

**BOARD OF ALDERMEN STRATEGIC PLANNING SESSION
MARCH 26, 2009**

Item 1 call to order

Meeting 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. Future Ward Two Alderman, Jill Finney, present.

Item 2 review previous session

Gail Melgren, MSU, reviewed the previous session goal-setting with the Aldermen. The six strategic goals set by the Aldermen in order of importance were:

1. Long range infrastructure
2. Marketing/Historic Themes
3. Improved Communication channels
4. Economic Development
5. Engage citizens
6. Environmental consciousness

Item 3 action steps for each goal

Action steps for each strategic goal listed in item 2 were:

1. Proactive planning, make projects shovel ready instead of waiting on money first, ball fields, technology/business park, west side regional lift station, anchor for town
2. Marketing plan, events and festivals, connect National Battlefield to our city, repeating marketing theme, tourist attractions, "Buy Battlefield" theme, Chamber of Commerce and Visitor's Bureau office, City be respected for innovation and quality of life, improved communication between citizens, government, and businesses
3. Removed as stand alone goal and melded into goals #1 and #2
4. Fully functional working committee, business incubator, create center for city,
5. Events and festivals, CERT program, develop long range disaster plan, improved communication between citizens, government, and business
6. Promote environmental morals, breaks for "green" builders, annual clean-up days, recycling

Item 4 performance measures

Performance measures for the goals mentioned in item two were:

1. Have a document drafted and adopted by the Board of Aldermen
2. Will develop a defined marketing plan including branding and then selling the "Branding"
3. removed goal
4. Complete a survey of businesses to help with their goals, increase accountability between standing committees and Aldermen, procure funds for Economic Development leader, initiate "Buy Battlefield" campaign
5. Increase participation at festivals by 10%, create CERT team program
6. have "green rules" written into the subdivision regulations, schedule community clean up dates, schedule community recycling days

Item 5 create timelines and responsibility

The timelines set up to the goals mentioned in item two were:

1. Infrastructure document drafted and adopted by the Board of Aldermen by April 2010
2. Community Leadership program by June 2009, Chamber/historic committee set up by September 2009, Professional marketer hired by June 2010
3. removed goal
4. Surveys returned by September 2009 and report compiled by December 2009. Increase accountability and create program after infrastructure and marketing plans have been created, implement "Buy Battlefield" campaign by July of 2009
5. CERT program initiated by June 2009, increase participation in events by July, 2009
6. Have a single trash hauler/recycler up and running by September 2010, Revise Planning and Zoning subdivision regulations by May 2010, Aldermen need to define recycle days by July 2009

The responsibility of the goals mentioned in item two were:

1. Planning and Zoning, staff, Mayor, City Administrator
2. Hired professional, Chamber of Commerce, Aldermen, volunteer citizens
3. removed goal
4. Economic Committee, Chamber of Commerce, City Administrator
5. Alderman Kruse, Park Board, volunteers
6. Planning and Zoning, Board of Aldermen, Greene County and surrounding cities

Item 6 process of reviewing and/or revision for strategic goals

After discussion, the Board of Aldermen chose to do a bi-monthly review of the strategic planning. This will be addressed at the first meeting of the month, every other month, starting June 2, 2009.

Item 7 suggestions for effective implementation

The Board suggested distributing the plan to key individuals, which would include Aldermen, staff heads, Mayor, City Administrator, committee heads, and the responsible parties. The responsible parties should be present at any meeting that involves their project. Gail reminded the Aldermen to be optimistic, but remain realistic. She also reminded the Board that the strategic plan is a “work in progress” and can always change, so be sure to distribute any revisions that are made.

Item 8 adjournment

Motion by Aaron Kruse to adjourn the meeting. Second by Stephen Esterline. Roll call vote with Tim Bair absent, Stephen Esterline aye, Debra Hickey aye, Aaron Kruse aye, Darrin Snodgrass absent, and Theresa Stockton absent. Motion passed. Meeting adjourned at 9:13pm.

_____ Mayor Judy Stainback _____ Date

ATTEST:

_____ Susan R Diehl, CMC/MRCC _____ Date