



CITY OF MARSHFIELD

MEETING NOTICE

**SPECIAL COMMON COUNCIL MEETING
CITY OF MARSHFIELD, WISCONSIN
TUESDAY, APRIL 12, 2016
Council Chambers, City Hall Plaza
5:30 p.m.**

- A. Call to Order by Chris Meyer, Mayor
- B. Roll Call
- C. Continue strategic planning discussion
 - 1. Finish prioritizing items in the 6 categories
 - 2. Determine plan for the upcoming sessions
- D. Set date/time for next session – Tuesday, April 26th at 5:30 p.m.?
- E. Adjourn

Posted this day, April 8, 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 FEBRUARY 23, 2016

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

ABSENT: Cummings, Reinart

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

Barg called the meeting to order at 5:37 p.m. in Room 108 of the City Hall Plaza.

After a brief review, it was agreed to accept the following mission/vision statements, and not to review them at future strategic planning meetings:

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 discussed the values statements crafted at the January 26th meeting, and made changes to shorten and better clarify them as follows:

- Community: We celebrate our differences, engage all generations, and seek to create a feeling of belonging.
- Integrity: We safeguard the public trust through honest business practices and open communication, and strong, ethical stewardship of resources.
- Innovative: We are imaginative in addressing the evolving needs of our community.
- Safety: We ensure the security, and sense of well-being of our residents through responsive and proactive policies.
- Collaboration: We work as a team and partner with others to improve performance and achieve success.

Discussion occurred on the 6 categories and 44 possible action items. After reviewing ideas that had previously been raised the categories of recreation/quality of life, city facilities, and infrastructure, the following areas were identified for further review and possible action in the next few years:

- Recreation/quality of life
 - Water amenities
 - ADA compliance
 - Better use of existing parks (including fairgrounds)
- City facilities
 - Determination of need
 - Best use of current facilities
 - Criteria for determining when expansion or new facilities are warranted
- Infrastructure
 - Water pipes
 - Referendum on streets (\$1/\$1000; 3-5 years)
 - Tree replacement
 - Stormwater compliance

The next meeting to continue this process will be Tuesday, April 12th at 5:30 p.m. in Room 108 of City Hall. It was agreed to invite department/division heads to attend these meetings and participate in the strategic planning process going forward.

With no other business before the Council, Jockheck moved and Feirer seconded a motion to adjourn. Motion carried unanimously. Mayor Meyer declared the meeting adjourned at 6:48 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.