

THE CITY OF PLATTEVILLE, WISCONSIN COMMON COUNCIL AGENDA

PUBLIC NOTICE is hereby given that a special meeting of the Common Council of the City of Platteville shall be held on Tuesday, August 16, 2022 at 6:00 PM in the Police Department Community Room, 165 N. 4th Street, Platteville, WI.

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. WORK SESSION – 2023 Goal Setting**
- IV. ADJOURNMENT**

If your attendance requires special accommodation, write City Clerk, P.O. Box 780, Platteville, WI 53818 or call (608) 348-9741 Option 6.

THE CITY OF PLATTEVILLE, WISCONSIN COUNCIL SUMMARY SHEET

COUNCIL SECTION: WORK SESSION ITEM NUMBER: III.	TITLE: 2023 City Goals Work Session	DATE August 16, 2022 VOTE REQUIRED: N/A
PREPARED BY: Adam Ruechel, City Manager		

Description:

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.

During the month of August, there historically has been a work session to kickstart the budgetary process revolved around the review of the current year's goals and to provide an opportunity for Common Council members and Department Directors to consider goals they would like to see in 2023.

City Manager Ruechel will walk Council members and Department Directors through an update of where the goals established in 2022 are currently performing and provide consideration for items that may not be completed by the end of the year. City Manager Ruechel then will provide Council members with the draft version of the 2023 City Goals based on the items identified in the City of Platteville 2021-2023 Strategic Plan. An opportunity will be available for each Council member and Department Director to weigh in on specific goals they would like to see established for 2023. The information collected will be updated and provided to the Common Council for consideration in the months of November with action to be taken in December.

Attachments-

- Draft 2023 City Goals

2022 City Goals – Action Steps



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	
Begin fundraising campaign for New/Updated Fire Station and discuss creation of RFP process for bidders.	The City of Platteville has received \$7,000,000 in federal assistance thru the omnibus federal legislation. City Staff is working with USDA on finalization of information needed to complete funding requirements and receive funds. The Common Council authorized the City Manager to enter into a contractual agreement with Wendel Five Bugles Design to be the architectural firm tasked with creating the schematic design for the new station as well as assisting with grant reporting. Plan to meet with Townships on August 17 to discuss funding opportunities in more detail.
Have Joint TIDE/Common Council Meeting to set objectives and goals for community to achieve in all areas of inclusivity and diversity.	A joint work session was held with Common Council members and TIDE members on May 10. Overall discussion was had about the creation of a community resource guide and the TIDE group focusing further on presentations and activities related towards LGBTQ+, race, and disability for the community. TIDE is working on RFP for potential presenters/presentations to go out in Q4.
Continue to create Living Local and Loving It/Platteville Pickaxe Marketing Videos.	Communication Specialist Richards is continuing to work with Department Directors on the creation of videos and marketing opportunities.
Create annual marketing line item into 2023 City Budget to provide for future marketing investments.	City Manager Intern Swain has been working with Communication Specialist Richards on budgetary items to include within the 2023 City Budget. The intention is to have this presented within the budget during quarters 3 and 4.

Partner with Platteville Economic Development Partners on the creation of a shared marketing campaign.	Platteville Main Street enlisted the help of a marketing consultant who spent March 10 & March 11 of this year in Platteville reviewing the community and providing a marketing theme and recommendation. The Platteville Economic Development Partners (PEP) are in the process of implementing some of the marketing strategies into new slogans, logos, etc. The PEP group is also working on the creation of a new event scheduled for October 9 with a Taste of Platteville and a Pickleball Tournament.
Develop a historical storyline that can be incorporated into a flyer and posted on all websites that highlight various components of Platteville's History.	City Manager Intern Swain has met with Director Flesch and has reached out to contacts at UW-Platteville about the creation of a historical brochure. The goal is to have this finalized by the end of 2022.
Officially adopt a City of Platteville Motto and Tommyknocker Logo.	Communication Specialist Richards has created new motto slogans for the electronic banners utilizing the submissions received from the public. City Staff will continue to work on new opportunities and bring forward in quarters 3 and 4 the submissions for a Tommyknocker logo which have been reviewed by the Museum and TIDE Committees.
Thoughtful Development and Prosperous Economy	
Recruit new business with 50-75 jobs each year.	Ongoing.
Conduct RFPs for municipal service providers. (Audit, assessors, financial advisors, bus service, etc.)	City Staff is in the process of creating RFPs for various service providers. This will be completed by Q4.
Work with a private developer to establish a subdivision with smaller homes/smaller lots and common amenities.	Ongoing.
Work with City Staff on creation of a long-term City of Platteville staffing analysis for adoption and implementation starting in 2023.	City Manager Intern is in the process of finalizing an organizational chart comparison of various municipalities compared to the City of Platteville. City Manager has now met with all departments and is in the final process of reviewing staffing plan analysis with anticipation of presenting it to Council in September.
Quality Infrastructure, Amenities, and Services	
Work with Platteville School District, YMCA, and Park and Recreation Committee on the creation of a business plan for a community center.	Director Lowe and City Manager Ruechel met with PSD Superintendent Boebel about their referendum plans for future community center type spaces. City Staff continues to meet with YMCA representatives about partnership opportunities for a community center. City Staff plans to start conversations with the Parks, Forestry, and Recreation Committee in Q3 about the development of a

	plan and continue to review Platteville Armory as a possible community center location.
Continue museum collection documentation and develop a list of “needed” items to complete the collection (while decommissioning items that don’t fit)	Ongoing.
Hold an open forum with county, state, and federal legislatures to discuss law changes that would give public more access to improved broadband services.	City Manager Ruechel is in the process of working with key legislative staff members to schedule a meeting to occur in either Q3 or Q4 of this year.
Complete 2022 CIP Street Projects. (Cedar, Gridley, Hickory)	All contracts have been awarded for projects and are moving forward with construction in Q3 of 2022.
Complete 2022 CIP Water/Sewer Projects (WWTP Upgrades, UW-P Upgrades, Main Street Culvert, etc.)	All projects have been awarded and are waiting on construction in Q3 of 2022.
Complete 2022 CIP Park Projects (Field Shade Canopies, Rookie Fields, Legion Parking Lot)	Currently in the process of completing 2022 CIP Projects.
Complete 2022 CIP Museum Projects (Preservation Plan, Energy Audit, Museum Safety Upgrades)	Ongoing
Create City of Platteville long-term camera system upgrade plan and start Phase 1 of installation in 2022.	TC Networks has been selected and will start to roll out program in Q3 and Q4 of 2022.
Create and implement Campground Registration System for Moundview Park.	Recreation Coordinator Bartels has uploaded campground sites to be reserved on Active Net and currently, patrons can reserve them online.
Work with Inclusive Playground Organization on planned completion of inclusive Playground for opening in 2022.	City of Platteville was awarded a DOA CDBG Grant of 2.2 million dollars. Bids have been conducted for equipment and construction. Project has officially started construction.
Work with UW-Platteville and DNR on the creation of an urban forestry replacement plan for city.	Plan to work on this in Q3 and Q4 of 2022.

2023 City Goals – Action Steps



Strategic Priorities

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Community Value Success Factor	
Safe, Welcoming, and Engaged Community	
Set construction deadline and financial obligations for new Fire Station.	
Work with TIDE and Chamber of Commerce to feature city volunteer of the year and include in social media and 53818	
Work with TIDE on creation of presentations/presenters for TIDE, Common Council, City Staff, and Community.	
Develop a Budget line item to coordinate and promote our history and emphasis on historic preservation.	
Create Quarterly In-Service days to build cohesion with Staff and community.	
Create Volunteer of the Quarter marketing campaign to actively story tell all the amazing things our community has to offer.	
Thoughtful Development and Prosperous Economy	
Monitor workforce availability and housing availability such that there is quality housing for workers.	
Conduct department-wide technology advances review to report back to Council for potential implementation	

which could improve operations and decrease potential staff increases.	
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.	
Recruit new industrial park and commercial business to locate within city of Platteville.	
Conduct review of financial investment policy resolution and consider alternative options for investment of City funds.	
Quality Infrastructure, Amenities, and Services	
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.	
Work with broadband providers to provide high-speed internet to every home within the city at a reasonable cost.	
Implement the recommendation of the Collections Assessment Preservation Program for the Museum.	
Develop timeline and implementation strategies for Museum Comprehensive Plan by looking at additional areas within museum campus to open and attract additional visitors.	
Work with TC Networks on official rollout of camera system upgrades	
Hold discussions with Library Development Group about determining official transfer of ownership to City per development agreement.	