

**Minutes of a Strategic Planning Work Session  
of the Common Council of the Town of Clarkdale  
held on Tuesday, March 8, 2022, at 4:30 p.m.**

A Strategic Planning Work Session of the Common Council of the Town of Clarkdale was held on Tuesday, March 8, 2022, at 4:30 p.m. at the Clubhouse, in the Reading Room, at 19 N. Ninth St.

Town Council:

|               |                        |
|---------------|------------------------|
| Mayor         | Robyn Prud'homme-Bauer |
| Vice Mayor    | Debbie Hunseder        |
| Councilmember | Bill Regner            |
| Councilmember | Marney Babbitt-Pierce  |
| Councilmember | Lisa O'Neill           |

Town Staff:

|              |                |
|--------------|----------------|
| Town Manager | Susan Guthrie  |
| Town Clerk   | Charity Brooks |

**1. CALL TO ORDER** – Mayor Prud'homme-Bauer called the meeting to order at 4:30 p.m.

**2. STRATEGIC PLANNING DISCUSSION**

*Town Manager Susan Guthrie provided Mayor and Council with an overview of the S.W.O.T. (Strengths, Weaknesses, Opportunities, Threats) process, providing examples from previous meetings from the leadership team, with a goal to create a new Vision for the Town of Clarkdale.*

*The Vision tells us what we should be doing, what our priorities are, drives alignment and communicates the message. It guides future actions and decision making and should be measurable. The Vision should be short enough for an employee to know it and be able to summarize.*

*The group discussed and analyzed the new Vision, making changes to some words and/or phrases.*

*Future Strategic Planning Sessions will be scheduled to finalize the Vision.*

**4. ADJOURNMENT:** *Without objection Mayor Prud'homme-Bauer adjourned the meeting at 5:30 p.m.*

APPROVED: DocuSigned by:

*Robyn Prud'homme-Bauer*

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Robyn Prud'homme-Bauer, Mayor

ATTESTED/SUBMITTED: DocuSigned by:

*Charity Brooks*

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Charity Brooks, Town Clerk

CERTIFICATION AND ATTESTATION

I hereby certify that the foregoing minutes are a true and correct copy of the minutes of the Strategic Planning Work Session of the Town Council of the Town of Clarkdale, Arizona held on the 8 day of March 2022. I further certify that meeting was duly called and held and that a quorum was present.

Date approved by City Council: ~~April 12, 2022~~

DocuSigned by:  
*Charity Brooks*  
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Charity Brooks, Town Clerk