

**Strategic Job Creation Discussion
(Strategic Plan Issue)**

**Promoting Responsible, Stable, and Sustainable
Economic Development
(Strategic Plan Issue)**

**Increasing Education, Recreation, and Cultural
Opportunities Discussion
(Strategic Plan Issue)**



TO: Robert Garza, City Manager

FROM: Barbara De Leon, Senior Operations/Management Analyst 

DATE: March 14, 2014

FILE NO. ACM/COO-14-008

SUBJECT: March 24, 2014 Work Session; Strategic Plan

With the adoption of the 2014 Strategic Plan, staff has begun the development of an Administrative Strategic Plan which will serve to guide staff in meeting the twenty-five broad, policy level goals that Council adopted. As part of plan development, staff has initiated brainstorming discussions with Council to further define the strategic plan goals; the purpose of these discussions is to assist staff in generating the proposed deliverables and the specific objectives to meet these goals.

The March 10, 2014 work session specifically addressed the goal, Developing Diverse Funding Strategies for Capital and Operating Needs. At the March 24, 2014 work session City Council and staff will discuss the following goals: Increase City Focus on Strategic Job Creation; Promote Responsible, Stable, and Sustainable Economic Development; and Increase Educational, Recreational and Cultural Opportunities and Amenities. Additional goals will be covered at work sessions to follow.

cc: Brian Denmark, Assistant City Manager/Chief Operating Officer 