



# Staff Report

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| <b>MEMO DATE:</b> | <b>July 12, 2019</b>                        |
| <b>TO:</b>        | Village Board                               |
| <b>FROM:</b>      | Matt Giese – Village Administrator          |
| <b>RE:</b>        | <b>Village Board Prioritization Process</b> |

## OVERVIEW

The Board finalized the overall list of priorities at the last meeting. I mentioned that the next step could be further defining the top priorities and to work on building consensus with the Board. Its my suggestion that we attempt to have this discussion for each of the top priorities at up-coming meetings.

The general topic/category of Economic Development was the top priority on the Board's list, so it makes sense to begin with this item.

## FURTHER INFORMATION

To help give the Board an idea of the projects/tasks/initiatives that staff is already working on in regards to development, the following are goals/objectives that were assigned as part of the last round of performance reviews:

### *Economic Development*

- Work with consultants, staff, developers, CDA, and Village Board to accomplish the following TID 10 objectives:
  - Application to CARPC/WDNR for urban service area amendment
  - Upon request from property owner, work to facilitate annexation of the property
  - Work with Village Administrator and Village Attorney to negotiate a potential TIF incentive and developer agreement for master planning and infrastructure projects
- Maintain a compendium of current and relevant marketing materials including the economic development page on the Village website and printable digital materials, and provide materials to broker community on at least an annual basis
- Receive site search RFP's from MADREP or other sources, and prepare responses in cases where the Village has an appropriate site
- Attend MADREP's quarterly 'Economic Development Pros' meetings
- Coordinate with Village's broker for the Commerce Park regarding inquiries related to the park



- Coordinate with brokers and property owners of other Village properties regarding inquiries that may be appropriate for various sites in the Village
- Maintain relationship with Executive Director of the Chamber of Commerce and provide updates on relevant economic development activity – attend Chamber events in rotation with other Village staff
- Work with Village Clerk to hire a photographer and direct photography project resulting in images to be used on the Village website and in other marketing materials
- Work with CDA to prepare marketing/project plan for the 2020 budget
- Create a list of projects under review/in construction/completed to be put on Village website
- Submit annual report of department activities by December
- Provide the Board at least monthly updates on development related activities
- Prepare a development presentation to be presented to the Board in September

#### *Planning*

- Work with applicants to facilitate review and approval procedures for projects as they arise
- As directed by the Village Board, work with the Village Administrator to engage with the City of Madison and/or the Town of Cottage Grove regarding a potential boundary agreement
- Complete update of the Village Comprehensive Plan, including public participation process
- Periodically review planning and development related Village ordinances and prepare amendments as/if deemed appropriate
- Implement new 'project checklist' to be used by all relevant staff (Planner, Administrator, Treasurer, Engineer, and Building Inspector) to track the status of projects from pre-submittal through building inspection
- Work with Public Works, Parks and Rec, and Village Engineer on trail projects as needed, including staffing Ad-Hoc Glacial Drumlin Bike Trail Committee
- Submit 10 Polco questions to be posted and provide feedback to the Board on results

#### *Training and Professional Development*

- Attend 32 hours of credited professional development activities in every two-year reporting period to maintain AICP certification, including APA-WI annual conference
- Attend economic development events as approved by CDA as part of the annual marketing plan, including MAEDC spring and winter conferences, MADREP annual conference, and other relevant events
- Provide a one-page written summary of conferences attended

## **NEXT STEPS**

The following is what everyone submitted for this particular priority.

---Economics - Support existing businesses and accelerate commercial / retail development to provide citizens with more local options as well as improve our tax base ratio. Also, support residential development. Engage Chamber of Commerce and other key Stakeholders (e.g. Town of Cottage Grove) to market / promote existing businesses. Opportunities to activate TIDs 8, 9, and 10 (JW). **///** Encourage more business/retail growth; to include support to the chamber of commerce and residential growth to support the businesses, including providing a workforce (JR). **///** Encourage More Business and Retail Growth: We shall focus on community growth and strengthening. We shall encourage walkable, mixed-use development along our main corridors which will enhance consumer support for our existing businesses while



creating opportunities for additional businesses to infill. We can do this by pursuing streetscape improvements that will promote residents and visitors to spend more time on our main streets. We can also enhance community design along our key commercial corridors to project an attractive and unique experience for residents and visitors. We shall pursue opportunities for economic growth that will build upon our desire to meet the needs of current and potential residents while enhancing the character of our community (HM). **///** Encourage more business/retail growth, both new and existing which will take some of the tax burden off our citizens (TA). **///** Business growth (JL).

After you review the goals/objectives that have been assigned to staff and then compare that to the descriptions submitted by Board members, you can see that there are a lot of similar themes.

Questions to ask yourself:

- Are the current staff goals/objectives adequate to meet the Board's priority for this topic?
- Is there further direction you would like staff to pursue and to potentially address in up-coming goal setting during performance reviews?
- Is there anything you feel needs to be addressed in the short term?

If you find this process helpful, we can move on to the #2 rated priority next meeting.