



# City of Rockaway Beach

## City Council Retreat Agenda

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**Date:** Tuesday, June 11, 2024  
**Time:** 9:00 a.m. – 4:00 p.m.  
**Location:** Rockaway Beach City Hall, 276 Hwy 101 - Civic Facility

**Join here to view remotely:**

<https://us06web.zoom.us/j/81757499123?pwd=JALyL4N443oQ9ozJ4hbNnteDorfvXQ.1>

Meeting ID: 817 5749 9123

Passcode: 115882

Dial by your location

253 215 8782 US (Tacoma)

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### **CITY OF ROCKAWAY BEACH: STRATEGIC PLANNING RETREAT**

#### **PURPOSE**

The City Council and City Leadership Team will provide direction on the City's strategic plan. The Team will discuss the current state of Rockaway Beach and identify themes to guide the engagement of the community and organization in planning for the future.

The public is welcome to observe in person or view this retreat on Zoom. Public input will be received at future events. The Council will not make any final decisions during this retreat.

#### **WORKSHOP OUTCOMES**

- Build a shared understanding of the current Rockaway Beach environment to inform the vision and goals for the Strategic Plan
- Map out ideas for the Strategic Plan that address community and organizational challenges and opportunities
- Gather final input on the communications and engagement strategy for the strategic plan and share next steps with the team

#### **RETREAT AGENDA**

**8:45 AM**      **Arrival + Refreshments**

**9:00 AM**      **Call to Order: Welcome, Mayor + City Manager**

**9:10 AM**      **Agenda Overview**

- Review Purpose, Outcomes, Agenda + Ground Rules
- Introductions + Warm-Up Activity

**9:40 AM**      **Strategic Plan Process Overview**

**10:00 AM**      **Environmental Scan: Context Mapping Exercise**

- Map Rockaway Beach's Context (Community Trends, Political Factors, Economic Climate, Organizational Trends, Technology Factors, Uncertainties)
- Discuss the Themes from the Context Exercise

Rockaway Beach City Hall is accessible to persons with disabilities. A request for an interpreter for the hearing impaired or for other accommodations for persons with disabilities should be made at least 48 hours before the meeting to City Hall at 503-374-1752.

- 11:00 AM Morning Break**
- 11:10 AM Visioning Exercise**
- Small Groups will build on the discussion of the current trends and begin thinking about what they hope to see for the future in this exercise. We will think about headlines from the future.
- 12:00 PM Lunch**
- 12:45 PM Vision Exercise Wrap-up**
- Small groups will share their vision stories and our larger group will discuss the themes heard across the stories to begin building our draft vision and goal focus areas.
- 1:00 PM Idea Mapping Exercise**
- Using the themes from the Visioning Exercise, small groups will work together to begin mapping out potential actions and ideas that will help to further refine these goal areas. We will consider what success looks like in these areas and what actions might help to achieve it.
  - The larger group will reconvene to review all ideas and discuss each goal area.
- 2:30 PM Break**
- 2:45 PM Communication + Engagement Strategy Review + Discussion**
- The SSW Team will present the Communication + Engagement Strategy and gather final input from the team.
- 3:15 PM Wrap-up + Reflect**
- Review the Workshop Outcomes
  - Reflection Activity
  - Strategic Plan Next Steps
- 4:00 PM Adjourn**