

BATTLEFIELD BOARD OF ALDERMEN STRATEGIC PLANNING SESSION
MARCH 19, 2009

Item 1 call meeting to order

The meeting was called to order at 6:15PM by Mayor Judy Stainback. Aldermen present were Stephen Esterline, Debra Hickey, and Aaron Kruse. Aldermen absent were Tim Bair, Darrin Snodgrass, and Theresa Stockton.

Item 2 review previous sessions

Gail Melgren, MSU, reviewed the two previous strategic planning sessions. The items reviewed were:

- The benefits of strategic planning 5 years in advance
- SWOT Governance and Community
- Highly effective habits
- Envisioning the future
- Identify the City Mission and establishing positive identity and/or "catch phrase"
- Benchmarks for success

Item 3 brainstorming strategic goals

Several ideas were suggested. The list is as follows:

- Working Economic Development Committee
- Ball fields, festivals, special events, technology/business park
- Link to the Wilson Creek National Battlefield
- "Buy Battlefield" program, marketing theme throughout town
- Proactive planning, make projects shovel ready instead of waiting on money first
- Citizen Emergency Response Team, develop long range disaster plan
- Chamber of Commerce, Visitor's Bureau OFFICE
- Full time police force
- Promote environmental morals
- Improved communication between citizens, city government, and businesses
- Putting regional lift station on west side of town
- City needs an "anchor" or a center place of town
- Would like the city to be respected for innovation and quality of life
- Consolidate services (sewer, water, police, fire) services with ease of use for citizens

Item 4 prioritize strategic goals

The list generated from brainstorming was then prioritized as sub-categories under the following categories:

- Bundling citizen services
- Infrastructure
- Economic Development
- Marketing/Theme for City
- Emergency/disaster plans
- Improved communication channels between City/Citizens/Commercial Businesses
- Engaging citizens into the "Battlefield Life"
- Environmental consciousness and development

Item 5 select five to seven strategic goals

The strategic goals and their sub categories were then listed in order of importance to the Aldermen representing their citizens of their ward.

1. Infrastructure - long range plan
2. Marketing/Theme for City
3. Improve communication channels between City/Citizens/Commercial Businesses
4. Economic Development
5. Engaging citizens into the "Battlefield Life"
6. Environmental consciousness and development
7. Emergency/Disaster plans

Item 6 adjournment

Motion by Debra Hickey to adjourn. Second by Stephen Esterline. Roll call vote with Tim Bair absent, Stephen Esterline aye, Debra Hickey aye, Aaron Kruse aye, Darrin Snodgrass absent, Theresa Stockton absent. Meeting adjourned at 9:12pm.

_____ Mayor Judy Stainback _____ Date

ATTEST:

_____ Susan R Diehl CMC/MRCC _____ Date