

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 Friday, July 25, 2025, at 9:00 AM in the Council Chambers at 75 North Bonson Street, Platteville, WI.

- I. CALL TO ORDER**
- II. ROLL CALL**
- III. WORK SESSION – Strategic Planning**
- 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.

City of Platteville Strategic Planning

Meeting #1

July 25, 2025



Planning Process

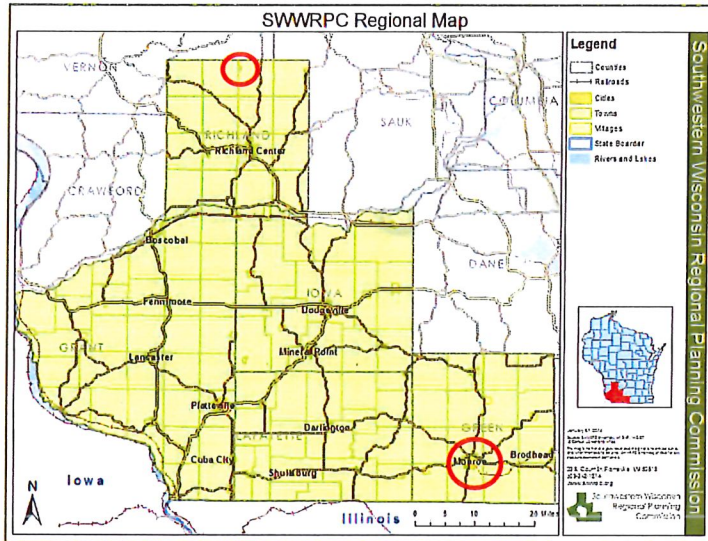
Committee Meetings: Platteville City Hall

- July 25: 9-11
- August 21: 6-8
- September 4: 9-11

Draft Recommendations: September/October

Plan Adoption: November/December



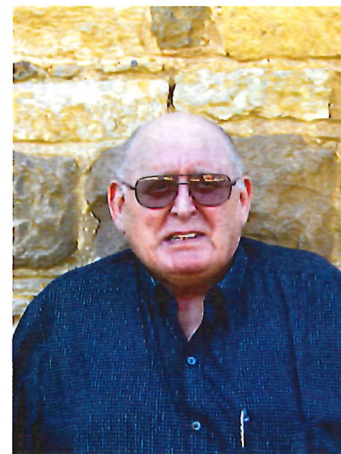
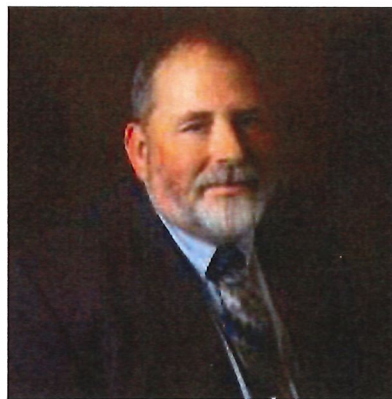


Founded: 1970

- Grant
- Green
- Iowa
- Lafayette
- Richland



Grant County Leadership



How we serve:

- Capacity Building
- Economic Development
- Planning



Call anytime!

Troy Maggied

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608-342-1636 (o)

608-571-5049 (c)



Meeting Ground rules

Civility: treating each other with dignity, courtesy, respect, and consideration

Inclusiveness: all voices are heard



A guide to, and through, change



Strategy vs. Tactics

Strategy:

- Identifies goals and obstacles to overcome
- Long-term
- **Answers “why”**

Tactics:

- The method of carrying out the strategy
- Allocates resources
- Finds the current “best move”



What is **good** strategy?

Overcoming obstacles to achieve desired ends.

Adjusting desired ends to meet available resources. (Living within our means)



Strategy is successful when:

- **Aspirations** (which are unbounded) are tethered to **capabilities** (which are inherently limited).
- We are able to do what we want to do



Strategy is successful when:

- Our **practices** are tied to our **principles** (integrity in action)
- We have choices, so that we can...
- Make trade-offs (we can't do it all)



Managing risk

Risk = threat x vulnerability

- We cannot always reduce the threat
- Reducing vulnerability reduces risk



Navigating uncertainty (DPO)

- Duration – how long to achieve a goal
- Pathway – actions that achieve a goal
- Outcome – results of achieving the goal



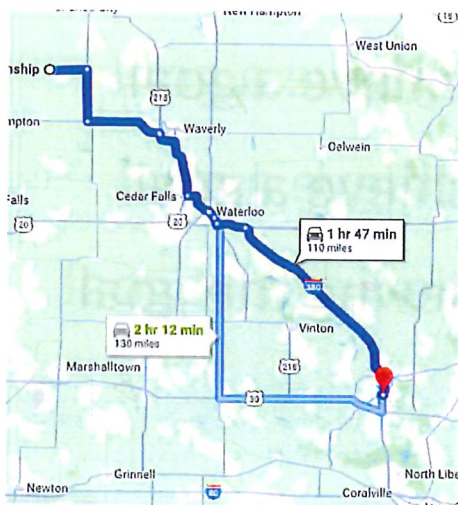
Navigating uncertainty (DPO)

Duration, Pathway, Outcome

- Lacking clarity on 1 = stress
- Lacking clarity on 2 = risk
- Lacking clarity on 3 = failure



Strategy is NOT a roadmap



1 hr 47 min (110 miles)



via I-380 S

Fastest route, the usual traffic

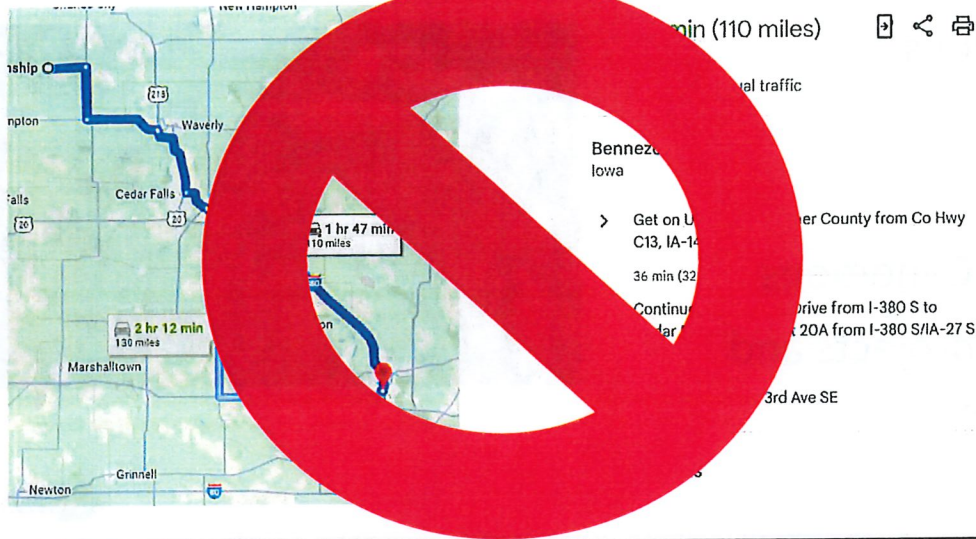
Bennezzette Township
Iowa

- > Get on US-218 S in Bremer County from Co Hwy C13, IA-14 S and IA-3 E
36 min (32.6 mi)
- > Continue on US-218 S. Drive from I-380 S to Cedar Rapids. Take exit 20A from I-380 S/IA-27 S
1 hr 10 min (76.5 mi)
- > Follow 1st St NE to 3rd Ave SE
2 min (0.4 mi)

Cedar Rapids
Iowa



Strategy is NOT a roadmap



Strategy is wayfinding

- Have a purpose
- Know your destination
- Basic orienteering (which way is North?)
- Situational awareness (know the environment)
- Flexibility and choice of pathway



Strategy is wayfinding

- Core values
- Mission
- Vision
- Current Conditions
- Various projects and priorities



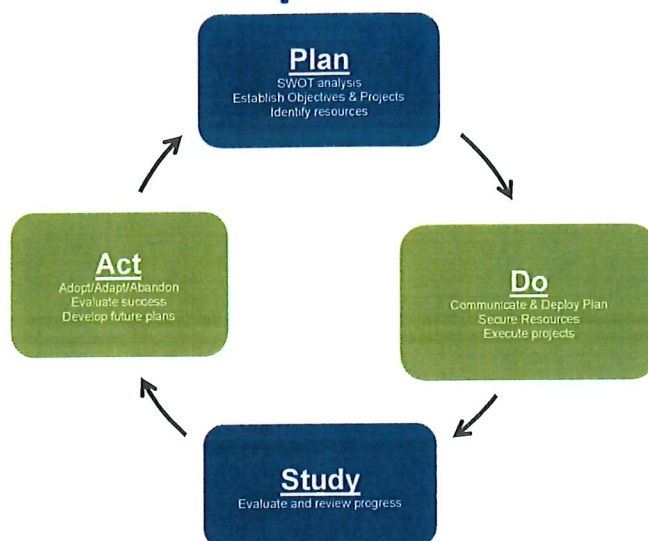
We ask the question:

“If we weren’t already doing this, would we start doing it today?”

Make trade-offs



Continual Improvement



Comprehensive vs. Strategic

Comprehensive:

- State-law governs
- Drives land-use decisions
- Overall community vision and desires

Strategic:

- City-government focus
- City operations, funding, staffing guide decisions
- I.D. City's role in community efforts

