

DATE: November 25, 2015  
TO: CBJ Assembly Members  
FROM: Mayor Greg Fisk  
RE: Reflections on our Assembly Retreat

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The CBJ Assembly will hold its annual goal setting meeting on Monday, December 14<sup>th</sup>. Traditionally, this meeting has been an opportunity to talk through the important issues facing our community and make decisions about where to focus Assembly efforts and city resources in the upcoming year.

This year, I would like to expand the purpose of our time together and take the opportunity to define a more cohesive road map that will guide our policy determinations, operational priorities, and budget decisions in the upcoming year. This road map will also set us up for success in identifying initiatives that require a longer planning horizon. I am not proposing a full strategic planning event, but I would like to include pieces of such a process into our time together.

In creating a road map, I believe it is important to engage in a process where the Assembly identifies a common vision for our community. Holding a common vision provides a touchstone for our future decision-making and action plans: how will doing “x” further the goal of what we want our community to be in the long run? A common vision lets our community know where we are headed and helps motivate and guide staff in their day-to-day work. Answering the question of “why” informs the “what” and “how” of our actions.

We find ourselves in interesting times. There are many internal and external factors influencing the ability to move our community forward. Identifying these issues allows us to understand what factors can be capitalized on and where potential obstacles exist.

Once we’ve outlined our future vision and identified what factors will assist or impede progress to creating that future, I believe we will be better positioned to begin our planning and prioritizing efforts. What are the big picture objectives that, if accomplished, assure our ability to meet our future vision? Once the big picture pieces are articulated, strategies to achieve them can be identified, and action steps to accomplish those strategies can be set out.

I have asked the City Manager to clear the Assembly calendar on the evening of December 14<sup>th</sup>, and scheduled the retreat to run from Noon to 6:00 pm. To make the best use of our time together, I’ve asked Samantha Dye to facilitate our meeting. I look forward to our discussion.

CBJ Assembly Meeting  
Annual Goal Setting Retreat  
December 14, 2015  
12:00 pm

- I. Call to Order
- II. Assembly Goal Setting
  - a. Creating a Community Vision
  - b. Identifying Opportunities and Challenges ahead
  - c. Strategic Objectives
  - d. Update from City Manager on progress toward goals from last year
  - e. Identification of Goals
  - f. Prioritization of Goals for CY2016
- III. Adjourn