

DRAFT

**WORK SESSION OF THE COMMON COUNCIL
OF THE CITY OF EL MIRAGE
EL MIRAGE CITY COUNCIL CHAMBERS
10000 N. EL MIRAGE ROAD
5:00 PM -THURSDAY, FEBRUARY 18, 2021**

Minutes

1. ROLL CALL

Present: Mayor Alexis Hermosillo; Vice Mayor Monica Dorcey; Councilmember Roy Delgado; Councilmember Anita Norton; Councilmember Mike Hutchinson; Councilmember David Shapera; Councilmember Donna Winston (via phone)

2. CALL TO ORDER - The meeting was held online and publicly with limited access; called to order at 5:00 pm.

3. WORK SESSION PRESENTATION

1. City Council Strategic Priorities - Draft Goals and Objectives

City Manager Crystal Dyches presented to Council the four strategic priorities identified by Council at the November 30, 2020 Council Work Session along with corresponding strategies, goals and objectives. The four identified strategic priorities are: 1) Commercial Revitalization, 2) Community Engagement, 3) Image Enhancement, and 4) Infrastructure. Each strategy and corresponding goal, as well as each objective stated under each goal was considered by Council.

There was considerable discussion from Councilmembers on a number of items with the following general changes agreed to: 1) Objective 1.1 was modified to include Dysart Road and El Mirage Road, 2) Objective 1.3 was modified to delete "technical," and propose revising the language to better reflect connecting with business owners and aspiring entrepreneurs by providing external partner resources. Additional comments from Councilmember Hutchinson was to add additional language under Image Enhancement to include identifying City accomplishments on social media platforms to include showcasing revitalized areas and City highlights.

The **MISSION** of the City is *"To protect and enhance the quality of life through leadership, partnerships, and the efficient delivery of outstanding service to our diverse community."*

The **VISION** of the City is *"To embrace progress while respecting El Mirage's grand heritage."*

The City of El Mirage is committed to:
Transparency; Fiscal Responsibility; Environmental Stewardship; Community Engagement; and Excellence in all we do.

4. ADJOURNMENT - The meeting was adjourned at 5:31 pm.

Alexis A. Hermosillo, Mayor

ATTEST:

Sharon Antes, City Clerk

I hereby certify the aforementioned minutes are a true and accurate record of the El Mirage City Council Work Session held on Thursday, February 18, 2021 and a quorum was present.



Sharon Antes, City Clerk