APRIL 26, 2008

A Special Common Council meeting was called to order by Mayor Meyer at 9:00 a.m. in the Conference Room located at Clearwaters Hotel and Conference Center, 2700 S. Roddis Avenue.

PRESENT: Michael Feirer, Tim Kraus, Ed Wagner, Josh Hansen and Donald Krueger
ABSENT: Alanna Feddick, Dave LaFontaine, John Spiros, Tom Buttke and Pete Hendler
ALSO PRESENT: Mayor Meyer, City Administrator Brehm, Linda Stoll from UWSP, Dennis Winters from Department of Workforce Development, Scott Larson and Karen Olson from MACCI, Beth Rodewald and Larry Haldeman from Main Street Marshfield, Ken Staab from B&K Builders Inc., Andy Martin from Innovative Machine Specialists, Al Michalski from Felker Brothers, Georgette Frazer from Lifetime Financial Services, Doug Wendlandt from Miller Wendlandt LLC, Terry Linduski from Shoppes At Wood Ridge, Vicky Strobel from the Marshfield Clinic; Fran Lang from Lang & Sons, Gary Gray, Bob & Gerrie Foltz and City Personnel (Joe Stroik, Dan Knoeck, Keith Strey, Tom Turchi, Lara Baehr, Lori Belongia, Jim Schmidt, Ed Englehart, Deb M. Hall, Bonnie Curtiss and Roland Donath).

Dennis Winters, Chief of the Office of Economic Advisors in the Department of Workforce Development talked about the state of the economy and economic development as it exists today in central Wisconsin and at the state, national and international level.

Linda Stoll, Outreach Specialist with the University of Stevens Point, facilitated the Strategic Planning session.

VISION STATEMENT

The City of Marshfield will be a healthy, sustainable community meeting the needs of the present while positioning future generations to attain their needs.

The Marshfield Community encourages and supports multigenerational lifelong learning while providing innovative solutions to cultivate leadership and benefit our citizens.

The Marshfield Community continually strives to be a regional destination that promotes a variety of artistic, cultural, recreational and leisure activities. We nurture and support an effective transportation system, a diversified economic base, world class healthcare and research facilities.

MISSION STATEMENT

The mission of the City of Marshfield is to create an efficient, successful and sustainable organization providing insightful stewardship of our community, our heritage and our legacies. We deliver the highest quality, cost-effective and most responsive services possible to our residents, taxpayers, visitors and investors, while maintaining an atmosphere of professionalism, integrity, responsiveness and accountability.

Economic growth is the foundation for many positive results in our community. Without economic development, our community cannot retain jobs, create jobs, and finance the quality of life that we all desire. Economic development activities are currently managed in a team effort by the City of Marshfield, MACCI and Main Street Marshfield. Each of these entities provides a unique set of skills in performing essential tasks related to economic development with the City of Marshfield.

The ABC's of Economic Development are:

A = ATTITUDE
Work with Businesses
Work with Talent

B = BUSINESS
Business Attraction
Business Retention & Expansion
Entrepreneurship

C = COMMUNITY
Community development comes first then economic development.

Build communities where people want to:

1. Come to
2. Come back to
3. Stay in

Discussion was held on the state of the economy and economic development as it exists today in Marshfield/Wood County.

The group discussed what our goals and focus should be for economic development in the City of Marshfield and how we measure economic development.

Discussed what needed to be done to move the city forward.

Linda Stoll will compile all the information that was gathered at this planning session and present it at a future meeting.

The Strategic Planning Session concluded at 3:34 p.m.

Deb M. Hall
City Clerk