

MINUTES
Public Hearing of the College Park City Council
Tuesday, March 2, 2010 - 7:00 p.m.

Draft Strategic Plan 2010 – 2015

PRESENT: Mayor Fellows; Councilmembers Nagle, Wojahn, Catlin, Perry, Stullich, and Afzali.

ABSENT: Councilmembers Cook and Mitchell.

ALSO PRESENT: Joe Nagro, City Manager; Suellen Ferguson, City Attorney; Janeen Miller, City Clerk; Terry Schum, Director of Planning; Elisa Vitale, Senior Planner; Jill Clements, Director of Human Resources; Becca Lurie, Deputy Student Liaison.

Mayor Fellows called the Public Hearing on the Draft Strategic Plan to order at 7:00 p.m.

Denice Hinden from Managance Consulting and Coaching provided an overview of the process the City Council has been engaged in that has resulted in the draft now under consideration. The Strategic Plan has two sections: 1) Organization Identity and 2) Strategic Direction including goals and objectives for next five years. There will be an initial 12-month action plan that describes specific steps for the City to take for each of the goals and objectives. The strategic planning process began in July of 2009 and has included several meetings with the City Council, three focus groups (City Hall, Davis Hall, on campus) involving 71 participants, and a community survey on the City's web site that had 176 responses. The input from this public hearing and the action plan that is still to be developed will be incorporated into the Strategic Plan, and then the City should be prepared to move forward with implementation. Managance Consulting believes that all strategic plans are an important management tool and represent a form of social contract between the organization and the community. In adopting the Strategic Plan the Council put three areas of commitment into the plan: 1) To track and improve performance, 2) To allocate financial resources, and 3) To continually update the plan and think about the future direction of the City.

Councilmember Stullich, chair of the Council's Strategic Plan Subcommittee, said this is an ambitious plan for the City and recognized that the difficult fiscal climate will make it especially challenging to implement.

Comments from the audience:

Phil Sawicki, 7204 Bowdoin Avenue: 14 year resident. He was disappointed that the plan did not include the implementation strategy and looks forward to seeing the action plan. He sees four main problems for the City: 1) what to do with the University of Maryland, 2) Route 1 – the two objectives of redevelopment and improving travel are contradictory, 3) heterogeneity of College Park, 4) how to pay for what you want to do.

Bob Seward, 9808 47th Place: He is looking forward to the action plan to get an idea of how to move forward on these items. It is important to find some way to engage the UMD in all areas. They must have some world-class minds to help with some of these world-class problems. Perhaps it could be to get students involved in researching grants to fund some of the things we want to do.

Adele Ellis, 4608 Beechwood Road: 30 year resident. If you have to prioritize, put public safety first. Second, to bring about a base of taxpaying residents, a good school system is important. Third, protecting the environment by working with the University on plans for the East Campus development. Continue the types of services now being programmed by the Recreation Board.

Bill Montgomery, 4614 Harvard Road: 25 year resident who has worked in the City for 45 years. He worked on the University's Strategic Plan. This is a time that the University and the City can work together to create what is best for all of the players in the community. He urges that the action plan include the University as one of the players with the City and use everything that is possible within the University to make the City better, and vice versa.

Mark Montroll, 7202 Rhode Island Avenue: The mission statement mentions the student but where do they fit in on the primary customers/supporting partners lists? No where do we acknowledge the students. Goal III – Physical Safety and Public Schools -- should be Goal #1 in terms of importance. Goal II talks about strategies to deal with water resources and water pollution; he suggests including strategies to deal with water runoff as well.

Justin Clark, 4506 Beechwood: His concerns are about transportation and specifically how to deal with Route 1. Define “transit” – it should include pedestrians and bicycles. He was surprised that the Purple Line was not an objective – it should be included.

There being no further testimony, Mayor Fellows declared the public hearing adjourned at 7:48 p.m.

The Draft Strategic Plan is posted on the City's web site. Public comment will be taken for an additional week, through March 9, 2010.

Janeen S. Miller, CMC Approved
City Clerk