JULY 24, 2007

Special meeting of the Common Council was called to order by Mayor Meyers at 6:01 p.m., in the Council Chambers, City Hall Plaza.
PRESENT: Michael Feirer, Alanna Feddick, Trish Siegler, Tim Kraus, Ed Wagner, Josh Hansen, Donald Krueger, John Spiros, Tom Buttke and Pete Hendler.
ABSENT: None

The flag was saluted and the pledge given.

CITIZENS' COMMENTS
None

STRATEGIC PLANNING MISSION AND VISION STATEMENTS
City Administrator Brehm said that the Strategic Plan was approved earlier this year by the Common Council. The next steps for this plan are to create the Vision and Mission Statements for the City of Marshfield. He encouraged staff to participate in discussion.

The Vision Statement drafts were reviewed and discussed.

Suggestion for paragraph one:
- The City of Marshfield will be a healthy, sustainable community meeting the needs of the present while positioning future generations to attain their needs.

Suggestions for paragraph two:
- Marshfield is a community which encourages and supports multigenerational lifelong learning while providing innovative solutions to cultivate leadership to benefit our citizens.
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Suggestion for paragraph three:
- First sentence should read "Marshfield strives to be a regional destination that promotes a variety of artistic, cultural, recreational and leisure activities."

Suggestions for the second sentence in paragraph three:
- We nurture and support a diverse transportation system, a diverse economic base, a robust manufacturing base and world class healthcare and research facilities.
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Alderperson Siegler suggested that the committee bring back one or two versions of what they heard tonight and then present those for a final determination.

The draft of the Mission Statement was reviewed. No suggestions were made.

The subcommittee will go back and revise the Vision Statement and see if there is any impact to the Mission Statement. If not they will come back with recommended statements for both Vision and Mission Statements at a future meeting.

Alderperson Siegler gave a presentation on the Communications Subcommittee Report.

CC07-223 Motion by Wagner, second by Spiros to formalize a Communications Committee to work on a formal communications plan and that others including City Staff be invited to join. All Ayes
Motion carried

CC07-224 Motion by Hendler, second by Spiros to approve the Communications Subcommittee Report as submitted. All Ayes
Motion carried

FUTURE STEPS
Once the Vision and Mission Statements have been adopted the Director of Planning and Economic Development and the City Administrator will be responsible for organizing the meetings to begin addressing the following four issues:

1) Submerge the goals and objections from the comprehensive plan, the Sustainable Marshfield initiative and the strategic planning process into one document that can be used to organize, drive and evaluate efforts in the City.
2) To identify and communicate all of the current efforts that are being undertaken to implement the above goals and objectives.
3) Examine how additional objectives can be added into the work of existing organizations and partnerships and identify any needs for new organizations and/or partnerships.
4) Create an annual report that details to the citizens what progress has been made toward completing these goals and objectives for the City and thus obtaining the vision of the City of Marshfield.

FUTURE MEETING DATES
August 28, 2007

Motion by Krueger, second by Hendler to adjourn at 6:47 p.m.
Motion carried

Lori A. Panzer
Deputy City Clerk