



# AGENDA

City of Longview  
City Council Strategic Summit  
Friday, March 13 | 5:00 – 8:00 PM  
Saturday, March 14 | 9:00 AM – 2:00 PM  
Location: Cowlitz 911 Center,  
2790 Ocean Beach Hwy, Longview

*Zoom meeting link:*

<https://us02web.zoom.us/j/82394132374>

*Telephone option –*

*dial: 1-253-215-8782*

*Webinar ID: 82394132374*

## FRIDAY – Strategic Direction & Accountability (Meal 4:00 – 5:00 PM | Non-Work Social Time)

### 5:00 – 5:10 PM OPENING & PURPOSE

Mayor Opening Remarks Discussion

Focus:

- Importance of intentional governance in 2026
- Role of alignment and discipline Deliverable:

Shared understanding of the Summit’s purpose and expectations.

### 5:10 – 5:25 PM SUMMIT FRAMEWORK & GROUND RULES

Facilitated by City Manager Discussion

Focus:

- Confirmation of objectives
- Agreement on time discipline and structure Deliverable:

Agreement on process, tone, and moderation approach.

### 5:25 – 6:15 PM 2026 AREAS OF EMPHASIS

(Within Adopted Strategic Initiatives)

Presented: Summary of pre-work themes

Discussion Focus:

- Which 2–3 initiatives will define Council’s 2026 focus?
- Where within those initiatives should emphasis be placed?
- Are there initiatives that should intentionally receive less attention this year?

Deliverable:

Adopted 2–3 Areas of Emphasis for 2026.

### 6:15 – 7:25 PM MEASURABLE OUTCOMES & PRIORITIZATION Presented: Compiled measurable outcome

proposals Discussion Focus:

- What must be achieved by December 31, 2026?

- 
- What specific metrics or milestones define success?
  - Which outcomes carry highest priority?
  - What is intentionally “not now” in order to protect focus?

Deliverable:

- 3–5 measurable 2026 outcome statements
- Clear prioritization hierarchy
- Agreed sequencing discipline

#### 7:25 – 7:45 PM VISION & NARRATIVE ALIGNMENT

Discussion Focus:

- Does Council messaging align with adopted emphasis areas?
- What unified narrative defines this Council in 2026?

Deliverable:

Adopted 2–3 sentence public-facing narrative.

#### 7:45 – 8:00 PM CONSTITUENT COMMENT PERIOD

**SATURDAY – Governance Structure, Budget & Execution**  
(Coffee & snacks available at 8:30 AM)

#### 9:00 – 9:10 AM RECAP OF FRIDAY DECISIONS

Discussion Focus:

- Confirmation of emphasis areas and outcomes Deliverable:

Clear affirmation of strategic framework.

#### 9:10 – 10:10 AM COUNCIL PROTOCOL MANUAL – PROCEDURAL MECHANICS

Mayor | City Attorney Discussion

Focus:

- Agenda placement and removal processes
- Order of business
- Constituent Comments
- Executive session procedures
- Reconsideration mechanics Deliverable:

Direction to formalize procedural sections for adoption.

#### 10:10 – 10:40 AM COUNCIL PROTOCOL MANUAL – BEHAVIORAL PRINCIPLES

Mayor | City Attorney Discussion

Focus:

- Professional conduct standards
-

- 
- Council–Staff interaction boundaries
  - Public and social media expectations
  - Institutional representation Deliverable:

Agreement on guiding principles and direction for draft refinement.

10:40 – 10:55 AM

Break

### 10:55 – 11:20 AM TRAVEL POLICY & PARTICIPATION FRAMEWORK

Discussion Focus:

- What principles should guide travel?
- How should opportunities be allocated?
- What reporting expectations should apply?

Deliverable:

Direction for development of a formal travel policy framework.

### 11:20 AM – 11:40 PM BOARDS & COMMISSIONS STRUCTURE

Discussion Focus:

- Are boards aligned with Strategic Initiatives?
- Is Council liaison time used effectively?
- Is structural review or consolidation warranted?

Deliverable:

Direction for structural evaluation or refinement.

### 11:40 – 12:00 PM CONSTITUENT COMMENT PERIOD

### LUNCH DELIVERED – WORKING LUNCH

### 12:00 – 1:00 PM BUDGET & FISCAL PRIORITIES DISCUSSION

Presented:

- Current fiscal outlook
- Major cost drivers
- Known structural pressures
- Upcoming budget cycle calendar and milestones

Discussion Focus:

- How should fiscal discipline be reflected in 2026 priorities?
- Are there spending guardrails Council wants established?
- What financial tradeoffs are anticipated?
- Are there long-range planning elements Council wants emphasized?

Deliverable:

---

- 
- Clear fiscal philosophy for 2026
  - Direction for budget development priorities
  - Identified fiscal guardrails or expectations

#### 1:00 – 1:30 PM CITY MANAGER GOALS FOR 2026

Presented: Draft operational goals aligned to adopted outcomes Discussion Focus:

- Are expectations operationally specific and measurable?
- Are performance indicators clear?
- Is reporting cadence sufficient?

Deliverable:

Aligned City Manager goals and direction for formal evaluation adoption.

#### 1:30 – 1:45 PM CONSTITUENT COMMENT PERIOD

#### 1:45 – 1:55 PM FORMAL SUMMARY OF DECISIONS

Discussion Focus:

- Confirmation of adopted emphasis, outcomes, goals, governance direction, budget

philosophy, and structural decisions Deliverable:

Affirmed summary of Summit outcomes

#### 1:55 – 2:00 PUBLIC COMMUNICATION & MAYOR CLOSING

Deliverable:

Agreement on communication plan and next steps