

## 2023 City Goals – Action Steps

(2<sup>nd</sup> Quarter report)



### Strategic Priorities

The Common Council partnered with City staff to create a three-year strategic plan for 2021-2023. Based on feedback received during the community engagement sessions, strategic planning survey and council/staff work session community value success factors were established. The community value success factors created were: Safe, Welcoming and Engaged Community, Thoughtful Development and Prosperous Economy, and Quality Infrastructure, Amenities, and Services. Led by the City Manager, staff organized priorities for each critical success factor, and developed goals to achieve each of these important organizational factors.

Community Value Success Factor	
Safe, Welcoming and Engaged Community	
Set construction deadline and financial obligations for new fire station.	<b>Progressing</b> – currently working with the USDA and the facility design team to establish benchmarks and costs.
Work with TIDE and Chamber of Commerce to feature city volunteer of the year and include in social media and 53818	<b>Paused</b> – Incorporating into 2024 goals. The City Manager will be working with directors and city council and TIDE to identify a 2024 volunteer
Work with TIDE on creation of presentations/presenters for TIDE, Common Council, City staff, and Community. (Consider reaching out to residents of different cultures to gain their historical perspective, reach out to SWCAP to have a service presentation)	<b>Under Development</b> – Currently working with the Task Force on prioritizing goals and presenting recommendations to the city council on future Diversity, Inclusion and Equity.
Develop a Budget line item to coordinate and promote our history and emphasis on historic preservation.	<b>Under Development</b> – We are beginning efforts on the 2024 Budget and gauging community interest in a capital campaign fund for the museum.
Create Quarterly in service days to build cohesion with staff and community.	<b>Paused</b> – Executed our annual “spruce up day” in May of 2023. The city manager intends to work with directors on identifying potential dates in 2024.
Create Volunteer of the Quarter marketing campaign to actively story tell all the amazing things our community has to offer.	<b>Paused</b> – Incorporating this in the 4 <sup>th</sup> quarter. The city manager will be working with directors on identifying quarterly volunteers to recognize.
Thoughtful Development and Prosperous Economy	

Work with developers on housing availability to increase levels of market rate apartments, single family homes, and market rate townhouse/senior living options for residents.	<b>Under Development – We currently have a developer with expressed interest in a housing project because of the potential creation of an overlay Tax Increment Finance District.</b>
Conduct department wide technology advances review to report back to council potential implementation which could improve operations and decrease potential staff increases.	<b>Under Development – Currently implementing the new automated timecard system across the city to help alleviate some burdens with payroll and timekeeping. More to follow.</b>
Conduct a review of current city limits and open development opportunities and establish a growth plan and timeline to provide developers with awareness and potential growth of tax base.	<b>Under Development – the City Manager will be working with the Community Development Director and our Economic Partners in shaping a vision in response the creation of a new TID.</b>
Recruit new industries and commercial businesses to locate within City of Platteville.	<b>Under Development – PAIDC and GCEDC are actively seeking developers and soliciting city profile requests through the Wisconsin Economic Development Corp.</b>
Conduct review of financial investment policy resolution and consider alternative options for investment of city funds.	<b>Achieved — We have introduced the use of IntraFi investments in late 2022, through Mound Bank from sole investment in our LGIP accounts.</b>
<b>Quality Infrastructure, Amenities, and Services</b>	
Create Subcommittee of Parks, Forestry and Recreation to review and define community center needs for community. Have committee work on business plan, funding opportunities and potential location.	<b>Paused – The city manager intendeds on assessing this initiative in conjunction with the review of several other committees, boards and commissions in 2024.</b>
Implement the recommendation of the Collections Assessment Preservation Program for the Museum.	<b>Progressing – The lengthy list has short, medium, and long-term goals. We are progressing on several initiatives including addressing taxidermy cleaning and preservation and improving environmental conditions.</b>
Develop timeline and implementation strategies for Museum Comprehensive Plan by looking at additional areas within museum campus to open and attract additional visitors.	<b>Under Development – The Museum has moved forward with an RFP for capital funding campaign study to gauge public interest in supporting proposed initiatives.</b>
Work with TC Networks on official roll out of phase 3 camera system upgrades	<b>Progressing – Working on cameras to be placed on streets and parks throughout the city.</b>
Hold discussions with library development group about determining official transfer of ownership to city per development agreement.	<b>Under Development – The library director and city manager (working with the city attorney) will engaged in preliminary conversations and will be scheduling meetings for the 3<sup>rd</sup> quarter.</b>