



City Hall, 1st Floor Conference Room
401 S. Johnstone Avenue
Bartlesville, OK 74003

**MINUTES OF THE
SPECIAL MEETING
OF THE
BARTLESVILLE CITY COUNCIL**

**Monday, March 28, 2022
1:00 p.m.**

**Mayor Dale Copeland
918-338-4282**

MINUTES

(The Notice of Meeting and the Agenda was posted Wednesday, March 23, 2022 at 5:00 p.m.)

Present were Mayor Dale Copeland, Vice Mayor Jim Curd, Jr., Councilmembers Trevor Dorsey, Paul Stuart and Billie Roane.

City staff present were Mike Bailey, City Manager; Jess Kane, City Attorney; Kelli Williams, Chief Communications Officer; Lt. Warren Morrow, Security; and Elaine Banes, Executive Assistant.

- 1. The business meeting of the Bartlesville City Council was called to order at 1:00 p.m. by Mayor Copeland.**
- 2. Roll call was held and a quorum established.**
- 3. The Invocation was provided by Mayor Copeland.**
- 4. Citizens to be heard.**

There were no citizens to be heard.

- 5. Strategic Planning Kick-Off and Discussion. Presented by Patrick Ibarra of The Mejorando Group.**

Mr. Ibarra provided background about himself and his company. He stated that his role in building the strategic plan is to gather information such as benefits and weakness, as well as goals from the Management Team, City Council and citizens. He provided copies of the logos that will be used in marketing participation in the strategic plan, stating that following the in-person meetings, an e-survey will be submitted to the public to obtain input on what they would like to see planned.

Referring to the packet of information provided to the City Councilmembers (attached), Mr. Ibarra reviewed the project timeline and activities; development of the City's missions, values and vision and what each should mean/contain; and listed on a flip chart what the City Council sees as benefits/strengths, weaknesses, opportunities, and trends. The Council offered benefits of the organization as: efficient; unique services; proactive/not reactive; job growth; promotion of the benefits of the City; boards & commissions; advocates/regulators; provides quality of life; transparent; accessible; education such as City Beat and radio shows, Council involvement in the community, mutual respect between Council members, responsive, prepared and civil discourse, the City's location; many benefits for newcomers; and how the Strategic Plan will help reinforce the benefits.

Weaknesses perceived by the City Council were: a perception of there is nothing to do here; the Council may be overly conservative; and getting the younger generation to engage in leadership roles to minimize the same volunteers being utilized over and over again.

Opportunities and trends discussed were: telecommuters; broadening employment base; recruiting and maintaining public safety employees; downtown attractions and improvement; infill housing for those who do not necessary want traditional homes with yards; improving/providing shared interest of common demographics; and attracting the film industry.

Mr. Ibarra provided what he titled as, "Patrickisms", then on to a review of SWOT Analysis (Strengths, Weaknesses, Opportunities and Trends) for the next two to five years and beyond, as well as what types of services will residents require in the future that are not already provided; what types of infrastructure additions or expansions will be required for anticipated growth; and financial resources needed.

Mr. Ibarra thanked the City Council for their attendance and input. He told them that he did not feel they should attend the Community Conversations so that citizens can focus on what he is bringing to the meeting and be uninhibited with their input. Mayor Copeland instructed Ms. Banes to post a cancelation of meetings that had been previously posted for the two meetings.

6. **There being no further business to address, the Mayor adjourned the meeting at 2:56 p.m.**

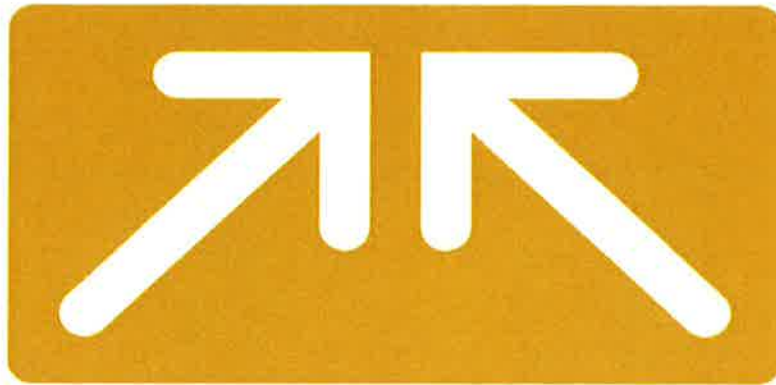




Jason Muninger, CFO/City Clerk



Dale W. Copeland, Mayor



mejorando group



***MAYOR AND
CITY COUNCIL
STRATEGIC PLANNING
KICK-OFF MEETING***

Facilitated by
PATRICK IBARRA

March 28, 2022

BENEFITS FROM GOOD GOVERNMENT

“Role of local government is to be the protagonist/advocate for a better quality of life.”

PROJECT SCHEDULE

Project Phase	Activity
1. Engage	<ul style="list-style-type: none"> ▪ Finalized Project Schedule. Once dates for Kick-off meetings are finalized, implement community outreach to publicize strategic planning process including the upcoming Community Conversations.
2. Enlist	<ul style="list-style-type: none"> ▪ Monday, March 28th <ul style="list-style-type: none"> ▪ Kick-Off Meeting with Mayor and Council ▪ Kick-Off Meeting with Executive Leadership Team (which includes the Project Task Force) ▪ Community Group meeting/conversation – 3:30 ▪ Community Conversation – 7 p.m. ▪ Tuesday, March 29th <ul style="list-style-type: none"> ○ Kick-Off meeting(s) with employees <ul style="list-style-type: none"> ▪ 8:00 ▪ 9:15 ▪ 10:30 ▪ 1:00 Community Conversation – 2:30 ▪ Subsequent to the Kick-off meetings: <ul style="list-style-type: none"> ▪ Administer questionnaire of members of the governing body and executive leadership team. ▪ Continue Community Outreach. ▪ Administer online questionnaire for those interested in the community, to complete.
3. Examine and 4. Explore	<p>Project Task Force convenes on Thursday, April 28th and Friday, April 29th to complete Situation Analysis:</p> <ul style="list-style-type: none"> ▪ Review information gathered from all sources – governing body members, executive team members, city employees, online questionnaire and community conversations. ▪ Create draft Mission Statement ▪ Prepare draft Vision Statement ▪ Identify draft Core Values

Project Phase	Activity
	<p>Written status update will be provided by the Mejorando Group to the City Manager with recommendation to forward to Mayor and Council for their review.</p> <p>Updates will be provided via social media with the intent to seek feedback from members of the public.</p>
<p>4. Explore</p>	<p>Project Task Force convenes on Tuesday, May 24th and Wednesday, May 25th to finalize:</p> <ul style="list-style-type: none"> ▪ Mission Statement ▪ Vision Statement ▪ Core Values ▪ Develop Goals, Objectives, and Performance Measures <p>Written status update will be provided by the Mejorando Group to the City Manager with recommendation to forward to Mayor and Council for their review.</p>
<p>4. Explore</p>	<p>Project Task Force convenes on Wednesday, June 22 to finalize draft Strategic Plan.</p>
<p>5. Execute.</p>	<p>Mayor and Council adopt the Strategic Plan at their July 5th meeting and implementation ensues.</p>

STRATEGIC PLANNING AS A CONCEPT AND APPLICATION

A Strategic Planning process helps a community transition from where it is closer to realize its potential. Why have a set of priorities? There is little reason to invest the considerable time and energy required to create a list of priorities if you don't have a clear purpose for doing it. Thus, the strategic plan must be anchored to a fundamental necessity, and it must likewise meet a critical requirement. There are several reasons for the City to create a Strategic Plan, including the need to:

- a) Reinforce the value proposition for Bartlesville's future.
- b) Refreshes the city's "recipe for continued success."
- c) Guide decision making by leaders, managers, and staff.
- d) Clarify and facilitate the emergence of a consensus on the organization's strategy. The process can help the organization's employees find answers to the big questions about its purpose, meaning, and value.
- e) Communicate the priorities to all levels of the organization—and to its diverse stakeholders and customers.
- f) Strengthen the fit between departmental goals and the organization's overarching vision.
- g) Identify and align strategic initiatives, so the strategic actions of one part of the organization don't conflict with those of another.
- h) Help set parameters for the allocation of resources and the annual/operational budgeting process.
- i) Measure and evaluate the organization's progress in implementing its strategy and moving toward its vision.
- j) Identify organizational assets and strengths—the foundation for the organization's past success.
- k) Identify opportunities where the organization can improve and learn—areas that pose potential vulnerabilities, risks, or lost opportunities.
- l) Increase the probability that the organization will stay relevant to the community. Although nothing ensures an organization's long-term success, a list of priorities engages the organization in the big questions that challenge it to remain abreast of a changing world and marketplace.

STRATEGIC PLAN PROCESS

The focus of the process is to:

- 1) Reaffirm the Values, Vision and Mission Statements.
- 2) Hold a creative and collaborative conversation to explore the various ways the community's potential can be realized.
- 3) Help the governing body coalesce around their role as community builders.
- 4) Is an inclusive, participatory process in which members of the governing body, City staff and community members take on a shared ownership role.
- 5) Evaluate current conditions to identify opportunities to maximize and potential issues to mitigate.
- 6) Reduce ambiguity and translate headwinds of change into a tailwind.
- 7) Lead to action that is both innovative and effective.
- 8) Set goals for the time frame identified.

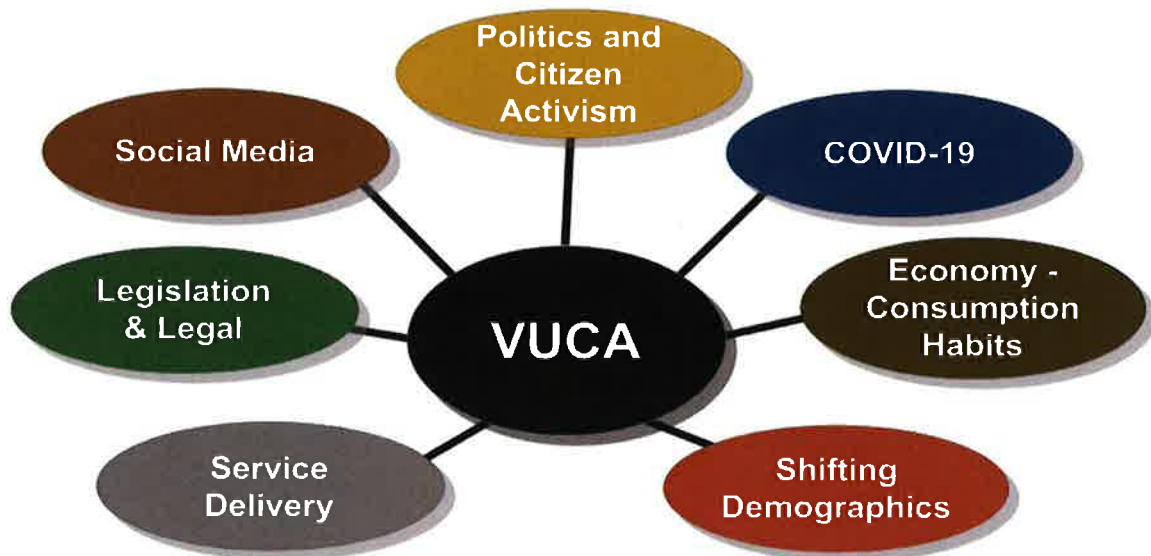
APPROACH TO STRATEGIC PLANNING

Old Mindset	Modern Mindset
<ul style="list-style-type: none"> • Adoption of the plan is the strategy. • Change is dangerous. • An event. • Wish list – the longer the better. • Community is static. • Tell residents. • Is a linear process with one particular scenario for the future. • Arithmetic - sequential • Assumption that existing advantages will persist. • Deficit-closing strategy. • Conversations that reinforce existing perspectives. • Relatively few and homogenous people involved in strategy process. • Precise but slow. • Prediction oriented. • Seeking confirmation. • Extending a trajectory. 	<ul style="list-style-type: none"> • Execution is the strategy. • Stability is dangerous. • A process. • Prioritized list – less is more. • Community is dynamic • Involve residents. • Non-linear process with several possible future scenarios. • Calculus – lots of moving parts • Assumption that existing advantages will come under pressure. • Capitalize on strengths. • Conversations that candidly question the status quo. • Broader constituencies involved in strategy process, with divergent input. • Fast and roughly right • Discovery driven • Seeking disconfirmation • Promoting continual shifts.

GOOD REMINDERS - PATRICKISMS

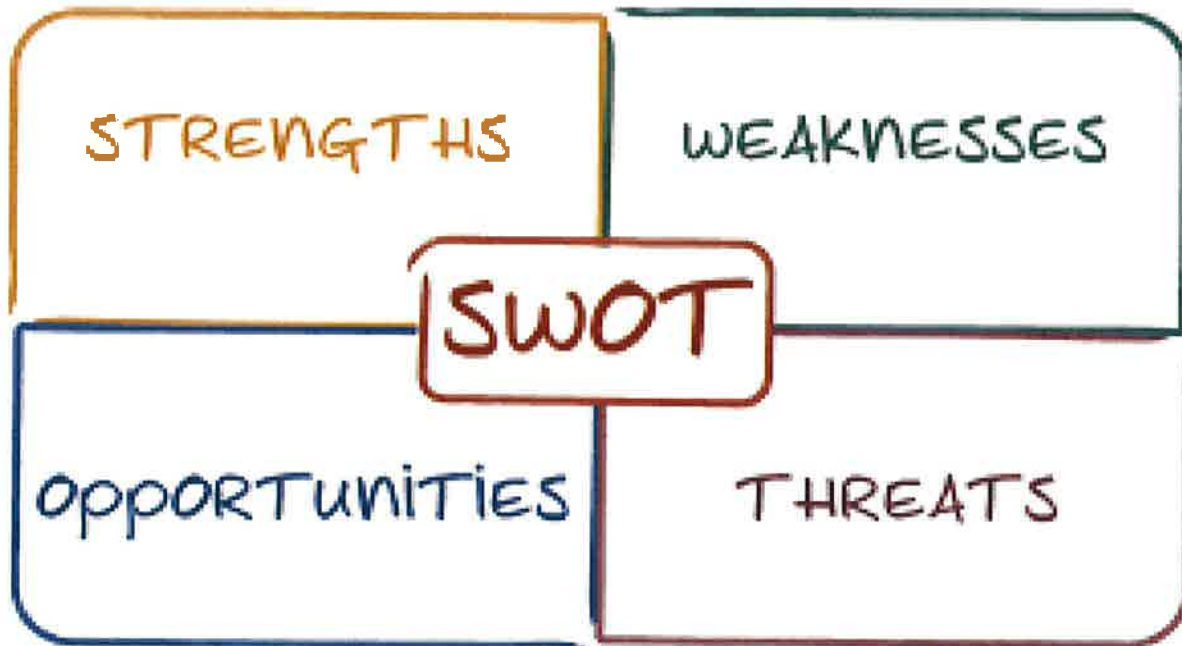
- 1) You want to succeed by choice, not by chance.
- 2) Use various lenses – microscope, magnifying glass, telescope, and binoculars - to examine issues and explore the future.
- 3) Requires prudent, thoughtful, and imaginative risk-taking.
- 4) Distinguish between problems you can fix and issues you can only address.
- 5) Process provides you opportunity to talk about things you don't always get to talk about, in a way you don't always get.
- 6) Decisions are influenced by Facts, Opinions, Beliefs, Values and Data.
- 7) Strengthen your versatility to be both responsive and proactive.
- 8) Keep in mind the concept of volunteerism because...
 - Residents volunteer to live in Bartlesville
 - Mayor and Council volunteer to serve
 - City staff volunteer to serve
 - Business owners volunteer to invest
- 9) Leadership is about Plumbing and Poetry.
- 10) Process won't be efficient, but it will be productive.
- 11) Don't measure the success of the process by the length of the list!
- 12) Outcome is to create a road map that achieves:
 - Cohesion among elected officials and staff
 - Clarity about priorities
 - Commitment to implementation
- 13) Best days for Bartlesville are in front of it!

HEADWINDS EXAMINE THE PRESENT AND THE FUTURE



1. What are the relevant population trends for the next two to five years? Five to 10 years?
2. What types of services will residents require in the future that are not already provided? What might be required to fund and staff these services?
3. What types of infrastructure additions or expansions will be required to handle our anticipated growth? What financial resources are required to fund this work?
4. How will we enlist our community in our journey?

SWOT ANALYSIS



Evaluating the City's general strengths and weaknesses, this will include assessments of:

- City's Financial health
- Physical and social infrastructure
- Quality of services and programs
- Reputation (i.e., brand) of both the organization and individual services and programs
- Community demographics
- Community partners (i.e., businesses, education providers, non-profit organizations, etc.)
- Quality of Life dimensions (i.e., entertainment, culture, sports, etc.)