



MEMO DATE: May 30, 2018

TO: Village Board

FROM: Matt Giese – Village Administrator

RE: Village Board Prioritization Process

BACKGROUND

The following is the overall list of priorities that the Board came up with last year (with short descriptions of each priority. Each item is listed exactly how they were submitted). Also attached is a spreadsheet displaying the outcome of 2018's process.

Overall List (in alphabetical order) (/// = similar priority or category submitted)

A---Affordable housing options: The village is lacking in variety of home values unit sizes, lot sizes, apartments, duplexes, and condos. We need to have options for our current residents - it's about maintaining our current population and providing our current residents with housing options so they are able to stay in our community if their housing circumstances need to change. Additionally, if we are going to attract more businesses to our community, we need to have additional housing options for the workers that come with having more businesses.

B---Complete the update and implementation of our Comprehensive Plan, and periodic re-evaluation to keep it current.

C---Encourage more business/retail growth /// Small format retail shops: We are a small, but growing community. We need to have businesses that give our residents an opportunity to spend their money in our community as well as give other people a reason to come to our community to spend their money. We should focus on businesses that will keep with the feeling of community that our village has and the reason many residents moved to Cottage Grove in the first place. This also fits into the village's comprehensive plan. /// Increase commercial development to include a hotel. /// Community growth and strengthening is very important to me and I'd love to be part of what it takes to take Cottage Grove into the next season. A big part of this is the development of new communities, which is a primary focus of the current board. The create of TID is an important step in bringing business to our community, which will allow us to create the above listed centers and opportunities. There is no doubt Cottage Grove is on the cuff of expansion and I want to make it a priority that we do this



with thought and consideration for all residents that call Cottage Grove their home. ///
Continue (current practices) pursuit of business and economic development.

D---Keep moving forward with TDS fiber option for the Village. Short of giving TDS money, I would like the Village staff to do everything possible to facilitate

E---Long range facility planning: Our village is growing and we need to look into our options for the future as to what our village will need to keep up with the pace of our wanted and expected growth. /// Long range facility and land use plan /// Long term- to accommodate long term space needs, move Village Hall offices and the remainder of Public Works to the Municipal Building when we have the ability to add on to the facility. If/when we sell the Bonnie Road property, that money could be used toward this. In next budget cycle, include funding for long term space and staffing needs

F---Looking into options for family activities in our village: A common thing I heard from residents while talking with them at their doors is that people in our community want to be able to have a place to go with their children/family/friends in the village. This is why it is important that we invest in our community by providing somewhere/something that families, children, adults, people of all ages can do here. Our children need a place to go after school, in the summer, or during school breaks. Parents need a nearby option that will provide resources for the children and parents. It's not always feasible to run to Madison or Sun Prairie or other surrounding communities, or stop somewhere after work on our way home. People need places that they can meet people in more of a professional setting. Our senior citizens need things to do in our community. If we give residents a reason to stay in our community, they will spend their money in our community, which helps our community and residents. /// As I indicated at my interview with the board, I have a primary focus on two age groups. One is the youth of Cottage Grove and the other is the seniors in our community. I am learning as I go about the relationship between the two and would like to see a bridge built between the two so there is a sense of being involved in our community. For youth, more programs and places for them to meet is important. If we allow the youth of our community to have a say in how the community grows and develops, I believe we will see a whole different generation step forward to take Cottage Grove into the future. In addition, if we allow seniors in our community to feel the same, the two groups can come together to learn value from each other. It would be great to maybe personally invite the youth and seniors of Cottage Grove to a forum with the board and administrators to learn what they find important to our community.

G---Make Bakken park (or other location) a destination location for the community and visitors to gather. /// I also feel there is a need for a Village Center. A place where the community can come together to share lives, learn and interact. The Village Center in Waunakee, WI is a great example of how this could work in Cottage Grove. They have a fitness center, daycare, classrooms, gymnasium and community rooms. It could be rented out to wedding parties, receptions, gatherings, churches, instructors, etc. I also believe Cottage Grove could benefit from making this all part of one building with the library that many would like to see built.



H---More citizen involvement. /// I would like to come up with ideas to get more community involvement and input.

I---More transparent communication with board members, staff, town & school boards, and constituents (especially those that attend meetings and wish to speak)./// I believe it is important to work with our schools in order to make sure they have everything they need to succeed. I'm not 100% sure what this would look like, but with the assistance of School Board members coming together with the Village Board members, we can see where the current successes are and what we could be working on as a community to strengthen our schools.

J---Policy of maintaining our current AA-stable bond rating.

K---Reduce annexations and residential growth beyond what has already been approved.

L---Stabilize Village taxes-Zero increase. /// Hold the line on spending. I do not want another 8% increase. I would like to limit increases to 2 – 3%

M---Street maintenance

N---Total Village Wide Revaluation: The longer we wait to do this, the more it will cost - not only with the yearly rising cost of doing a full revaluation, but also, it costs the village money in the yearly budget that the village could use to help our community and expand programs to help our residents. /// Full property tax re-valuation in next budget cycle, and get on an annual partial re-valuation schedule after that to eliminate current tax disparities

O---Transportation impact fee



PROCESS FOR 2019

Please submit to me your personal list of 4 – 6 projects/initiatives/purchases (hereafter to be referenced as “projects”) with a short description for each by **June 12th**. Feel free to resubmit any items/descriptions from last year’s process if you wish.

A comprehensive list will be compiled by staff and sent out to the Board as part of the packet for June 17th’s meeting. The Board can discuss the project list at this meeting and answer questions Board members may have about someone’s submittal.

Prioritization: each Board member has 20 “points” to allocate to the comprehensive list of projects however he/she would like. For example, one point on 20 projects, two points on 10 projects, or even all 20 points on one project. Please submit your individual prioritized list to me by **June 26th**. I will compile everyone’s points and submit the results in the July 1st meeting packet.

The final list does not bind the Board to approve or move forward with any specific projects. The main purpose of this process is for the Board, staff and public to see what is and isn’t a priority for the current Board. Staff will take general direction from the final list as a means of making budget proposals in the draft 2020 budget as well as establishing staff performance goals.