

**MINUTES
PAYETTE CITY COUNCIL
Work Session
June 28, 2016**

4:00 PM – Work Session

A work session of the Payette City Council was called to order at 4:00 PM by Mayor Jeff Williams in the City Council Chambers of Payette City Hall, 700 Center Avenue.

ROLL CALL

Members Present: Mayor Williams, Ray Wickersham, Nancy Dale, Alan Massey, Kathy Dodson and Craig Jensen

Members Absent: Lee Nelson,

Staff Present: None

AGENDA ITEMS

- A. Strategic Plan – Ann Wescott addressed the Council regarding the update for the Strategic Plan. (See Attached Summary)

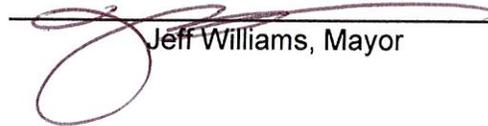
CITIZEN'S COMMENTS

None

ADJOURNMENT

The Mayor adjourned the work session at 7:41 PM

Signed this 7/19 day of, 2016.



Jeff Williams, Mayor

ATTEST:



Mary Cordova
City Clerk



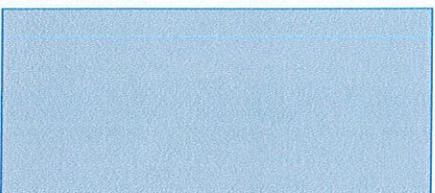
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STRATEGIC PLANNING

CITY OF PAYETTE - 2016





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VISION AND MISSION



OUR VISION FOR A FUTURE PAYETTE

Identity -

What Makes Payette Unique?

History	Miracle Field
Gathering Place	Year Round Pool
River	Dome
Reunions	Close-Knit
Pirates	Killebrew
Transportation Crossroads	18-Hole Golf Course
Little Traffic	49 Acres of Parks
Recreational Opportunities	Airport
Hometown	Rich in Opportunities
Climate	Architecture
Cruise Night	Place to Come Home to

Opportunities -

What are Payette's Drawbacks?

- Lack of trained/educated workforce
- Lack of living wage jobs = generations cannot sustain themselves

Pride/Strengths -

What Makes Payette a Great Place to Live?

Security	Mega Amenities
Tradition	49 Acres of Parks
Recreational Opportunities	Quiet
Miracle Field	Close-Knit
Pirates	Hope
Airport	Positive Attitudes
Versatile	Safe
Rich in Opportunities	Friendly
Small, rural lifestyle yet close to large city amenities	



PAYETTE'S VISION...

Payette is a close-knit community

proud of its rich history, tradition and

amenities; a gathering place where

multiple generations live and work.



OUR MISSION...

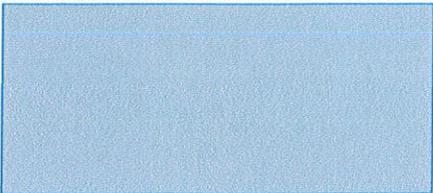
*The City will invest its resources
and strategic focus on initiatives
that will generate awareness
and pride in, and broad
economic opportunities for our
community.*





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GOALS



Set Goals to Achieve the Mission

What are the priority issues to be addressed?

- ① Economic Development - Facilitate economic development opportunities to revitalize the community, create jobs, and expand the tax base.
- ② Customer Focus - Create partnerships with our customers to ensure their success.
- ③ A Future for Payette's Youth- Ensure that future generations can enjoy opportunities to live and work in Payette by forming partnerships with organizations that support the growth and development of Payette's youth.



Define Measurable Outcomes

How will we know we succeeded?

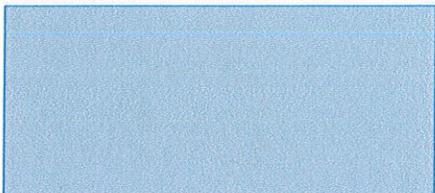
- ① Economic Development – (revitalize community, create jobs, and expand tax base)
 - # of new jobs added
 - Increase in total assessed valuation
 - Activation and revitalization of Downtown Business District
 - Continued investment in Highway 95 Business District
 - Investment in South Main Street District
- ② Customer Focus –
 - Increase in community satisfaction (survey)
- ③ A Future for Payette's Youth-
 - Increase in graduation and secondary education attendance rates





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OBJECTIVES



Develop Objectives to Achieve the Goals

Goal #1 – Economic Development: Facilitate economic development opportunities to revitalize the community, create jobs, and expand the tax base.

Objectives:

1. Recruit new businesses and development in Payette
2. Attract a motel along Highway 95
3. Establish a dedicated FTE to focus on marketing, community outreach, business development and Planning and Zoning responsibilities
4. Launch project(s) for the beautification of Downtown Payette
5. Develop relationships with statewide resources (Department of Commerce)
6. Leverage city-owned properties as assets
7. Set clear expectations and goals of SREDA for meeting Payette's Economic Development needs
8. Conduct best practices research



Develop Objectives to Achieve the Goals

Goal #2 – Customer Focus: Create partnerships with our customers to ensure their success.

Objectives:

1. Integrate a customer service mindset throughout all City departments
2. Survey the community about City services and their desired future for Payette; use data as baseline to track progress
3. Focus on developing and providing education to the community about City services and opportunities
4. Evaluate City codes and policies to ensure they support the strategic direction and amend as necessary
5. Conduct best practices research



Develop Objectives to Achieve the Goals

Goal #3 – A Future for Payette’s Youth - Ensure that future generations can enjoy opportunities to live and work in Payette by forming partnerships with organizations that support the growth and development of Payette’s youth.

Objectives:

1. Support the Boys and Girls Club in locating the Payette Center
2. Support the Payette School District as community leaders and public advocates of the development of a skilled workforce through quality education and youth experiences
3. Partner with other community leaders to develop and demonstrate the roles of leaders, coaches and mentors to current youth
4. Identify and launch specific opportunities for youth to engage in volunteer and community activities to build community pride
5. Conduct best practices research

