



# Administrative Report

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H.15., File # 24-0073

Meeting Date: 1/23/2024

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**To:** MAYOR AND CITY COUNCIL  
**From:** MIKE WITZANSKY, CITY MANAGER

## **TITLE**

RECEIVE AND FILE THE MONTHLY UPDATE TO THE TWELVE-MONTH STRATEGIC PLAN OBJECTIVES ADOPTED BY CITY COUNCIL ON MAY 30, 2023

## **EXECUTIVE SUMMARY**

On April 25, 2023, the City Council held a strategic planning session to discuss and update the City's Strategic Plan. At the session, the City Council considered recent accomplishments, completed a strengths, weaknesses, opportunities, and threats (SWOT) analysis, re-affirmed the previously established three-year goals, and listed specific objectives for the upcoming planning period which was set for the next twelve-months. The objectives were adopted at the May 30, 2023 City Council meeting. The City's strategic planning process also includes periodic updates on the status of the approved objectives to allow for progress monitoring. This report and the attached matrix serve as the seventh update on the current Strategic Plan.

## **BACKGROUND**

The City has been committed to a strategic planning process since 1998, a process that focuses staff resources on achievable policy goals and objectives set by the City Council. A contract with Leading Resources, Inc. for strategic planning consulting services was approved by Council in August of 2022 for the facilitation of two strategic planning sessions/periods. The first occurred shortly after contract approval and the most recent strategic planning session was held on April 25, 2023.

During the session, the City Council discussed the City's prior accomplishments (there were 65 objectives, projects, and initiatives that were recognized as having been completed during the planning period), re-affirmed the previously established three-year goals, and identified the objectives for the new plan.

The Council re-affirmed the previously established three-year goals (2022-2025) which are as follows (not in priority order):

- Modernize the City's Communication Systems
- Vitalize Core Commercial Areas of the City
- Increase Environmental Sustainability
- Invest in the City's Infrastructure
- Maintain a High Level of Public Safety
- Enhance the Delivery of City Services

The Council also listed and discussed twelve-month objectives that focus staff time and resources to help achieve the identified goals. On May 30, 2023, the City Council adopted the objectives after making minor additions.

The City Manager provides periodic updates to the adopted twelve-month objectives to enable the Mayor and Council to monitor the City's progress on the Strategic Plan. The attached matrix includes updates and notations provided by the department(s) responsible for each objective. This is the seventh update on the Plan.

### **COORDINATION**

All Departments participated in the development of the Strategic Plan and assisted with the attached update.

### **FISCAL IMPACT**

The cost for this activity is included in the City's annual operating budget.

### **APPROVED BY:**

*Mike Witzansky, City Manager*

### **ATTACHMENTS**

- January 23, 2024 Strategic Plan Update