



Staff Report

MEMO DATE:	July 17, 2020
TO:	Village Board
FROM:	Matt Giese – Village Administrator
RE:	Village Board Prioritization Process

OVERVIEW

The Board finalized the overall list of priorities at the last meeting. Staff was directed to compile any existing staff performance goals/objectives that may align with the Board's list of priorities. This process will aid the Board in understanding the work that staff is already doing, which will help Board members determine how much additional effort may be needed to satisfy specific priorities.

Staff was asked to begin this process with the priority "Equity, Inclusivity and Race", which ranked #4 in the Board's list. The plan is to cover two of the top priorities over the course of three meetings. The other priority to be discussed tonight is "Village Economy/Economic Development" (ranked #1).

STAFF GOALS/OBJECTIVES AS ASSIGNED DURING 2019 PERFORMANCE REVIEWS

--Staff goals/objectives that may align with "Equity, Inclusivity and Race"

Elections

- Offer evening and weekend absentee voting hours
- Implement Care Facility absentee voting at Aster Assisted Living
- Promote Express Vote to community to get more participation in voting on the equipment

Website Redesign

- Educate the public on website and uses

Willow Run Playground Replacement

- Meet with Park neighbors to design the new playground



Planning & public outreach for bike path project/Clark St rebuild

- Meet with neighbors and other interested stakeholders

ADA Transition Plan

- Ramps/crosswalks identified and planned
- In conjunction with large capital projects, road repaving, and with sidewalk work in areas.

Develop and Achieve Short and Long-Term Goals for the Police Department

- Develop 5-year strategic plans for the department which will enhance the service provided to our citizens
- Set priorities for completing projects such as accreditation, equipment maintenance and modernization

Operational Performance PD

- Recommend and implement law enforcement strategies to reduce crime and disorder
- Ensure staff receives necessary training to maintain and enhance their skills
- Ensure staff has necessary tools to perform law enforcement functions
- Maintain an active presence in the community, in the media and on social media to inform the public of items of mutual interest

Planning

- Research Housing Committees and participate in the creation and work of such a committee, as directed by the Village Board

--Staff goals/objectives that may align with "Village Economy/Economic Development"

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
 - Based on Greywolf's Masterplan for the NGCP, prepare a phased development plan and financial proposal for funding public improvements in the new Park.
- 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 CDA to prepare marketing/project plan
- Provide the Board at least monthly updates on development related activities
- Prepare an annual development presentation to the Board

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
- Coordinate public requests for Comprehensive Plan amendments, if any
- Periodically review planning and development related Village ordinances and prepare amendments as/if deemed appropriate
- Work with Public Works, Parks and Rec, and Village Engineer on trail projects as needed, including staffing Ad-Hoc Glacial Drumlin Bike Trail Committee
- Participate with project team to redesign the Village website
- Research Housing Committees and participate in the creation and work of such a committee, as directed by the Village Board
- Research Tourism Commissions and participate the creation and work of such a committee
- Perform tasks as needed as the Village's Census 2020 liaison

--The following is what Board members submitted for each of these priorities

---Equity, Inclusivity and Race: Establish an Ad Hoc Committee that works to organize community conversations, perhaps some are facilitated by professionals, on racial biases that exist within the community, and how we can address them. Invite other community stakeholders and organizations to participate/collaborate/partner.(HM) **////** Engagement and communication - Diversity and inclusion education for our community and facilitate a forum, training for board, staff, police and community. (MR) **////** Look for opportunities to promote and increase our community's diversity and inclusion. (JW) **////** Diversity and inclusion -To develop a long term plan that would promote diversity and inclusion within our community. (PV)

---Village's Economy/Economic Development: Encourage more business/retail growth, both existing and new (TA) **////** Support local businesses in recovering from COVID-19 pandemic (SV) **////** Encourage Business and Retail Growth: Pursue opportunities for economic growth that will build upon our desire to meet the needs of current and potential residents, enhancing the character of our community, provide quality local jobs within Cottage Grove and build our tax base. Pursue streetscape improvements with a beautification budget that will promote residents and visitors to spend more time on our main streets. (HM) **////** Residential growth - as it coincides with commercial and economic growth. We need workers of all incomes. Workers of all incomes in our community will entice different types of businesses to come to our community as we will have a base of workers available to them and they don't have to



try to get workers to come to our community from other communities. We need workers of all ages, races, genders. (MR) **///** Support existing businesses and accelerate commercial / retail development to provide citizens with more local options as well as improve our tax base ratio. Support residential development with more diverse options and increase our pace of 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) **///** Growth and development: hire professional marketing firm and implement an aggressive marketing campaign with goal of seeing Cottage Grove chosen over other surrounding communities. (JL) **///** Business Growth - To provide more amenities that would attract people to Cottage Grove; To help support lowering taxes. (PV)

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?

August 3rd Board Meeting

Priorities to be discussed: Sustainability and Climate Change (ranked #2); and Village Library (#3)

August 17th Board Meeting

Priorities to be discussed: Fiscal Responsibility (ranked #5); and Housing (#6)