



**CITY OF MERRILL
COMMITTEE OF THE WHOLE**

MINUTES • WEDNESDAY DECEMBER 4, 2019

Strategic Planning Meeting

City Hall Council Chambers

6:00 PM

I. Call to Order

Mike Ravn called the meeting to order at 6:00 P.M.

Attendee Name	Title	Status	Arrived
Paul Russell	Aldersperson - First District	Excused	
Steve Hass	Aldersperson - Second District	Present	
Rick Blake	Aldersperson - Third District	Present	
Steve Osness	Aldersperson - Fourth District	Present	
John M. Van Lieshout	Aldersperson - Fifth District	Present	
Mike Rick	Aldersperson - Sixth District	Present	
Rob Norton	Aldersperson - Seventh District	Present	
Steve Sabatke	Alderman - Eighth District	Present	6:02 PM
Derek Woellner	Mayor	Present	

Other attendees: Public Works Director/City Engineer Rod Akey, Police Chief Corey Bennett, Street Superintendent Dustin Bonack, City Attorney Tom Hayden, City Administrator Dave Johnson, Fire Chief Josh Klug, Building Inspector/Zoning Administrator Darin Pagel, Utility Operations Manager Gabe Steinagel, Library Director Stacy Stevens, Finance Director Kathy Unertl, Park & Recreation Director Dan Wendorf, Facilities Maintenance Manager Nick Wszalek, Mike Ravn (Meeting Facilitator), Bill Bialecki, John Greenwood, LaDonna Fermanich, Allen Wix, Sharon Anderson, Lee Opsahl, Jim Wedemeyer, Kyle Gulke, September Murphy, Gene Bebel, Debbie Kinsey, Jean Greenwood and City Clerk Bill Heideman. Hunter Lane was present to videotape the meeting for Merrill Productions.

II. Pledge of Allegiance

Did not occur.

III. Agenda Items for Consideration:

1. Prioritize key long-term strategic objectives.

Mike Ravn began with introductory remarks. Based on work done at previous meetings, he then offered a list of seven main objectives for consideration. They were as follows:

1. Economic Development
2. Attract people to Merrill
3. Create Merrill identity and vision (Marketing)
4. Create systematic approach to infrastructure
5. Create consistent tax policy/formula
6. Increase citizen engagement in City issues
7. Retention and/or expansion of City services

The seven objectives were then discussed. There seemed to be consensus that there was some "overlap" and that some of the objectives could be combined.

Advertising of jobs was discussed.

Discussion was then held on Tax Increment Financing (TIF) districts, followed by discussion on the duties/scope of the Redevelopment Authority.

At 7:00 P.M., Mike Ravn announced a recess. Sticker “dots” were distributed, and participants were asked to place the “dots” on the objectives that they saw as most important.

At 7:15 P.M., Mike Ravn called the meeting back to order. The “dot” voting resulted in the top three "vote getters" receiving considerably more votes than the other four.

The importance of providing adequate and high-quality child care was mentioned. It was suggested that perhaps the City and a private entity could combine their efforts to provide child care for their employees.

Mike Ravn suggested retaining the four objectives that received the most votes. It was then suggested that the top three objectives be retained, and that the other objectives be combined into a fourth objective to be retained. There was no objection to the second suggestion, so four main objectives will be included in the new Strategic Plan as we move forward.

For the next meeting, Mike Ravn will prepare a list of the four objectives. At that meeting, strategic initiatives and action plans will be developed as tools to use in achieving the objectives.

IV. Public Comment Period

Did not occur.

V. Adjournment

The meeting was adjourned at 7:40 P.M. (No motion or vote).