

APPENDIX B

City Council Goals

CITY OF ST. CLOUD, MN | 2017 CITY COUNCIL GOALS

<p>OBJECTIVES Time sensitive measurable statement of goals.</p>	<p>ONE-YEAR STRATEGIES How the organization can achieve established objectives</p>	<p>ONE-YEAR TASKS Short-term tasks necessary to deliver on strategies</p>
<p>Building Regional Alliances </p> <p>Definition: Utilize public and private partnerships to achieve priorities through collaborative and cooperative efforts.</p> <p>Why: To more effectively (quality), expeditiously (time), and efficiently (cost) achieve objectives through shared talents, resources and strategies.</p>	<ol style="list-style-type: none"> 1. Identify common goals between cities. 2. Identify established partnerships and new opportunities for collaboration to achieve shared objectives. 	<ol style="list-style-type: none"> 1.1 Conduct a joint meeting of City Administrators to develop a shared vision for regional priorities. 2.1 Communicate shared vision within cities' staff and conduct meetings with subject matter expert peers. 2.2 Focus joint cities meeting topics on advancing priorities
<p>Creating Place </p> <p>Definition: Create a unique brand, physical environment, facilities, and events that make St. Cloud a first choice community</p> <p>Why: So people want to move here, work here, play here and stay!</p>	<ol style="list-style-type: none"> 1. Improve marketing efforts focusing on community assets and opportunities. 2. Advance RiverWalk planning into project implementation. 3. Develop an organizational understanding and focus objectives for programming across all ages. 	<ol style="list-style-type: none"> 1.1 Complete EDA's community marketing strategic plan 1.2 Coordinate messaging upon existing city resources: Website, newsletter, FB, parks, RECC, Mississippi, WSC, MAC, Paramount. 2.1 Actively promote adopted RiverWalk Plan with community stakeholders 2.2 Incorporate RiverWalk improvements into CIP schedule 2.3 Identify funding alternatives and initiate discussions with Rotary, DNR, and others. 3.1 Prepare plan prioritizing needs of senior-aged residents. 3.2 Work with SCSU to update 2007 "Brain-Drain" study. 3.3 Advance recommendations of the 2017 Dementia-Friendly City process.
<p>Directed Financial Management </p> <p>Definition: Manage city finances with emphasis on city priorities and adopted policies.</p> <p>Why: To be responsible stewards of the public dollar and achieve more with limited resources.</p>	<ol style="list-style-type: none"> 1. Seek out alternative funding streams and maximize existing financial tools. 2. Identify opportunities for utilization of resources across city departments. 3. Maximize use of latest energy technologies and practices to realize cost savings and revenue generation. 	<ol style="list-style-type: none"> 1.1 Develop a formal report of the best practices and innovative funding streams utilized by peer cities 1.2 Identify threshold for maximum utilization of existing funding sources and assess implications. 2.1 Convene a meeting of all city fleet and facilities managers to evaluate existing city resources, needs, and opportunities. 2.2 Consider recommendations in 2019 budgeting proposals 3.1 Identify and implement cost savings and strategies related to capital improvements and modifications to City practices/policies.
<p>Providing High Quality Public Services </p> <p>Definition: Offer professional customer-focused services meeting the needs of residents, businesses, and visitors.</p> <p>Why: Maintain our status as a highly desirable community in which to live, work, and play, while also aiding employee retention and recruitment for city and NGOs.</p>	<ol style="list-style-type: none"> 1. Establish an employee recognition program to improve morale. 2. Utilize professional and cultural resources of community partners to enhance city services. 3. Provide staff capital resources and training necessary to perform high quality work. 	<ol style="list-style-type: none"> 1.1 Define program structure and funding alternatives 2.1 Connect with community partners to increase diversity through internships, volunteerism, and hiring opportunities. 2.2 Offer employee training regarding cultural differences in increasingly diverse customer base to ease communications and improve quality of services 3.1 Enhance TRAKIT functions and influence future releases to meet needs for internal and external customers 3.2 Utilize Capital Equipment/Maintenance Plan to prioritize maintenance and repair needs of existing facilities. 3.3 Continually monitor and report advancements in functional-area equipment and technology for cost/benefit consideration during city budgeting.