

**Genoa Town Advisory Board
Special Meeting Minutes of February 12, 2008
Strategic Planning Meeting**

MEMBERS PRESENT

Chairperson Kitty DeSocio, Clerk Greg Pace, Member Dave Whitgob,
Town Manager Sheryl Gonzales

CALL TO ORDER

Chairperson DeSocio called the meeting to order at 6:40 p.m., in the Meeting Room at 2289 Main Street, Genoa, Nevada.

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Resident Ron Funk

APPROVAL OF AGENDA

Clerk Greg Pace moved to approve, Member Dave Whitgob seconded. Approved.

APPROVAL OF THE MINUTES

Member Dave Whitgob moved to approve, Clerk Pace seconded. Approved.

PUBLIC COMMENTS

Bill Brooks commended the Town Board for bringing in an outside facilitator to lead these meetings. Steve Lewis returned to facilitate the fourth Strategic Planning Meeting. His goal for that night was to complete the initial phase, and then it would be time to start implementing the plan. The group was given a package that Sheryl Gonzales had prepared; the vision statement and core values were up for discussion. One side of list showed actions from last meeting. Mr. Lewis will show an inspirational video clip, further define directions, and designate leaders and completion dates for actions. Worksheets will be used to clean up and clarify. The Town's role will be defined.

ADMINISTRATIVE AGENDA

1. Discussion and possible action regarding direction related to the Town strategic workshop including the draft vision, mission, issues, values statement, strategic directions and action goals.
2. Discussion and possible action regarding continuance of the strategic planning process including setting additional workshops and topics.

Introductions: Attendees were asked to each give a word that best describes his or her particular vision for Genoa. Words mentioned were: quaint, historic, heritage, collaborative, embracing, historical, preservation, harmonious, viable, economic revival, vital, special, destination, and independent spirit, unique, rural, and social courtesy.

Mr. Lewis reviewed the **Vision Statement** as a destination. Changes in last meeting's wording of vision statement were discussed including using friendlier wording. It was suggested that another word for thriving be found to describe businesses. It should be something that compliments the historic character and inspires, e.g., *viable, successful, or strong economy*.

Mission Statement: Describes who, what, why. Three areas of action: Historic, Economy, Sense of Community. Using the word *encouraging or fostering*, rather than *bolstering* was recommended. The term "Genoa Community" should be used to include the people of Genoa Lakes and areas surrounding the actual historic Town of Genoa.

The statement currently reads: The Genoa Community upholds the Town's unique character through historic preservation, economic viability, and sense of community. (Work is still needed with regard to business/economics.)

Core Values: It was decided that the word *integrity* should be added. Mr. Lewis suggested re-reading the minutes to search for words previously collected. Two words or a phrase may be used to articulate values. This exercise should take into consideration the perceptions that people outside of the community have of Genoa. An example cited were comments heard at the last County Commissioner's meeting.

The five core values of the community were discussed. Genoa would like to be seen as a community that "makes it a point to do the right thing." "Say what you mean, and do what you say," was suggested as a guiding principle. Integrity should be brought into core values. Further wordsmithing is required, keeping in mind the need to develop actions and strengthen strategies.

Mr. Davis then showed a video about a woman who kept her dream to get a swimming pool for her Town alive for 30 years. Macy Devore launched a mission to start saving for a pool by recycling cans. Despite discouragement from family members and friends, she persevered and never gave up on what others saw as a hopeless dream. Her philosophy was, "*if you think you can, you will--if you think you can't, you won't.*" Her nickel and dime collections added up to more than 6 million cans collect equaling over \$83,000 in the bank. In the end she reached \$100,000 including a grant from the state of Kansas. Her dream, despite discouraging odds eventually did come to life.

The meeting divided into strategic direction groups each choosing what they wanted to work on.

Group I. Sense of Community Group.

Randy Falcke and Dave Whitgob reported their mission is promoting a good neighbor policy and strengthening a sense of community. This group deals with beautification, and improving first impressions. They suggest property owners with overgrown landscaping, weeds, and fallen trees be given a hand in cleanup efforts. The Town could

form work parties to help do this. An invitation could be run in *the Genoa Connection* (the Town's newsletter) soliciting those who need help as well as those willing to work and/or who can provide equipment.

Group II. Cultivating a Strong Economy.

Resident Bill Brooks expanded on the goals and objectives. He mentioned that there are about 2,000 people around the Town, a high percentage of who are retirees. He sees an opportunity to cater to that demographic and cited the Wednesday night dinner at the Country Store as a good example of tapping into the market. It not only provides a hot cooked meal at a reasonable price, but adds the benefit of a friendly social environment in which to enjoy it. He also pointed out the untapped resources available to encourage a new business. The University of Nevada Small Business Resource Center is an excellent source and Kathy Halbardier of Tahoe Ridge Winery is the local representative. The group offers free advice on marketing and preparing taxes. The US Forest Service offers a walking tour. A conservation area is being developed from Walley's to Muller by the Timken Sturgess Conversation Trust. Grants to implement such projects encourage revenue.

Group III. Historic Preservation.

Sue Knight reported her committee's interest in underground utilities as a goal. People also have suggested more planter boxes. However, Ms. Knight feels that the deer make it difficult to keep them up, and would prefer to focus on replacing the street lights. She would like to see old fashioned looking ones brought back and will research prices and whether they meet current code requirements. She mentioned that Carson Valley puts out a walking map that numbers the historic houses in Genoa. The Genoa Museum also has information on homes. The kiosk setup during the summer is also quite valuable for distributing information. Cleanliness and maintenance of the Town is a priority.

Town's Role in Strategic Plan

A decision should be made regarding to what extent Board Members and Town Staff should immerse themselves into this activity. The Board will put together a plan for orchestrating, providing publicity, and offering encouragement.

Taking one item from each of the three sections and accomplish one goal at a time, concentrating on what is most important was suggested. Member Whitgob thinks the Town should help facilitate the process.

Chairperson DeSocio urged the Board to prioritize and benchmark the goals the Town hopes to accomplish over next 5 to 10 years. The Board needs to agree on a plan before the budget process in March. Some strategic directions have been defined.

Federal Grants: Dirk Goering, City Planner. Carson Valley Trail Association mentioned that the Q-1 Grant. He offered to help those who are pursuing grants. He will give Sheryl the number.

Additional workshops and topics need to be planned for Candy Dance. Their finding will be brought to the Board to see if fiscal backup can be agreed upon in order to accomplish goals.

Key people from each committee and Ms. Gonzales will meet briefly to make a prioritized list goals from each of the groups. There will be a workshop within the next six months to refine the strategic plan as work is being accomplished. Priority should be set by what the people in the Town want and a group and a Lead Person will be chosen. Parking issues will require a few more meetings and findings and recommendations will be presented when complete.

Ms. Gonzales said the Greater Genoa Business Association is interested in offering assistance with prioritizing based on their resources and Tom Peters has also offered his help.

A date for continuing discussion without the facilitator will be set to finalize and prioritize the lists that have been decided upon. The results will then be presented to the Board. Member Whitgob moved to reconvene on April 15, 2008 at 6:30 p.m. Clerk Pace seconded, passed.

ADJOURNMENT

Clerk Pace moved to adjourn, Member Whitgob seconded, passed unanimously.

Respectfully submitted,
Anita Mathews