

**URBANDALE CITY COUNCIL MEETING  
STRATEGIC PLANNING SESSION  
CITY HALL CONFERENCE ROOM  
3600 86<sup>TH</sup> STREET  
SATURDAY, JANUARY 14, 2012**

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|---|-------------------|
| <b>1. Call to Order and Roll Call</b>   | <b>7:30 A.M.</b>  |
| <b>2. Approve Agenda</b>  | <b>7:31 A.M.</b>  |
| <b>3. Introductions/Expectations</b>  | <b>7:32 A.M.</b>  |
| <b>4. Governance Model</b>  | <b>8:00 A.M.</b>  |
| a.) Flaws of Governance   |                   |
| b.) New Governance Model  |                   |
| c.) Policy as a Leadership Tool   |                   |
| <b>5. Planning Model</b>  |                   |
| <b>6. Review Current Strategies</b>   | <b>8:30 A.M.</b>  |
| <b>7. Staff Observations</b>  | <b>9:15 A.M.</b>  |
| <b>Break</b>  | <b>9:45 A.M.</b>  |
| <b>8. Strategic Planning Model</b>  | <b>10:00 A.M.</b> |
| a.) Mission   |                   |
| b.) SWOT Analysis   |                   |
| c.) Identify Issues   |                   |
| d.) Establish Priorities  |                   |
| <b>Lunch</b>  | <b>12:00 P.M.</b> |
| <b>9. Implementation Model and Action Planning</b>  | <b>12:30 P.M.</b> |
| <b>Break</b>  | <b>2:00 P.M.</b>  |
| <b>10. Continue with Action Plans and Develop Methods to Monitor Progress, Evaluate Performance</b> | <b>2:15 P.M.</b>  |