

**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;
- 21<sup>th</sup> 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.

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CURTIS D. MENARD, Borough Mayor

ATTEST:

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LONNIE R. McKECHNIE, CMC, Borough Clerk

Minutes approved: 07/15/08