

**SPECIAL CALLED MEETING  
March 29th, 2016, 10:30 a.m.**

**CITY COUNCIL OF THE CITY OF ABILENE, TEXAS,  
CITY COUNCIL CHAMBERS OF CITY HALL**

The City Council of the City of Abilene, Texas, met in a Joint Special Called Meeting with the Development Corporation of Abilene to hear a presentation regarding the final Strategic Plan for future Economic Development efforts developed by TIP. Mayor Norm Archibald was present and presiding with Councilmen Shane Price, Jay Hardaway, Steve Savage, Anthony Williams, Kyle McAlister and Bruce Kreitler. Also present were City Manager Robert Hanna, Interim City Attorney Stanley Smith, City Secretary Danette Dunlap, and various other members of staff.

Doug Peters President and CEO of Abilene Chamber of Commerce introduced the Strategic Plan rollout and recognized those in attendance at the meeting today.

Mayor Archibald talked about the need for a Strategic Plan that provides for: 1) road map for where we are headed; 2) finding out what we do best then implement; 3) focus on what Abilene can do best; 4) we are in competition with all to bring economic growth to our city; 5) Bond issues were passed by the voters in 2015; and 6) continue to plan for economic development together to bring new business to our area.

Dave Copeland, Development Corporation of Abilene Board member, talked about the 10 strategies going forward and introduced the Steering Committee members; 1) Continue to aggressively market and promote Abilene as a destination for new investment and employment; 2) Build a deep and highly skilled talent base - Workforce; 3) Develop an innovation ecosystem that spawns and supports innovative people and businesses; 4) Position Abilene as "top of mind" or "first choice" for businesses and talent coming out of the Dallas-Fort Worth Metroplex; 5) Support the growth and prosperity of existing businesses; 6) Making downtown Abilene a center of employment and investment; 7) Continue to redevelop the Pine Street Corridor as a central mixed-use artery connecting downtown to the city's emerging education and healthcare district; 8) Engage emerging leaders in economic development and civic affairs; 9) Leverage Dyess Air Force Base as a source of talent and an economic driver; 10) Launch a community-wide public awareness campaign designed to encourage residents to become ambassadors for Abilene success.

Ray Ferguson, Co-Chair of the Steering Committee that has worked with TIP regarding the final Strategic Plan, talked about how the strategic plan will be implemented over the next five years; 1) there is 10 major strategies and 49 action items under the strategies; 2) multiple entities involved in implementing the 10 strategies identified in the plan; 3) action items laid out in an implementation matrix which gives clear timelines for completion of each item; and 4) a reporting structure is being put in place for accountability. This will include an annual score card for documented achievement.

There being no further business, the meeting was adjourned at 10:56 a.m.

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Danette Dunlap  
City Secretary

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Norm Archibald  
Mayor