



Staff Report

MEMO DATE: July 2, 2021

TO: Village Board

FROM: Matt Giese – Village Administrator

RE: Village Board Prioritization Process

OVERVIEW

The Board has finalized the overall list of priorities. Staff has compiled 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.

The first two priorities up for discussion are “Village Library” (ranked #1); and “Economy/Economic and Community Development” (ranked #2)

STAFF GOALS/OBJECTIVES AS ASSIGNED DURING 2020 PERFORMANCE REVIEWS

--Staff goals/objectives that may align with “Village Library”

-There are not any current staff goals directly related to “Village Library”

Staff has been providing the Library Planning Committee with financial and budget information as requested.

--Staff goals/objectives that may align with “Economy/Economic and Community Development”

Economic Development

- Work with consultants, staff, developers, CDA, and Village Board to accomplish the following TID 10 objectives:
 - Planning approvals and related tasks for North Grove Corporate 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 when schedule allows
- 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
- Create list of projects under review/in construction/completed on the Village website
- Prepare development presentation Q3
- Provide the Board at least a monthly update on development related activities
- Work with consultants and staff to evaluate development and incentive proposals. Most notably in:
 - TID #10 – North Grove Corporate Park
 - TID #5 – Commerce Park
 - TID #8 – Cottage Grove Road commercial corridor

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; and with the Town of Sun Prairie 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
- Continue research and provide support for Housing Task Force and coordinate housing study document
- Research Tourism Commissions and participate the creation and work of such a committee
- Submit annual report of department activities Q4

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

--- Village Library (DP) **///** Prepare financial plans and proposals so our community can consider building a library and community space. A library is a unique and valuable space in a community that brings together people of all ages to access a variety of resources and information. Libraries serve many purposes providing space for the community to gather, support education and arts, provide business resources, and serve a diverse population of any age or background. (HM) **///** This past year the Village Board has made Diversity, Equity and Inclusion one of its top priorities. Part of that includes providing spaces in our community that are open to all and are a welcoming space. Throughout the past few years and especially the past year, we have been updating our parks and bike trails in order to provide



accessibility throughout our community. Our community is currently missing a key piece in providing accessible, equitable space to our residents and that is a library. After the overwhelming response to the Library Planning Committee's survey in the fall of 2020, that found 70% support for a library, the Village Board tasked the Library Planning Committee with gathering more information regarding the financial aspects of the library that will be presented to the Village Board in July, 2021. We have had a lot of community engagement regarding the library. The library needs to remain a priority to the Village Board. The library is an asset that any equitable, diverse and inclusive community should have. It will allow our residents to have a space throughout the year where they can engage with their neighbors and friends and learn more about what is happening in our community which provides for greater sense of community and belonging. (MR) **///** Work with Library Planning Committee to understand recommendations and potential ways to move forward. (SV)

--- Economy/Economic Development: Encourage more business/retail growth, both existing and new (TA) **///** Village Economy/Economic Development (DP) **///** Support existing businesses and accelerate commercial / retail development to provide citizens with more local options as well as improve our tax base ratio. Engage Chamber of Commerce and other key Stakeholders (e.g. County - Dane Buy Local) to market / promote existing businesses. Opportunities to activate TIDs 8, 9, and 10 (JW) **///** Continue to support new businesses coming to CG as well as support existing business growing in Cottage Grove. (SV) **///** Continue to see business come into our community to support the overall community. (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?

Priorities Next Up for Discussion

Sustainability (ranked #3)

Diversity, Equity, and Inclusion (ranked #4)