



# Staff Memo

<b>MEMO DATE:</b>	<b>June 18, 2020</b>
<b>TO:</b>	Village Board
<b>FROM:</b>	Matt Giese – Village Administrator
<b>RE:</b>	<b>Village Board Prioritization Process</b>

## BACKGROUND

The following is the overall list of priorities that each Board came up with. Following each item I included the initials of the Board member so you can see who submitted what.

**Overall List (in no particular order; each item is entered as submitted) (/// = similar priority or category submitted)**

**A---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)



**B**---Fiscal responsibility, stabilize and lower Village taxes (TA) **///** Remain Fiscally Responsible - strive for minimal tax increase for the Village portion of the taxes. (JW) **///** Sustainable Finances: Short term - Every calendar year maintains a balanced budget. Long term - It is important to me that the existing board is financial stewards for the future generations of village residents. We need to remain fiscally healthy so there is no burden on the future of our community residents. We are mindful of large expense projects with a high level of certainty of the revenue that it will generate to offset those costs. (PV)

**C**---Invest in our future with increased street maintenance (TA)

**D**---Engagement and Communication: Continue to improve engagement with Village residents and stakeholders. Encourage involvement and communication (TA) **///** Improve engagement with Village Residents and those outside the Village. Take more opportunities to connect with Village Residents (i.e. local events; promoting our website, facebook, other social media, etc.). (JW)

**E**---Village Library: Library Committee - hear result of research and recommendation from committee; make decision (SV) **///** Community space planning for the future: 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) **///** Library into the Financial Management Plan. A library is so much more than books and is a resource our community is missing. It can be a space for education, resources, meeting space for work, study and friends, and an inclusive space for all. (MR) **///** Construction of a library. (JL)

**F**---Housing: Housing Task Force - get Task Force created with clear deliverables (SV) **///** Housing, Land Use and Planning: Promote land use policies that will advance goals for a healthy community, create positive economic outcomes and provide environmental benefits. Continue to develop the Housing Task Force to study the 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 and increase transportation options to promote connectivity between neighborhoods and businesses. Pursue positive relationships with neighboring communities to increase current and future transportation connectivity.(HM) **///** Affordable housing – the housing task force will help determine our community’s understanding and need for housing options, including housing that is affordable to many different levels of income and regardless of disability, race, gender, or sexuality. (MR) **///** Focus on affordable/workforce housing options. I want to see all people have the chance to call Cottage Grove their home. We need the housing that covers all socio-economic ranges so all workforce can find a home here; therefore, more housing and neighborhoods. (JL) **///** Residential growth and development within housing: To help support diversifying our community; To help support lowering taxes. (PV)



**G**---Parks and Recreation/Amenities: Bike Path - complete bike path that continues glacial drumlin trail to Vilas Rd. (SV) **///** Parks and Recreation: Continue to promote an active community where bicycling, walking, and recreation are a safe, healthy, and accessible part of our daily activities. Expand recreational and park opportunities and facilities to meet the needs of our community's senior, youth, and adult populations. Continue the park and playground updates, continue the master planning process for the future 6<sup>th</sup> Addition to Westlawn park, and plan for installation of phase one of Westlawn park on Red Hawk Trail. (HM)

**H**---Get ordinances updated to be accurate and current (SV)

**I**---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)

**J**---Facilities Planning: Conduct a long range facilities study or space needs analysis that includes future staffing and space needs for all municipal departments, future expansion options, estimates for capital and facility operations costs associated with the future staffing and space needs with an emphasis on sustainable design including alternative energy options. (HM) **///** Long range village facility and land use planning because as we continue to grow, we need to have a plan going forward for expansion when we need more village staff so we can continue to provide our residents with the level of service they have come to expect. (MR)

**K**---Sustainability and Climate Change: Protect natural resources by working to improve air and water quality. Implement a plan to transition Village vehicles, equipment and buildings to use more sustainable/efficient energy, protect waterways by investing in a leaf truck to help with watershed phosphorus levels, increase the tree canopy with diverse tree species, work with neighboring communities to designate valuable natural spaces for preservation and create a water management plan with a more regional focus to improve water quality, continue to provide resources to residents for ways that they become more sustainable (Focus on Energy, water softener information, de-icing/salt practices, etc). (HM) **///** Implement vision / plan to ensure the benefits we have now as Village citizens are there tomorrow and beyond (i.e. clean air / water; similar resources; etc.) and we reduce its environmental impact now and in the coming years. Reduce our greenhouse gas emissions 50% by 2030. Install solar panels on municipal buildings where practical (e.g. municipal services building with large roof). Options for wind power and other green initiatives. Increase non-gas options for transportations (i.e. multi-use paths throughout the village and connections beyond; Village replacement of gas to electric vehicles and equipment). 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.). Reduce the



salt usage on winter streets leveraging best practices from other communities; action on Public Works committee already (JW) **///** Focus on energy - Continued long term planning on conservation of energy. (PV)

**L**---Addressing Food Insecurities - Not sure this needs to be a priority or even a need in CG but would want to better understand our community dynamics in relation to potential food insecurities. If this was an issue I would want to see it as a priority of the village on how we would address it. (PV)

### **SUGGESTED NEXT STEPS**

-Review the comprehensive list of priorities that were submitted. Please let me know if I incorrectly lumped one of your individual priorities in a category that you do not feel fits.

-At the Board meeting: 1) you may ask each other questions about what they have submitted; 2) you could lobby for your individual submitted items.

Prioritization: each Board member has 20 “points” to allocate to the comprehensive list of projects however he/she would like. For example, one point on 20 projects, two points on 10 projects, or even all 20 points on one project. Please submit your individual prioritized list to me by **July 2nd**. I will compile everyone’s points and submit the results in the July 6<sup>th</sup> meeting packet.

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. At subsequent meetings the Board could work further to build consensus work plans for the top few priorities.

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.

Please reach out if you have any questions.