

## Strategic Planning Community Forum (Craig) Notes

**Date:** April 30, 2014

**Time:** 7-8:30 PM

**Location:** Craig High School, Small Auditorium

### **Meeting Objectives:**

- To introduce the strategic planning process to the residents of Janesville
- To conduct an exercise identifying community priorities
- To share the City of Janesville's draft community vision statement and solicit feedback

**Facilitator:** Maxwell Gagin

### **Identifying Community Priorities Exercise**

The facilitator led the group through a brainstorming exercise to generate community priority topics for the City's strategic plan. Once the brainstorming exercise was complete, the facilitator distributed five sticky "dots" to each participant and asked them to place those dots on topics they would like to see move forward. The top five topics selected by the group moved on to the group writing exercise. Below are the ideas generated during the brainstorming exercise as well as the number of votes received in parentheses:

- |  |  |
|--|--|
| 1. <b>Downtown Revitalization and Restoration(7)</b>           | 10. Citizen Involvement/Engagement Various Technics (2)      |
| 2. <b>Creative Economy (6)</b>                                 | 11. Enforce Standards (2)                                    |
| 3. Keep Riverfront Open (4)                                    | 12. City-County Relationship/UW-Rock County (3)              |
| 4. <b>Welcoming Natural Image (Trees, Landscape, etc.) (7)</b> | 13. Encourage Locally-Grown Businesses (2)                   |
| 5. Farmland Preservation/Stop Urban Sprawl (4)                 | 14. Continued Financial Management of City of Janesville (3) |
| 6. <b>Enhance getaways/Entry corridors (7)</b>                 | 15. Increase Stakeholders Participation / Engagement (1)     |
| 7. Communication Between Various Groups (5)                    |  |
| 8. <b>Consistent Infrastructure Improvement(7)</b>             |  |
| 9. City Image/Consistent (1)                                   |  |

### **Group Writing Exercise**

The facilitator wrote each community priority topic on the flip chart and asked the group what was the purpose behind each topic and what could the City and community do to fulfill this priority. The group worked together to write ideas for each topic. Below are the priority topics identified by the group as well as ideas for how to achieve each community priority:

1. Downtown Revitalization and Restoration
  - Attract people to come
    - Restaurants
    - More than consignment shops
    - Diverse nature
  - Grocery store
  - Safety
  - Monterey Hotel/Theater
  - Façade Improvement

- Accessible/ADA,SPS
- Develop land east of Traxler Park
- Main Street improvement
- Activities after 5PM
- Entertainment area/venue
- Parking Deck removal/address future parking needs

## 2. Creative Economy

- Foster donors (ABC Supply, etc.)
- Partner with UW-Rock County (4-year institution)
- Outdoor theater
- Art shows
- Winter activities (ice carving, etc.)
- Managing entity to organize and prioritize events
- Code allows for joint living/working spaces in downtown

## 3. Welcoming Natural Image

- Leverage community garden clubs
- Private business responsible for public spaces near to their properties
- Encourage businesses to sponsor projects
- “Orchids + onions” = highlight those businesses whose properties/public spaces are well-maintained
- Incorporate sculptures/art
- Wildflowers along trails
- Adopt a \_\_\_\_\_ program
- Expand bike/walk trails

## 4. Getaways/Corridors

- No roundabouts!
- Signage to direct movement
- Welcome signs must be “eye-catching”
- Sculptures

## 5. Infrastructure

- Road improvement
- Consistently appropriate
- Must be complete infrastructure improvements based on long-term planning (5-year CIP)
- Manage timing of replacement/repairs of City buildings
- Pedestrian walkability plan
- Bike trail connectivity

### **Draft Community Vision Feedback**

The facilitator asked the group to provide feedback on the draft community vision developed by City organizational leaders. The draft community vision is: *“Wisconsin’s Park Place: the community of choice for realizing life’s opportunities.”* Below is the feedback generated by the group regarding the draft community vision:

- “Enjoying” versus “realizing”
- Statement sounds a little awkward
- Fulfilling versus “realizing”
- Discovering versus “realizing”
- Avenue towards life’s opportunities
- Keep *“Wisconsin’s Park Place”*
- Too long
- *“Wisconsin’s Park Place”* acknowledges parks acreage
- “Master” map/ more illustrative
- *“Wisconsin’s Park Place”*: fulfill/discover life’s opportunities

Before residents left the community forum, the facilitator asked participants to identify and write down one key word or short phrase on a Post-It Note that describes Janesville in 25 years. Below are key words or short phrases submitted by participants:

- Awesome
- Art mecca
- You have to see it
- Thriving
- Forward
- Video all meetings for posterity
- Vibrant
- Didn’t GM used to have a plant here once?
- Vibrant, well maintained, attractive community
- A town to come home to

# Strategic Planning Community Forum

Craig High School, Small Auditorium  
April 30, 2014  
7PM



## What is a Strategic Plan?



- A document to help organizations wishing to align their policy decisions and operations to achieve a common vision.
- A tool to assist the City Council in its efforts to allocate City resources to achieve a common vision.

## Agenda



- Introduction to Strategic Planning
- Identifying Community Priorities
- Draft Community Vision Statement and Feedback
- Closeout and Next Steps

## Components of a Strategic Plan



- Vision statement
- Mission statement
- Organizational values
- Strategic goals
- Objectives / Tactics

## Meeting Purpose



- To introduce the strategic planning process to residents of Janesville.
- To conduct an exercise identifying community priorities.
- To share the City of Janesville's draft community vision statement and solicit feedback.

## Vision Statement



- What we hope to become or achieve as a community.
- Characteristics that most vision statements have in common:
  - Broad enough to include a diverse variety of local perspectives
  - Inspiring and uplifting to everyone involved

## Mission Statement



- The primary purpose we serve as an organization.
- Characteristics that most mission statements have in common:
  - Concise
  - Stated as outputs
  - Present-oriented
  - Able to drive the work

## Objectives / Tactics



- Specific, measurable, action-oriented, realistic and time bound strategies that achieve the organization's strategic goals.
- Reviewed and refined at least annually prior to commencement of the annual budget process to reflect actions taken over the previous fiscal year.
- Objectives can and likely will change as implementation proceeds.

## Organizational Values



- What guides our organization's perspectives and actions.
- Fundamental beliefs for how the organization operates.
- Examples:
  - Accountability
  - Adaptable
  - Collaboration
  - Fairness

## Exercises



- Identifying Community Priorities
- Feedback on Draft Community Vision Statement

## Strategic Goals (Priorities)



- Broad based strategies needed to achieve the organization's vision and mission.
- "Road Map for the Future"
- Examples:
  - Financial Stewardship – To safeguard and enhance our resources through sound financial planning.
  - Downtown - To create a unique destination where commerce, culture, and recreation intersect.

## Group Guidelines



- Honor time limits
- Listen to each other with an open mind
- Seek common ground and action
- Electronics on meeting mode
- Everyone participates
- HAVE FUN!

## Identifying Community Priorities



- Brainstorming exercise to identify priority topics (e.g. infrastructure, downtown, etc.)
- Each participant will be given five “dots” to place on priority topics they would like to see move forward to the group writing exercise.
- The top five priority topics will move forward and the group will further define the priority and suggest ways the City can achieve/fulfill this priority.

## Questions or Comments?



If you have any questions or comments regarding the City's strategic planning process, please visit [www.ci.janesville.wi.us/strategicplan](http://www.ci.janesville.wi.us/strategicplan)

Feedback can also be provided online at [www.ci.janesville.wi.us/strategicplanfeedback](http://www.ci.janesville.wi.us/strategicplanfeedback)

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## Draft Community Vision



*Wisconsin's Park Place:* the community of choice for realizing life's opportunities.

## Closeout and Next Steps



On the Post-It Note provided, write down the one word or short phrase that you hope describes Janesville in 25 years.

(Please place the Post-It Note on the wall by the door as you leave)

## Draft Community Vision Feedback



- Feedback?
- What is your dream for our community?
- What would you like to see change?
- What do you see as the community's major strengths and assets?
- What do you see as the community's major issues or problems?