



**A G E N D A**  
**Board of Directors**  
**SPECIAL MEETING**

**Friday, October 21, 2011, 8:30 a.m.**  
National Steinbeck Center, One Main Street, Salinas, California

**Continental Breakfast at 8:00 a.m.**

**CALL TO ORDER**

**PLEDGE OF ALLEGIANCE**

**ROLL CALL**

**Board Directors**

County: Louis Calcagno  
County: Fernando Armenta, Vice President  
Salinas: Gloria De La Rosa, President  
Salinas: Dennis Donohue  
Salinas: Jyl Lutes  
Gonzales: Elizabeth Silva, Alternate Vice President  
Soledad: Richard Perez  
Greenfield: Yolanda Teneyuque  
King City: Robert Cullen

**Alternate Directors**

County: Simon Salinas  
Salinas: Tony Barrera  
Gonzales: Scott Funk  
Soledad: Christopher Bourke  
Greenfield: Annie Moreno  
King City: Susan Kleber

**GENERAL MANAGER/CAO COMMENTS**

**DEPARTMENT MANAGER COMMENTS**

**BOARD DIRECTOR COMMENTS**

**PUBLIC COMMENT**

Receive public comment from audience on items which are not on the agenda. The public may comment on scheduled agenda items as the Board considers them. Speakers are limited to three minutes at the discretion of the Chair.

**STRATEGIC PLANNING WORKSHOP**

- Welcome and Introductions
- SVSWA Mission, Vision, Core Values, and 3-year Goals
- Strengths and Accomplishments, and Weaknesses and Challenges
- External Factors – Opportunities and Threats
- Three-year Goals
- One-year Strategic Objectives
- Follow-up Process
- Summary and Closing Remarks

**ADJOURNMENT**

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This agenda was posted at the Administration Office of the Salinas Valley Solid Waste Authority, 128 Sun Street, Suite 101, Salinas on **Tuesday, October 18, 2011**. The Salinas Valley Solid Waste Authority Board will next meet in regular session on **Thursday, November 17, 2011, at 6:00 p.m., at 117 Fourth Street, Gonzales, Ca.**

Staff reports for the Authority Board meetings are available for review at:

- ▶ Salinas Valley Solid Waste Authority: 128 Sun Street, Ste. 101, Salinas, CA 93901, Phone 831-775-3000
- ▶ Authority Web Site: [www.svswwa.org](http://www.svswwa.org) ▶ Public Library Branches in Gonzales, Prunedale and Soledad
- ▶ City Halls of Salinas, Gonzales, Greenfield, King City & Soledad

*In compliance with the Americans with Disabilities Act, if you need special assistance to participate in the meeting, please contact Ernesto Natera, Acting Clerk of the Board at 831-775-3000. Notification 48 hours prior to the meeting will enable the Authority to make reasonable arrangements to ensure accessibility to this meeting (28 CFR 35.102-35.104 ADA Title II).*

**SALINAS VALLEY SOLID WASTE AUTHORITY  
STRATEGIC PLANNING RETREAT  
Friday, October 21, 2011**

**8:00 Continental Breakfast**

**8:30 Welcome, Purpose of the Workshop and Public Comment -- Gloria De La Rosa, Chair**

**Introduction of the Facilitator and the Recorder -- Patrick Matthews, General Manager**

**Role of the Facilitator, Recorder, Group and the Public; Strategic Planning Elements;  
Agenda -- Marilyn Snider, Facilitator -- Snider and Associates**

**Introductions of the Group**

**SALINAS VALLEY SOLID WASTE AUTHORITY**

- **Mission/Purpose Statement**
- **Vision Statement**
- **Core Values**
- **Three-Year Goals (2010-2013)**

**What Are the Strengths and Accomplishments of the Salinas Valley Solid Waste Authority in the Past Year?**

**What Are Salinas Valley Solid Waste Authority's Internal Weaknesses/ Challenges?**

**What Are the External Factors/Trends (e.g., economic, political, environmental, demographic, technological) that Will/Might Have an Impact on the Salinas Valley Solid Waste Authority in the Next Three Years:**

- **Positively (opportunities)?**
- **Negatively (threats)?**

**Review and Revise, if Needed, the Three-Year Goals (what the Salinas Valley Solid Waste Authority needs to accomplish)**

**Identify One-Year Strategic Objectives (how the goals will be addressed – by when, who will be accountable, for what specific, measurable results) for Each of the Three-Year Goals**

**Next Steps/Follow-Up Process to Monitor Progress on the Goals and Objectives (including setting a date in 6 months to update the strategic plan)**

**Summary of the Retreat**

**Closing Remarks**

**3:30 Adjourn**

**Please come for continental breakfast and informal conversation at 8:00. The meeting will begin promptly at 8:30 a.m. There will be a two mid-morning breaks. Please limit the use of cell phones and PDAs to the breaks.**

**PLEASE BRING YOUR CALENDAR.**