



**CITY COUNCIL RETREAT  
ANNEX CONFERENCE ROOM  
4004 MAIN STREET (BUILDING BEHIND CITY HALL)  
JUNE 20-21, 2014**

**AGENDA**

**STRATEGIC PLANNING AND STRATEGY DEVELOPMENT  
FRIDAY, JUNE 20, 2014:**

- 8:00 – 8:15 a.m. Gather & Enjoy Refreshments**
- 8:15 – 8:30 a.m. Welcome & Opening Remarks**
- Opening Remarks by Mayor Gottel
  - Opening Remarks by Brian Funderburk
  - Review Agenda & Retreat Goals
- 8:30 – 9:00 a.m. Fun Icebreaker Exercise**
- 9:00 – 10:30 a.m. What do we want Rowlett to look like in the future?**
- Do we have the right vision for Rowlett?
  - If not, what is the right vision for Rowlett?
  - What do we need to do today to ensure that our vision comes to fruition?
- 10:30 – 10:45 a.m. BREAK**
- 10:45 – 12:15 p.m. Intermediate Timeframe Discussion (5-10 year window)**
- What are the most significant Opportunities & Threats facing Rowlett in the next 5-10 years?
  - Are there any barriers that may prevent Rowlett from taking advantage of its Opportunities?
  - Does Rowlett have appropriate strategies or policies in place to address Threats?
  - If not, what changes need to be made today to prepare the City?
- 12:15 – 1:15 p.m. Sustainability (Working Lunch)**
- What is sustainability?
  - How does sustainability impact our vision for the future?
- 1:15 – 1:30 p.m. BREAK**
- 1:30 – 3:00 p.m. Short-term Timeframe Discussion (2 year window)**

- In light of the “intermediate” time frame, what would Council like to accomplish in the next two years (i.e. projects, programs, policies, strategies)?
- Rank the top ten items (note: Council must have consensus with a minimum of 4 to be on the list)

**3:00 – 3:15 p.m.**

**BREAK**

**3:15 – 4:45 p.m.**

**Short-term Timeframe Discussion (2 year window)**

- Continue discussion if necessary to develop and rank the top ten list
- Does Rowlett have appropriate funding or resources in place to accomplish the top ten list?
- If not, what changes need to be made today to address each one?

**4:45 – 5:00 p.m.**

**Wrap-Up & Closing Remarks**

**FY2015 BUDGET PLANNING AND STRATEGY DEVELOPMENT**  
**SATURDAY, JUNE 21, 2014:**

**8:00 – 8:15 a.m.**

**Gather & Enjoy Refreshments**

**8:15 – 10:00 a.m.**

**Session 1: Financial Challenges and Opportunities**

**10:00 – 10:15 a.m.**

**BREAK**

**10:15 – 12:15 p.m.**

**Session 2: Employee Compensation and Benefits**

**12:15 – 1:15 p.m.**

**Session 3: Topics that Matter (Working Lunch)**

**1:15 – 1:30 p.m.**

**BREAK**

**1:30 – 3:00 p.m.**

**Session 4: General Obligation Bond Process “Journey to May 2015”**

**3:00 – 3:15 p.m.**

**BREAK**

**3:15 – 4:45 p.m.**

**Decision Points**

**4:45 – 5:00 p.m.**

**Wrap-Up & Closing Remarks**

*Laura Hallmark*

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Laura Hallmark, City Secretary

I certify that the above notice of meeting was posted on the bulletin boards located inside and outside the doors of the Municipal Center, 4000 Main Street, Rowlett, Texas, as well as on the City’s website ([www.rowlett.com](http://www.rowlett.com)) on the 16<sup>th</sup> day of June 2014, by 5:00 p.m.