

## City of Groveland Strategic Planning Steering Committee

### Planning Session 1 Agenda

January 4, 2022

8:30 a.m. – 4:30 p.m.

#### Planning Session Objectives

- Discuss and understand the data and input gathered to inform development of the City's vision, mission, strategic priorities, and goals.
- Create the City's mission statement.
- Create a long-term vision for the City of Groveland.
- Identify possible scenarios that impact the vision.
- Identify strategic priorities/areas of focus.

#### Breakfast

#### Welcome and Introduction - Michelle

- Welcome and purpose
- Overview of planning session objectives and agenda
- Guidelines for participation
- Facilitation methodology

#### Setting the Stage – Context for Strategic Planning – Charline and Michelle

- Present the Environmental Scan (includes summary of visions developed by Steering Committee members)
- Group Discussion: What did the information in the Environmental Scan reveal to you? - Charline
  - *What stood out?*
  - *Did you learn anything new?*
  - *Which themes resonate most in shaping your thinking about the strategic direction of Groveland?*
  - *What, if anything is missing or needs to be amplified?*
- Capture the group's insights/perspectives/ideas, synthesize, and check for understanding and agreement.

- Outcome: Steering committee members have input from the community, each other, and other relevant data to inform the development of the vision and strategic direction for Groveland.

## Break

### Develop the Mission and Vision Statements – Michelle and Charline

**Mission Statement:** The mission statement describes an organization's purpose or reason for existing. It is the public statement of the contribution the organization makes in its quest to achieve the vision. It answers the questions: Why do we exist? What do we do?

- Group Discussion: Discuss the distinction between a mission statement and a vision statement. Then discuss: - **Michelle**
  - *Why does Groveland exist?*
  - *What core functions does the City carry out on behalf of the community and its residents?*
  - *How does the City go about carrying out those core functions?*
- Capture the group's insights/perspectives/ideas, synthesize, and check for understanding and agreement.
- Outcome: A short, concise, concrete statement that clearly defines the scope of the City.

**Vision Statement:** A vision statement defines your desired future state and provides direction for where you are going as an organization. It answers the question: What will Groveland look like 10 years from now?

- What makes a good vision statement?
  - Small Group Breakout Discussions: - **Charline**
  - *Focused Questions: Considering the visions for Groveland developed by each member of the Steering Committee as a starting point, which themes resonate?*
  - *What is your ideal vision for how the City will look and feel **10 years from now?***
  - *What, specifically will be different than now? What will be the same?*
  - *What will the people of the community be experiencing living in Groveland?*
- Small groups come to consensus on the themes and ideas they wish to report out to the full group.

## Lunch

### Develop the Vision Statement - Charline

- Small groups share their themes and ideas
- Large Group Discussion:
  - *Which themes/ideas are similar across the groups?*
  - *Which themes/ideas resonate most?*
  - *Which themes/ideas best convey an ideal future for Groveland?*
- Capture the group's insights/perspectives/ideas, synthesize, and check for understanding and agreement.
- Outcome: A clear picture of the future vision for Groveland.

### Scenario Planning - Michelle

**Scenario planning:** Scenario planning is a process used to eliminate the two most common errors in strategic analysis – over-prediction or under-prediction of the organization's future.

- Large Group Discussion: Based on what we learned from the Environmental Scan, and considering the vision we just developed, what possible scenarios could detract from or support the City's ability to make process toward the desired vision? For each category, consider possible scenarios and their outcomes and how those outcomes could impact the achievement of the vision.
  - **Financial**
    - *Possible scenarios*
    - *Outcomes*
    - *Impact on Groveland's vision*
  - **Political**
    - *Possible scenarios*
    - *Outcomes*
    - *Impact on Groveland's vision*
  - **Governmental** (city, county, regional, state)
    - *Possible scenarios*
    - *Outcomes*
    - *Impact on Groveland's vision*

## Break

- **Economic – Charline takes over after the break, if comfortable**
  - *Possible scenarios*
  - *Outcomes*
  - *Impact on Groveland’s vision*
- **Social/Cultural**
  - *Possible scenarios*
  - *Outcomes*
  - *Impact on Groveland’s vision*
- **Environmental**
  - *Possible scenarios*
  - *Outcomes*
  - *Impact on Groveland’s vision*
- Do any of these scenarios change what you envision for Groveland’s future? If so, what would you change about the vision you developed and why?
- Outcome: Consideration of possible scenarios that could impact the future of the City and how those scenarios influence the vision for Groveland.

## Reflection and Closure - Michelle

- What worked well today?
- Is there anything we could have done differently to make the experience better?
- What questions do you have going into Planning Session 2?
- What additional information would you like City staff to provide?