



CITY OF MARSHFIELD

MEETING NOTICE

**SPECIAL COMMON COUNCIL MEETING
CITY OF MARSHFIELD, WISCONSIN
TUESDAY, FEBRUARY 23, 2016
City Hall Plaza, Room 108
5:30 p.m.**

- A. Call to Order by Chris Meyer, Mayor
- B. Roll Call
- C. Continue strategic planning discussion
 - 1. Review the mission, vision and values statements developed – any changes?
 - 2. Review the 6 categories and 44 specific items previously identified, and begin the process to narrow this list for inclusion in the long-term strategic plan
- D. Discuss plans for next step(s), including the appropriate time to include department and division heads in this process
- E. Set date/time for next session – Tuesday, March 22nd at 5:30 p.m.
- F. Adjourn

Posted this day, February 19, 2016 at 2:00 p.m., by Deb Hall, City Clerk

Notice

It is possible that members of and possibly a quorum of other governmental bodies of the municipality may be in attendance at the above-stated meeting to gather information; no action will be taken by any governmental body at the above-stated meeting other than the governmental body specifically referred to above in this notice. Upon reasonable notice, efforts will be made to accommodate the needs of disabled individuals through appropriate aids and services. For additional information or to request this service, contact Deb M. Hall, City Clerk at 630 South Central Avenue or by calling (715)486-2023.

SPECIAL COMMON COUNCIL MEETING MINUTES JANUARY 26, 2016

PRESENT: Buttke, Cummings, Earll, Feddick, Feirer, Hendler, Jockheck, Reinart, Spiros, Wagner.

ABSENT: None

OTHERS: Mayor Meyer, City Administrator Barg, City Engineer Turchi

Barg called the meeting to order at 5:35 p.m. in Room 108 of the City Hall Plaza.

After a brief review, it was agreed not to make changes to the following mission and vision statements that were crafted at the December 8th meeting:

Mission: It is the mission of the City of Marshfield to provide a fiscally-sound, family-oriented community with a full range of housing, business, cultural, educational, and recreational opportunities in a safe environment for residents and visitors.

Vision: We will be a city of diverse interests and values through advancement of policies and allocation of resources that promote innovative, sustainable growth and enterprises while recognizing the heritage and culture of the region.

Members continued discussing possible values statements, using some key words suggested at the last strategic planning session. The following 5 values statements were prepared:

- Community: We commit, as caring individuals that are proud of this special place, to celebrating our differences, engaging all generations, and seeking to create a feeling of belonging and a sense of community.
- Integrity: We consistently safeguard the public trust through honest business practices and open communication. Our credibility with the public depends on our strong, ethical stewardship of resources.
- Innovative: We strive to be unique and imaginative in addressing the evolving needs of our community.
- Safety: We will continuously strive to ensure the safety, security, and sense of well-being of our residents through responsive and proactive public safety.
- Collaboration: We communicate and work as a team, and we partner with the community to improve performance and achieve success.

Jockheck mentioned the annual Vital Signs report, and he suggested that this information be reviewed and considered when planning for future programs and services in our community.

The next special meeting to continue the strategic planning process will be held on Tuesday, February 23rd at 5:30 p.m. in Room 108 of the City Hall Plaza.

With no further business before the Council, Spiros moved and Feirer seconded the motion to adjourn. Motion carried unanimously. Mayor Meyer declared the meeting adjourned at 6:51 p.m.

Respectfully submitted,
Steve Barg, City Administrator

SUMMARY OF ISSUES RAISED DURING COUNCIL'S STRATEGIC PLANNING SESSIONS 2-3

Recreation/quality of life

- Central location for community information (events, etc.)
- Improve the downtown district to make it a greater draw
- Offer recreation options that serve various demographics
- Provide good mix of different types of park facilities/uses
- Increase use of fairgrounds property (recreation, events)
- Complete upgrades to make park facilities ADA compliant
- Water (future of Hefko pool; manmade water feature, etc.)

City facilities

- Make the best possible use of existing facilities
- Police station
- City Hall
- Civic center
- Utility facilities
- City garage (including shoe factory)

Infrastructure

- Tree replacement
- Water pipes
- Street funding (referendum?)
- Alternatives to curb/gutter or ditches
- Stormwater
- Airport
- Clinic/hospital

Economic development

- High paying/quality jobs
- Development incentives
- Water capacity
- MACCI/Main Street/CVB teamwork
- Downtown
- Geographic constraints
- TIF strategy
- Business/industrial parks
- EDB
- Highway 10 corridor
- Business/workforce development
- Housing to support business

Financial management

- Role of City in funding community projects (guidelines?)
- Special referendum for specific projects
- Room tax increase?
- User fees – current?
- Sell our services (GIS, communications, etc.)
- Break from County taxes for services we already provide
- Debt policy
- Staffing levels

Communication/partnerships

- Identify our customers
- Communications manager (fund w/excess cable funds?)
- Communications strategy
- Tighten relationships w/other agencies, etc.