

To: Municipal Advisory Commissions

From: Matt Fulton, City Manager

Subject: Strategic Planning Discussion

Introduction

The City Council is initiating a long range strategic planning effort to assist the Council in guiding the community into the future. As part of this effort, The City Council would like to include input and comments from all of the municipal advisory commissions. As part of this discussion, the Council is also interested in learning how your volunteer experience as an advisory commission member could be improved.

Discussion

The City's 2030 plan was approved in 2005. There has been plenty of progress with the plan elements. However, without question, the world, economy, and community has changed since then and the City Council is interested in reviewing and updating its long term strategic plan. The Council recognizes the importance of engaging the public in this discussion and has developed a process for accomplishing this.

The Council's current strategic plan and short/long term workplans are aligned around seven areas:

- 1 Transportation
- 2 Community development and redevelopment
- 3 Housing/Neighborhoods
- 4 Civic Involvement
- 5 Community Diversity
- 6 Public Safety
- 7 Excellence in Government

The strategic planning process the City Council is initiating, will include several components, including discussions with all of the City's Municipal Advisory Commissions. The process will also include:

- 1 Discussions with community thought leaders on each strategic area.
- 2 Several community meetings in early 2012
- 3 2012 Community survey
- 4 Update of Long Range comprehensive Parks and Trails Plan
- 5 Council/Management team Retreat in March, 2012

The strategic planning process will start with the municipal advisory commissions discussions, scheduled to occur over the next several months.

I have requested this item be made part of your agenda and will plan on attending your meeting and facilitating this discussion. The questions I propose to ask include the following:

1. Within the area of responsibilities of your commission, what are the top three (3) recommendations you would provide the City Council as long term strategies to make the community better and stronger.
2. As you think about Coon Rapids overall, what top three (3) recommendations would you provide the City Council as important to the future of the community.
3. If you had \$100 to pay for the following public services, how would you allocate the money?
 - a. General government (admin., legal, finance, legislative, engineering, city clerk)
 - b. Public Safety
 - i. Police
 - ii. Fire
 - c. Community Development and Neighborhood Reinvestment
 - d. Public Works
 - i. Streets
 - ii. Parks, Trails, and Recreation
 - iii. Maintenance of buildings/vehicles
4. What are the greatest assets in the community? In other words, if we were to market Coon Rapids to the "outside world", what would we say about the community to lure people to invest and move to the community?
5. As a Municipal Advisory Commission member, you provide valuable input and insight on matters of importance in the community. In doing so, you volunteer your valuable time and energy. What ideas could you offer that would help ensure that your experience is worthwhile, valuable, and enjoyable?
6. From an administrative and logistics standpoint, are there suggestions you would make regarding how your agendas, communications, and meeting operations could be improved and made more efficient?
7. Any other thoughts?

I greatly appreciate your willingness to provide your constructive and honest opinions on the areas above. The comments will be summarized on a commission level and will not identify and specific comments from any one individual. That way, you will hopefully be more comfortable in offering your comments.