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June 5, 2014

Honorable Mayor and Members of the City Commission:

Biennially, the City Commission holds a strategic planning retreat to develop its two-year Strategic Plan.

This year's retreat to develop the FY15/16 Strategic Plan will occur June 11th and June 12th, 2014, at the Gainesville Police Department Hero's Hall Community Room. On Wednesday, we will begin at 8:00 a.m. and lunch will be provided. On Thursday, we will begin at 1:00 p.m.

During the retreat we will review the status of strategic initiatives and identify the City's distinctive competencies and critical vulnerabilities. In addition, the Commission will affirm, modify and/or add strategic goals and initiatives.

The retreat will begin with an opportunity for each Commissioner to provide a brief overview of their key strategic issues for the next year. I encourage you to take time prior to the retreat to review the Strategic Plan, think about your top strategic considerations for the next year, and be prepared to provide a brief description. To assist in your thinking about this, here is the distinction between operational and strategic:

Operational activities are day-to-day functions that the City performs as part of its normal business.

Strategic initiatives are collections of finite-duration discretionary projects and programs, outside of day-to-day operational activities, that help the City achieve its targeted performance and translate its vision into practice.

Dr. Carol Lippincott, a neutral Certified Professional Facilitator, will facilitate the retreat. Dr. Samuel Staley, Director of the DeVoe L. Moore Center at Florida State University, will give a presentation and lead the Commission through an exercise after lunch on Wednesday.

Please let me know if you need any additional information or have any questions.

Respectfully submitted,

Russ Blackburn
City Manager

XC: City of Gainesville Charter Officers
General Government Leadership Team
Carol Lippincott, PhD CPF
Samuel R. Staley, PhD