

**TOWN OF PRESCOTT VALLEY
REQUEST FOR COUNCIL ACTION
January 19, 2012**

SUBJECT: General Plan Visioning Sessions and Vision Statement

SUBMITTING DEPARTMENT: Community Development Department

PREPARED BY: Ruth Mayday, Planner, for Richard T. Parker, Community Development Director

AGENDA LOCATION: Comments/Communications , Consent , Work/Study ,
New Business , Public Hearing , Second Reading

ATTACHMENTS: (Slides from PowerPoint presentation)

SUMMARY/BACKGROUND: Staff has been meeting with groups throughout the community to gather input for the development of a new Vision Statement for the General Plan 2025. The groups selected have been demographically varied in order to give voice to a wide spectrum of opinions and ideas, and provide a broad view of the future of the Town from the perspective of its residents.

Staff has synthesized the information gathered and wishes to present the vision statements gathered from the groups to Town Council and the Planning and Zoning Commission so that a final vision statement can be developed. The Council and Commission will also hear from students from the Arizona Agribusiness and Equine Center (AAEC), who will discuss their participation in the visioning process.

OPTIONS ANALYSIS: Town Council and the P & Z Commission can hear input from community and participate in synthesizing and approving a cohesive vision statement, or Town Council and the P & Z Commission can decline to hear input from the community and not participate in synthesizing and approving a cohesive vision statement.

ACTION OPTION: Motion to Authorize the Mayor (or in his absence, the Vice Mayor) to approve a unified Vision Statement for the General Plan 2025, **OR** Motion not to approve a unified Vision Statement for the General Plan 2025. **VOTE.**

RECOMMENDATION: The vision statement sets the tone and direction of the General Plan. Therefore, Staff recommends review of the information gathered and development of a single, cohesive Vision Statement.

FISCAL ANALYSIS: No Fiscal Impact

REVIEWED BY:

Management Services Director _____

Town Clerk _____

Town Attorney _____

Town Manager _____

COUNCIL ACTION:

Approved Denied Tabled/Deferred Assigned to _____