

# News Release

## Office of the City Manager



**BOULDER CITY  
CITY COUNCIL**

**MAYOR**  
RODNEY WOODBURY

**COUNCIL MEMBERS:**  
WARREN HARHAY  
PEGGY LEAVITT  
KIERNAN MCMANUS  
RICH SHUMAN



**MEETING LOCATION:**  
**CITY COUNCIL CHAMBER**  
401 CALIFORNIA AVENUE  
BOULDER CITY, NV 89005

**MAILING ADDRESS:**  
401 CALIFORNIA AVENUE  
BOULDER CITY, NV 89005

**WEBPAGE:**  
WWW.BCNV.ORG



**CITY MANAGER:**  
ALFONSO NOYOLA, ICMA-CM

**CITY ATTORNEY:**  
STEVEN L. MORRIS, ESQ

**CITY CLERK:**  
LORENE KRUMM, MMC, CPO

**COMMUNITY DEVELOPMENT  
DIRECTOR:**  
MICHAEL MAYS, AICP

**ACTING PUBLIC WORKS DIRECTOR:**  
JIM KEANE, P.E.

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TIM SHEA

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KEVIN NICHOLSON

**FINANCE DIRECTOR:**  
DIANE PELLETIER, CPA

**PARKS & RECREATION DIRECTOR**  
ROGER HALL

### FOR IMMEDIATE RELEASE

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Contact: Lisa LaPlante, Communications Manager: 702-293-9302

[llaplante@bcnv.org](mailto:llaplante@bcnv.org)

## City Starts Strategic Planning Process

**BOULDER CITY** – Ask any winning sports coaches, and they will tell you that it takes a strong, well-thought-out playbook to succeed. Municipalities should have something similar: a Strategic Plan. Boulder City is about to embark on creating new Strategic Plan, and is going to be asking the residents for their participation.

The Strategic Plan would cover five years, 2020 through 2025. “I believe this plan can help us continue to provide quality services, excellent housing, a strong and vibrant economy and business environment, and a commitment to sustainability,” said City Manager Al Noyola. “I expect this plan to help us navigate challenges, including emerging technologies, aging infrastructure and a host of financially related issues.”

In the coming months, the City will be holding community meetings in various parts of the city focused on getting community feedback. For those who cannot attend, online surveys will be used to gather input. The Mayor, Council and City Department leadership will start meetings this week with members of the firm hired to complete this plan.

The City will be working with Management Partners, a national local government consulting firm that has more than two decades of experience facilitating and preparing strategic plans for communities of all sizes. “Our company uses the highest standards in all aspects of data gathering, surveys, public engagement, workshops, and other tools essential to helping a city develop a first-rate blueprint for the future,” said Gerald E. Newfarmer, president of Management Partners. “We are focused on results and have a bias for action. Our team is excited about the potential of this project.”

Management Partners will prepare a draft strategic plan document for review by City staff, community stakeholders and residents. It is likely to contain:

- Description of the process, including how data were gathered;
- Vision, mission, values;
- Multi-year goals;
- Several strategies for each goal;
- Measurable outcomes for each goal;
- Reporting and accountability mechanisms for the strategic plan; and
- Identification of revenue streams to ensure the City’s long-term financial viability and ensure that the desired outcomes can be attained.

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