

CITY OF CONVERSE
CITY COUNCIL WORKSHOP
STRATEGIC PLANNING COMMITTEE
MINUTES FOR APRIL 30, 2011 – 10:00 AM

The Strategic Planning Committee of the City of Converse met in a regular meeting at the City Conference Room Located at 405 S. Seguin Street on Saturday, April 30, 2011 at 10:00 am to discuss various items on the agenda.

The Following were Present:

Mayor, Al Suarez
MPT John Shadron
Councilwoman Renee Paschall
Councilman Randy Pannell
Councilman Grant Lopez
Councilman Steve Brown
EDC Executive Director, Kate Silvas
EDC Board Member, Dan Norris

P & Z Chairman, Robert Browning
P & Z Vice Chairman, Donnie West (Alternate)
P & R Chairman, Leon Stubbs
B & S Board Member, Sydney Storment
Citizen Volunteer, John Mendoza
City Manager, Shawna Dowell
Recording Secretary, Odie Martinez

1. Call To Order.

At approximately 10:00 am Mayor Suarez called the meeting to order.

2. Roll Call and Recognition of Visitors.

Absent: Councilwoman Benbrook; Tulita Harris; Joseph Guastella; Fernando Aranda; Jim Lacarde

Visitors: Laura Beehler; Deborah James; Jon Lindgren; Joan Lindgren; Kathy Richel; George Richel;
Rudy Martinez

Early dismissal: Councilman Steve Brown stepped out of the meeting at 10:10 am. He announced he had a flight to catch to assist in the South East Disaster.

3. New Business

- A. City Council Workshop in Conjunction with the Strategic Planning Committee for the City of Converse. (Mayor Suarez)

A four hour presentation was presented by Dan Norris, a board member of EDC and who also facilitates and coaches “Consulting Training” all over the United States.

Topics of the presentation included:

- **Establishing a Strategic Vision:** What are the benefits; What are the good things about this; What are the values; What is the sense of potential.
- **What information do we know/not know that is critical to establishing a strategic vision:**

What Information is available; What information do we have/need; what information is missing; How do we get the missing information.

- **Problems, concerns & caution that should be considered with our Strategic Vision:** Possible problems, difficulties that can occur, points of caution, weakness & risk.
- **Considerations to make a Converse a better community:** Generate Ideas; Alternatives & Possibilities; Overcome difficulties.
- **Participant Expectations**
- **Cultural**
- **Transportation**
- **Funds**

The Following is a list of the “Strategic Vision Survey” which Mr. Dan Norris has put together and provided:

- Revitalization of downtown area
- Create recreational dog parks
- Create Public Information Officer
- Create converse Chamber of Commerce
- Create Youth Center/Program
- Invest in Modern City Management Technology
- Create linear parks as green space
- Renovate downtown creek
- Clean City Initiative
- Create Converse Convention Center
- Create Attractive City Brand
- Maintain “MOM and Pop” Business Atmosphere
- Erect Historical Markers Throughout City
- Complete Toepperwein Road Project
- Invest In More Code Compliance Officers
- Create Industrial Park
- Create Industrial Park
- Create Visually Appealing Signs on main Street
- Surface Water Expansion

Note: The “Strategic Vision Survey” will be placed on the website for feedback from the Community.

4. Adjournment.

Meeting adjourned at approximately 1:56pm.

