

MINUTES

Convene City Council/Staff Retreat

Mayor Zerby called the meeting to order at 4:41 P.M.

Present: Mayor Zerby; Councilmembers Siakel, Labadie, Johnson and Sundberg, City Administrator Lerud; Finance Director Rigdon; Planning Director Darling; Director of Public Works Brown; City Clerk Thone; City Engineer Budde; Communications Coordinator Moore; Park and Rec Coordinator/Administrative Assistant Grout.

Others Present: Richard Fursman, Huelife.

Johnson moved, Labadie seconded, approving the agenda as presented, unanimous consent.

Lerud said he and Mayor Zerby had been discussing the idea of doing the retreat a little different than past years. Lerud said that the retreat items were largely chosen by staff, and the format was that of a work session. He said that he thought it would be good to do some strategic planning and then using what comes out of this retreat to provide direction with periodic work sessions over the next couple of years. Richard Fursman introduced himself and said he is here to lead the group in an exercise to build consensus around what type of city Shorewood will be in five years. He said by the conclusion of the retreat, the city will have developed a road map to the steps necessary to reach the goals of the planning session.

The meeting started with a historical perspective of the important events in Shorewood's history, going back to approximately 2000. The group participated in a SWOT analysis to determine the vision for the community in 2025. The nine aspirations fall under the three broad categories:

Healthy, Safe Infrastructure

1. Has water and stormwater improvements and plans that protect the environment, and the health and well-being of the community.
2. Has an effective, safe transportation network to connect our City to transportation hubs.
3. Has a vibrant, redeveloped commercial are with attractions.

Quality of Life

1. Has amenities to connect people of all ages to be active and engaged in the community.
2. Has completed trail connections for fun, better health, and mobility

Culture and Sustainability

1. Has a positive organization culture that attract and retains top-level professionals.
2. Will be recognized for creating programs that preserve and enhance the environment in and around Shorewood.
3. Has developed a fair and equitable formula to provide public safety.
4. Has a Brand that reflects the vibrancy and natural beauty of the community.

Fursman said that when the retreat convenes tomorrow for the second session, the group will start with identifying contradictions or issues that might block the city from reaching the vision articulated today. Once those are identified, he said we will work toward action item steps to reach the goal.

With no other business, a motion to adjourn was made by Siakel, second by Johnson, all voted in favor and the meeting adjourned at 8:04 P.M.

Respectfully Submitted,
Greg Lerud, City Administrator

Scott Zerby, Mayor

ATTEST:

Sandie Thone, City Clerk

CITY OF SHOREWOOD
CITY COUNCIL/STAFF RETREAT
THURSDAY, JANUARY 16, 2020

24100 SMITHTOWN RD
SOUTH LAKE PUBLIC SAFETY
FACILITY TRAINING ROOM

MINUTES

Convene City Council/Staff Retreat

Mayor Protem Labadie called the meeting to order at 9:10 A.M.

Present: Mayor Zerby (arrived at 9:11); Councilmembers Siakel and Sundberg; City Administrator Lerud; Finance Director Rigdon; Planning Director Darling; Director of Public Works Brown; City Clerk Thone; City Engineer Budde; Communications Coordinator Moore; Park and Rec Coordinator/Administrative Assistant Grout, Planning Technician Molasky.

Others Present: Richard Fursman, Huelife.

Labadie moved, Sundberg seconded, approving the agenda as presented, all present voted in favor.

Through the group exercise, there were four main blocks to the city reaching the desired vision of the community:

1. Disjointed identifies and boundaries (internal and external) create divisions and confusion, block sense of community and buy-in.
2. An under-maximized, aging commercial, non-diversified tax base, limits our financial options and ability to pay for amenities.
3. No focus creates confusion on priorities blocking action.
4. Parochial and one-way thinking among cities on infrastructure development creates us vs. them battles, blocking progress.

In order to address, or eliminate the blocks, the group developed three broad areas of effort with specific areas on improvement under each:

1. Positioning the Community Path
 - a. Prioritizing Projects
 - b. Prioritizing Capital Improvements
 - c. Evaluating and Measuring Key Performance Indicators (progress).
2. Reformulating Interactions with Residents
 - a. Gathering Resident Input
 - b. Engaging and Educating Residents
3. Developing External Partners
 - a. Gathering Resident Input
 - b. Building Government Relationships and Consensus

Council member Johnson arrived at 1:00

The current reality in each of these areas was further developed, as to what 2020 accomplishments will be and what two-year successes will be.

Mayor lacked quorum at 2:20, when Mayor Zerby excused himself, but meeting continued. Mayor Zerby arrived back at 3:05.

Fursman said he would provide the city some documents following the retreat that would have the raw data from the SWOT analysis, a draft report for the public, and then an “at-a-glance” for reference. Lerud said it was his goal to make these action steps and overall progress toward the vision to be a regular item at city council work sessions and council meetings over the next couple of years so there is ownership and accountability in working toward the goals identified by this group.

With no other business a motion to adjourn was made by Labadie, second by Johnson, all voted in favor and the meeting adjourned at 3:10 P.M.

Respectfully Submitted,
Greg Lerud, City Administrator

Scott Zerby, Mayor

ATTEST:

Sandie Thone, City Clerk