

February 22, 2010 Council Workshop  
Comments on Mission Statement

Existing mission statement: *The City of Albany is dedicated to maintaining its small town ambience, responding to the needs of the community, and providing a safe, healthy environment now and in the future.*

Table 1

Small town ambience suggests healthy, close knit, small town shops – keep it  
Responding to needs of the community – diverse and multi-generational  
Providing a healthy and safe environment – include about how we are as a community building a sustainable future

Table 2

Suggested mission statement: “Albany is dedicated to being a friendly city, responding to the needs of the community, and providing a safe, healthy, and sustainable environment now and in the future”

Small town is somewhat insular and has some bad connotations  
Knowing your neighbors, being personable, - boiled down to a friendly city  
Small-town ambience is open to interpretation – we’re not that small a city

Table 3

Split on whether we like it just like it was...had discussions around the ambience and what that really meant, some wanted to add  
Same discussion around what ambience means...didn’t come up with what it should be  
Ambience is a mood, feeling and emotion

Table 4

Context aspect – in the midst of a rich metropolitan area – rich culturally and environmentally  
Small town was mostly positive  
Diversity – celebrating our rich diversity  
Push beyond safe and healthy into thriving in terms of the environment  
Connecting with elected and appointed city officials; volunteer programs

Table 5

Add one word to each clause:  
Maintaining its *vibrant* small town ambience  
Responding to the *changing* needs of the community  
Providing a safe, healthy, *sustainable* environment now and in the future