

**ABSTRACT/SYNOPSIS OF THE ESSENTIAL ELEMENTS OF THE OFFICIAL  
ACTIONS OF THE COMMON COUNCIL OF THE CITY OF WHITEWATER,  
WALWORTH AND JEFFERSON COUNTIES, WISCONSIN.**

July 11, 2017

The special meeting of the Common Council was called to order at 6:30 p.m. by Council President Singer. MEMBERS PRESENT: Allen, Grady, Binnie, Goettl, Singer, McCormick. MEMBERS ABSENT: None. (Aldermanic 2 position is vacant).

Members of the Common Council, city staff and interested community members attended a Strategic Planning Workshop. The workshop was held to identify and prioritize issues the City faces as well as to establish community goals. The outline below is the output from that workshop. It is intended to assist council members and staff to set departmental objectives to guide work towards achieving these identified goals.

Results of the session are listed below:

**I. Improve Organizational Communication both Internally and Externally**

(Smith, Mickelson, Boyd, Goettl/Scribe)

A. Objectives

1. Increase citizen participation by encouraging citizens, including UW-W students to engage in city government (particularly committees) through new and innovative ideas of Community Involvement Committee.
2. Utilize 1 day CVMIC training course on communication improvements
3. City creates policy expectation of reasonable timely responses to both internal and external inquiries.
4. Provide opportunities for staff to volunteer with community groups, schools, UW-W to engage and encouraging ongoing volunteerism.

B. Post-It Tally Results – Total 67

1. More online communication stuff (10)
2. Better communication among departments city-wide (10)
3. Increase community involvement (9)
4. Improve relations with UW-W (7)
5. Involvement integration of Hispanic/immigrant population (7)
6. More activities for UW-W students (5)
7. Encourage resident participation in government (4)
8. Increase applications for commissions (3)
9. Better response to issues of poverty in schools (3)
10. Attract and keep 25-35 year-olds in town now for future growth (2)
11. Promote culture inclusive of single families/students (2)
12. Timely/Consistent City staff response to citizens (2)
13. Do better at code enforcement (2)
14. Develop more communication methods to reach more citizens (1)
15. Citizen participation-volunteerism/engagement with City government to include students and/or increase student participation (0)
16. Decreasing community connection and buy-in (0)

**II. Develop and Establish Staff Appreciation Program**

(Nobling, Allen, Dujardin, Otterbacher, Atkinson/Scribe)

#### A. Objectives

1. Identify Co-Worker Recognition/Job well done!
2. (Wildcard- catching them in the act)
3. Effective merit based performance evaluation and appreciation
4. Small group training opportunities
5. Establish/expand comprehensive wellness program
6. Career development program
7. Seek to implement competitive wage structure
8. Paid time off
9. Reward and recognition
10. Teambuilding/EE Volunteer Program
11. Intern program to enhance staff support

#### B. Post-It Tally Results – Total 47

1. See the value of staff (10)
2. Work towards performance based pay schedules (8)
3. Pay increases for staff (5)
4. Administer policies consistently (5)
5. Education incentives (4)
6. Employee wellness program (3)
7. Respectful interactions (3)
8. Positive environment (3)
9. Staff shortages (3)
10. Volunteer hours to beautify the city for staff (2)
11. Expand on the wellness program (1)
12. More diverse staff
13. Performance measure & management transparency need
14. All City departments work better together
15. Develop inter-departmental efficiencies

### **III. Improve Housing Options**

(Munz-Pritchard, Grady, Lunsford, de la Torriente/Scribe)

#### A. Objectives

1. Establish a new subdivision
2. Develop incentive programs to encourage home ownership
3. Establish a grant program for rehabbing houses
4. Promote high density housing near campus
5. Redevelop single family housing around near campus
6. Attract families with younger children through increased activities (Splash pad, larger library, children's museum)

#### B. Post-It Tally Results - Total 30

1. Single family neighborhood preservation (8)
2. Single family housing for young families (8)
3. Increasing new home construction (6)
4. Grow population-Long term (3)
5. Middle income single family homes (3)
6. Develop incentive program to get people to relocate to new homes in Whitewater (2)
7. Redevelop single family residential around downtown (walking) long-term. (0)
8. Not protecting long-term, historical, foundational neighborhoods (0)

### **IV. Long Term Planning-Draft a sustainable framework for long-term planning**

(Singer, Cannon, Reel, Hatton, Meyer/Scribe)

#### A. Objectives

1. Prioritization- establish criteria for determining immediacy/stakeholder input
2. Operational/Capital Items
3. Work w/in debt limits
4. City-wide & Department specific
5. Identify constraints
6. Alternative funding
7. Succession planning/knowledge transfer
8. Data-driven decision making

#### B. Post-It Tally Results – Total 29

1. Long term financial plan (7)
2. Set obtainable goals (7)
3. More money (5)
4. Work towards longer term planning (4)
5. Infrastructure improvement plan w/funding (3)
6. Long term budget planning-forecasting (3)
7. Revenue Limitations (Levy Limits) Concern (0)

### **V. Attract a Grocery Store**

(Binnie, Carlson, Lien, McDonell/Scribe)

#### A. Objectives

1. Market the City to prospective grocers
2. Coordinate groups seeking to attract a grocer, including co-op supporters.
3. Continue to study possible locations
4. Create an environment that will facilitate grocery store development. Check with local businesses who may be interested in a multi-use development
5. Invite public input
6. Work on shop local initiative
7. Understand the current economics of the grocery business.
8. Think outside the “box”

#### B. Post-It Tally Results – Total 22

1. Attract a grocer (12)
2. Grocery store recruitment or Co-op (10)

### **VI. Work proactively to expand library facilities to meet changing community needs**

(Dieter, Jaroch, McCormick, Rolfsmeyer/Scribe)

#### A. Objectives

1. Continue to educate the public on how an expansion will benefit the community.
2. Get updated space needs assessment.
3. Develop a financial plan that aligns with city financial restraints.
4. Continue to pursue alternative building options
5. Review previous community input.
6. Consider professional promotion options

#### B. Post-It Tally Results – Total 13

1. Library expansion (13)

The below outline is the remaining issues captured but not prioritized into the top six categories.

## **I. Other Suggestions (Not explored)**

### **A. Long Term Planning – Total 12**

1. Hours of service to enhance work/life balance for citizens and employees. For example, open one day until 7 pm but close early on another day (4)
2. Better and closer healthcare options (3)
3. Mandate garbage pickup when tenants move out (2)
4. Overnight parking (2)
5. Downtown building environment (1)

### **B. Lakes – Total 18**

1. Improve lakes (8)
2. Establish a lake district (4)
3. Park maintenance (4)
4. Water quality Trippe/Cravath (2)
5. Lake Health-Dredge (0)

### **C. Economic – Total 6**

1. Developing rail access for businesses (3)
2. Additional development in Tech Park (2)
3. Attracting “New Technology” workers to the area (1)

### **D. Infrastructure – Total 27**

1. Develop East side (8)
2. Proactive Business Retention Program (6)
3. Replacement Plan for vehicles/equipment (5)
4. Expand Highway 12 to four lanes long-term (4)
5. Getting approval for a four-lane highway connection to interstate (4)
6. Petition DOT to eliminate traffic lanes on roundabout (0)

### **E. Utilities – Total 4**

1. More underground utility replacement currently lack of money for critical infrastructure (2)
2. Online short-term bill pay (1)
3. Give water customers ability to see own hourly usage (1)
4. Attract another co-generation power plant to subsidize our CIP (0)

The session adjourned at 7:45 p.m.

Respectfully submitted,

Michele R. Smith,  
City Clerk