

## Strategic Plan 3/10/2020

Call to order: Mayor called to order at 6:00 p.m.

### Pledge of Allegiance

Paul Russell, Steve Hass, Rick Blake, Steve Osness, Mike Rick Jr., Rob Norton, Steve Sabatke, Mayor Woellner in attendance.

Others in attendance: Public Works Director/City Engineer Rod Akey, Transit Director Brad Brummond, City Attorney Tom Hayden, City Administrator Dave Johnson, Building Inspector/Zoning Administrator Darin Pagel, Library Director Stacy Stevens, Finance Director Kathy Unertl, Park & Recreation Director Dan Wendorf, Facilities Maintenance Manager Nick Wszalek, Allen Wix, Mike Ravn (Meeting Facilitator), Bill Bialecki, Debbie Kinsey, Gary Broesch, Gene Bebel, and Krista Mitchell. Hunter Lane in attendance videotaping for Merrill Productions.

Discussion and potential action on 2020-2024 Merrill Strategic Plan.

Mike Ravn began the meeting by speaking out about the stroke he had. He commended Chief Klug and Chief Bennett for their excellent service. He then introduced the draft of the Strategic Plan and gave a brief overview of the packet. Included in the packet are:

Primary Core Values, Mission Statement, Vision Statement, Community Vision Statement, SWOT analysis, Strategic Issue Prioritization, Strategic Issues #1-4, and Success on Merrill's Strategic Plan Implementation.

There are a lot of recommendations to do more reporting to the council and to the public, as well as marketing. For accountability purposes, we need to look a little harder into naming people, which is why the last bullet point was added to the Implementation page. The Common Council, City Government and the community all need to be involved in order for this to be successful.

Mike recommends to take this as a suggestion and to pass on it in April. Everyone should take this home and look it over.

Alderman Steve Hass recommends that we look the packet over and email Mike with any suggestions, no later than March 23<sup>rd</sup>. Agreed upon by the council.

Public Works Director/City Engineer Rod Akey asked if we should have a committee assigned to each goal. Mike Ravn asked Rod to email him with his suggestions. A discussion ensued about having a committee or a person responsible for each item.

Alderman Paul Russell said that the review process/target completion action plans need to have dates otherwise nothing will get done. Mike suggested that if you have a

committee working on the task, have that committee come up with a date for completion.

Paul Russell stated that we have a challenge of getting citizens onto the boards/committees. We need to have committee leaders work on getting civic involvement. Mike Ravn pointed out that the Mayor, City Administrator, and Council President should be the ones on the front line getting people and the community involved.

Mayor Woellner likes how we have a “who” on these plans. He asked if we should review them every year. Every 2-3 years? Rod Akey suggested that March or April would be a good time to have this reported. Hass stated that we could establish a COW every March for review of the Strategic Plan documents. Mayor agrees.

Bill Bialecki suggests we look at the SWOT report. He doesn't think it should be in there, because it has a lot of negativity. We should keep the strengths and opportunities in. Tone down the weaknesses and threats a bit. So there's not so much negativity on it for the public to see.

Debbie Kinsey stated that the chamber also did a SWOT analysis, but did not put it in the strategic plan.

Gary Broesch stated that he is discouraged by a lack of actions of “next steps”. He thinks that we should have quarterly reporting on this. We need to begin moving forward. Keep the Strategic Plan active so you don't lose the momentum. Mike Ravn thinks that might work if we go with Rod's idea to have different committees working on them.

Gene Bebel suggested we take some of the weaknesses and threats and put them under opportunities.

Paul Russell motioned to approve forwarding the Strategic Plan, with the amendments that are sent to Mike, to the council for the April meeting. Steve Hass seconded. All ayes. Motion carried.