfast and informal conversation. The meeting <u>will begin</u> <u>promptly at 8:30 a.m.</u> There will be a mid-morning and a mid-afternoon break with a group lunch at 12:00. The City Council and Management Team will participate on all items on the Agenda with the exception of the selection of the goals that will be done by the City Council.