

## City Council Strategic Planning Session

### Meeting Agenda - Final

*Mayor Mark Freeman*  
*Vice Mayor Scott Somers - District 6*  
*Councilmember Rich Adams - District 1*  
*Councilmember Dorean Taylor - District 2*  
*Councilmember Francisco Heredia - District 3*  
*Councilmember Jennifer Duff - District 4*  
*Councilmember Alicia Goforth - District 5*

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Thursday, May 28, 2026

7:30 AM

Inspirian Room at Gateway Library

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#### Roll Call

#### 1 Action items/Presentations:

- 1-a**     [26-0577](#)     Conduct a review of the draft Council Strategic Plan developed during the February 19, 2026 Council Strategic Planning session and obtain feedback on the plan's framework, structure, and overall direction.
- 1-b**     [26-0495](#)     Hear a presentation, discuss, and receive an update on the City's assessment of the current commercial development review process, with an overview of the identified opportunities for improvement and an overview of the phased 18-month implementation plan.
- 1-c**     [26-0525](#)     Hear a presentation, discuss, and receive an update on the citywide branding efforts, including the selected partner and proposed work plan.

#### 2 Adjournment.

The City of Mesa is committed to making its public meetings accessible to persons with disabilities. For special accommodations, please contact the City Manager's Office at (480) 644-3333 or AzRelay 7-1-1 at least 48 hours in advance of the meeting.

Si necesita asistencia o servicio de interpretación en Español, comuníquese con la Ciudad al menos 48 horas antes de la reunion al 480-644-2767.