



Memorandum

To: Mayor and Town Council
From: Greg Clifton, Town Manager
Date: July 10, 2018
Subject: Town Council 2018-20 Action Plan

I. SUMMARY

The latest draft is attached. I believe we are near or at final, dependent upon Council's review and approval.

The red font delineates suggested edits from the June 5th meeting. There are not many edits at this juncture. There is one edit in blue font, which comes from my office, in follow up to a meeting I had regarding the Eagle River Youth Coalition, who will be presenting to you at your regular meeting on August 7th. I view that particular edit as simply an elaboration of the initiative to reflect the Council's inclusion of our younger citizens in our efforts toward community outreach and engagement. This is the only edit that does not derive from Council directive.

Some of the edits were expressly word-smithed by Council. Others were suggested, with word-smithing being left to staff. There were some relocations of various items that were likewise suggested to staff.

II. BACKGROUND

The process of formulating the three-year Action Plan commenced during Council's retreat on January 9th of this year. The Council again retreated on May 15th and the goals and action items were discussed in detail. The discussion continued during the Council's regular meeting on June 5th, and the outcomes of these three prior meetings are now embodied in the draft that is attached. To ensure accuracy, all of these meetings, which were televised and recorded, were reviewed in depth. Council can be assured that the comments, edits, suggestions, and format changes as discussed in entirety have been addressed.

The following could be noted as summaries of these outcomes:

- Council has discussed at length the newer model (reflective of the three priority areas from previous plans, now with the inclusion of a fourth priority entitled "sustainability"). Council expressed unanimous support for this newer model after considerable discussion.
- This new emphasis on 'sustainability' covers a broad spectrum of considerations. While the term has traditionally been used to define how biological systems endure, the 21st-century definition of sustainability goes far beyond these narrow parameters. Today, it refers to the need to develop enduring models and balance with respect to

environmental protection, social responsibility, economic practice, cultural safeguarding, and related topics. Sustainability denotes the ability to achieve balance through time without depletion of resources.

- The need for housing has been accentuated throughout the document, illustrating Council's desire to have this goal articulated as a very high priority.
- Similarly, the need for permanent funding for the housing program is emphasized within the Plan.
- Both housing and the natural environment represent noted priorities in the Community Survey conducted in 2018. The Plan appears to be in lockstep with the outcomes of the Survey.
- In addition to the above, Council is giving considerable focus to public engagement, emerging technologies, diversification of our economy, master planning projects, transportation and parking, community building, and our guest experience.
- The Plan is the product of a collaborative process that has spanned two Council retreats and two Council regular meetings.
- The format of the Plan is one that includes the statement of broad goals under each of the four items of emphasis, which goals are then broken into a series of initiatives, which in turn are refined as specific action items or priorities.
- The Action Plan is ambitious, as it should be. Many items are task-based and will see accomplishment over the next three years. Others are ongoing objectives that will continue through time.
- We are underway with numerous action items at this time.

III. ACTION REQUESTED

Council is requested to direct staff to proceed with the latest draft, subject to any additional edits that the Council may have, for Council adoption at the August 7th meeting. This will likely be performed by resolution.

Timing wise, this final adoption will precede the very important capital planning and budgeting processes that will immediately follow. Thank you.