



**AGENDA**  
**SPECIAL MEETING**  
**CITY OF SIERRA MADRE**  
**STRATEGIC PLANNING RETREAT**  
**WEDNESDAY, MARCH 23, 2011**  
**8:30 A.M.**  
**YOUTH ACTIVITY CENTER**  
**611 E. SIERRA MADRE BLVD.**  
**SIERRA MADRE, CA 91024**

*Joe Mosca, Mayor*  
*John Buchanan, Mayor Pro Tem*  
*MaryAnn MacGillivray, Council Member*  
*Josh Moran, Council Member*  
*Nancy Walsh, Council Member*

*Nancy Shollenberger, City Clerk*  
*George Enyedi, City Treasurer*

1. Joe Mosca - Welcome, Purpose of the Retreat, Public Comment and Introduction of the Facilitator and Recorder
2. Facilitator, Marilyn Snider, Snider and Associates - Role of the Facilitator, Recorder, Group and Public; Strategic Planning Elements; Agenda
3. Introduction of the Group
4. City of Sierra Madre:
  - Mission/Purpose Statement
  - Vision Statement
  - Core Values
  - Three-Year Goals (2009-2012)
5. What are the accomplishments of the City of Sierra Madre since the October 14, 2010 Strategic Planning Retreat?
6. What are the City's Internal Weaknesses/Challenges?
7. What are the External Factors/Trends, (e.g., demographic, economic, political, environmental, technological, attitudinal) that will/might have an impact on the City of Sierra Madre in 2011/2012:
  - Positively (Opportunities)?
  - Negatively (Threats)?
8. Review and revise, if needed, the three-year goals (what needs to be achieved).
9. Identify Six-Month Strategic Objectives (How the goals will be addressed, by when, who will be accountable, for what specific, measurable results) for each of the goals.
10. Next Steps/Follow-Up Process to Monitor Program on the Goals and Objectives (including setting a date for a six-month update on the plan).
11. Oral Communications, Summary of the Retreat and Closing Remarks.

**3:00 PM Adjourn**

Adjourn to Regular City Council Meeting on April 12, 2011 at 6:30 p.m. in the City Hall Council Chamber, 232 W. Sierra Madre Blvd. Sierra Madre, CA