



MEMO DATE: May 29, 2020

TO: Village Board

FROM: Matt Giese – Village Administrator

RE: 2020 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 to staff). Following each item I included the initials of the Board member so you can see who submitted what. Also attached is a spreadsheet displaying the outcome of 2019's process.

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

A---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).



B---Sustainability - Implement additional areas where the Village can reduce its environmental impact i.e.: Increase tree planting efforts through doubling of tree budget; Continue to partner with community organizations and support their environmental efforts (i.e. Boy Scouts bee hives; Lions annual tree planting; etc.); Install solar panels on municipal buildings where practical (e.g. municipal services building with large roof); Reduce the salt usage on winter streets leveraging best practices from other communities; action on Public Works committee already (JW).

C---Remain Fiscally Responsible - strive for minimal tax increase for the Village portion of the taxes (JW). **///** Fiscal responsibility, strive for zero Village tax increase (TA). **///** Stabilize and lower village taxes (JL).

D---Engagement and Communication - improve engagement with Village Residents and those outside the Village: Quarterly joint meeting with Town of Cottage Grove Board; take more opportunities to connect with Village Residents (i.e. Fireman's Festival or MarketPlace booths; attending Music in the Grove; promoting our website, facebook, Polco, etc.; plug Parks and Rec's many opportunities for fun and recreation; etc.) (JW). **///** More transparent communication with board members, staff, town & school boards, and constituents (especially those that attend meetings and wish to speak) (JR). **///** In the past couple years we have seen more citizen involvement and feel we should continue to encourage that (TA).

E---Emergency Management Plan. I think it is important for the Village to have an Emergency Management Plan that has been reviewed by Village departments and staff and the plan and the information contained in it is feasible to them and has been approved by our Village Board (MR).

F---Parks, Recreation, and Open Space: We shall continue to promote an active community where bicycling, walking, and recreation are a safe, healthy, and accessible part of our daily activities. We shall make it a priority to implement the Parks and Open Space Plan and update the Plan to incorporate new development. We shall prioritize expanding the recreational opportunities and facilities to meet the needs of our community's senior, youth, and adult populations. We shall continue to include public involvement with forums, focus groups, and with interactive surveys (HM). **///** Make Bakken park (or other location) a destination location for the community and visitors to gather (JR). **///** Focus on family activities in our community. Our Parks & Rec department does a great job of providing activities for our community, but we need more. Our residents need to have somewhere to go with their children in the winter or on a rainy day and somewhere for their children to go after school or in the summer during the day. We need somewhere for our older population to meet others and do activities (MR). **///** More family amenities in village (JL).



G---Long range facility and land use plan for village-owned property (JR). **///** Long range facility planning including study of energy efficiency of buildings. We need to determine what space we have and what space we'll need as our community continues to grow. Additionally, we should determine the current energy efficiency of our present and future buildings (MR). **///** Long range facility and land use plan (SV). **///** Long Range Facilities Study/Space Needs Analysis: Planning ahead to meet the needs of our residents is critical, especially as our community continues to grow and demographics change. We shall make it a priority to provide the services our residents need. We shall conduct a space needs analysis based on a 20-year growth projection and also include 5 and 10 year horizons. The analysis shall include future staffing and space needs for all municipal departments, site master plans, various options for future needs, future expansion options, estimates for capital and facility operations costs associated with the future staffing and space needs. There shall be an emphasis on sustainable design including alternative energy options. We shall also consider different segments of the population in the space needs analysis including the needs of our youth and seniors (HM).

H---Explore transitioning the fire department from an all-volunteer department into a fire district with both full-time, part-time and volunteer fire fighters (JR).

I---Establish a boundary agreement in partnership with the town and city of Madison to ensure some green space exists between cottage grove and Madison (JR).

J---Village wide revaluation with partial revaluation scheduled and in the budget annually (MR). **///** Total Village Wide Re-Evaluation. We have sufficient money available in our cash reserves to conduct this re-evaluation. We are out of compliance with the state. Cost and impact to citizens will only continue to become greater the longer the Village waits (SV). **///** Total Village Wide Revaluation: We shall take a systematic, scheduled approach to reassessments. It is our duty to have an accurate and uniformly applied tax system. We shall also take steps to create an annual partial revaluation schedule after the Village Wide Revaluation to eliminate current tax disparities and reduce drastic assessment jumps for property owners (HM).

K---Housing options. We need to have housing options for our residents for their grown children to return to live here, or when our residents become empty-nesters, or when they grow older and want to downsize, our current residents aren't going to be able to stay in our community. We have to have choices for our residents in order to maintain our current population. Also, residential and commercial growth go together. We can't focus on bringing in businesses to our community without providing options for their employees to live (MR). **///** Affordable housing options: Affordable Housing does not mean 'low-income housing'. Salary ranges needed to afford a home in Cottage Grove far exceed the average salary for Dane County residents. For example, a two-income family of two Monona Grove School District teachers could barely afford one of the few homes listed at the lowest range of housing options. We need to provide affordable housing options for average, middle class residents of Dane County – including condos, apartments, duplexes, and smaller-scale single-family homes (SV). **///** Residential Growth, new neighborhoods, affordable housing; working with developers in positive relationships (JL).



L---Continue to update and implement the Comprehensive Plan (SV). **///** Update the Comprehensive Plan: Promote land use policies that will advance goals for a healthy community, create positive economic outcomes, and environmental benefits. Goals for the Comprehensive Plan shall include a detailed inventory of current housing options and create a vision for increasing options in the future including a greater variety of home values, unit sizes, lot sizes, apartments, town homes, duplexes, and condos. The Plan shall include an assessment of new businesses and industries that are desired in the Village to complement our current businesses and enhance the opportunities for our residents, promote public health for all age groups, emphasize increased transportation options and connectivity, encourage green infrastructure, protect natural resources, and promote local community building through both our open-spaces and built environment (HM).

M---More street maintenance, what we spend today will save us in the future and cost less (TA).

N---Transportation impact fee (TA).

RECOMMENDED PROCESS FOR 2020

Please submit to me your personal list of 4 – 6 projects/initiatives/purchases (hereafter to be referenced as “projects”) with a short description of each by **June 11th**. 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 15th’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 will have 20 “points” to allocate to the comprehensive list of projects as he/she sees fit. For example, one point towards 20 projects; two points towards 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 6th** meeting packet.

As a reminder, 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 2021 budget as well as establishing staff performance goals.