

CITY OF MT. MORRIS
DOWNTOWN DEVELOPMENT AUTHORITY MEETING

February 17, 2016
1:30 P.M.

1. **MEETING CALLED TO ORDER:** Chairman Don Lemmon.
2. **SWEARING IN OF MEMBERS:** Timothy Hacker.
3. **APPROVAL OF MINUTES:** Regular meeting minutes of January 20, 2016.
4. **PRESENTATION:** Guest speaker, John Harrington
5. **COMMUNICATIONS:**
 - a. Strategic Planning Packet.
6. **UNFINISHED BUSINESS:**
 - a. 2017 Sesquicentennial.
7. **NEW BUSINESS:**
 - a. Renewal of DDA Banners.
8. **PUBLIC COMMENT**
9. **DDA MEMBER COMMENTS**
10. **ADJOURNMENT**

**PLEASE TURN OFF ALL CELL PHONES AND OTHER ELECTRONIC DEVICES PRIOR TO
THE MEETING!**

MINUTES:

A motion was made by Dorothy Lindsey and seconded by Matt Gunn, to approve the regular meeting minutes of December 17, 2015, with amendments.

Dorothy Lindsey would like a name correction under New Business: 2017 Sesquicentennial.

Motion carried.

COMMUNICATIONS:

- a. None.

UNFINISHED BUSINESS:

- a. **2017 Sesquicentennial.**

Chairman Don Lemmon informed the members that he has reached out to the Michigan Downtown Development Authority in regards to the coordination of the 2017 Sesquicentennial. A list on names were given to him to contact with any questions.

Tim Elder suggested that the DDA contact Fire Cracker Promotions, stated they promote for the Village of Birch Run.

Guest speakers Bob, and William Slattery presented the DDA with a few items from the last celebration. Let everyone know that it was an eight day celebration, and an overview of events.

Sim Boggs would like the DDA to start looking into possible locations, and his interest in rewriting the history of the City of Mt. Morris for a possible Sesquicentennial souvenir. Would like to see getting the city business owners and schools together to start planning events for during the celebration.

Discussed possible dates, and locations to hold the Sesquicentennial.

Discussed possible budget and fundraising for the event.

After discussion the DDA put together a committee for the planning of the Sesquicentennial of Joyce Bartos, Lou Templeton, Matt Gunn, Dorothy Lindsey, Tim Elder, Sim Boggs and Shirley Corcoran. Committee set next meeting at City Hall for Thursday, January 28th, 2016 at 6:30pm.

NEW BUSINESS:

- a. **Revenue/Expenditure Report.**
- b. **Budget.**

After discussion a motion was made to table **NEW BUSINESS** until next meeting.

Motion carried.

PUBLIC COMMENT:

None.

DDA MEMBER COMMENTS:

Joyce stated she is excited and glad to see the DDA on getting on target with the planning of the Sesquicentennial.

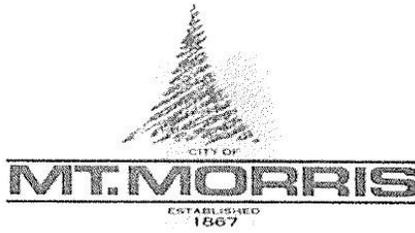
City Manager Elena Danishevskaya explained the future Saginaw St. road and water project. Explained that she will inform the business in advance of the dates water will be shut off during this project.

Don Lemmon thanked everyone for coming.

ADJOURNMENT:

There being no further business, the meeting was adjourned at **2:51 p.m.**

Kristina K. Somers, City Clerk



DDA INFORMATION

DATE: 2/9/2016

TO: Chairman Don Lemmon
DDA Members

FROM: City Manager Elena Danishevskaya

RE: Master Plan

BACKGROUND:

The City Council hosted a Strategic Planning Workshop on 2/1/2016. We discussed some ways that cities measure success. I included that handout for your review. We also talked about establishing a framework to move the City of Mt. Morris forward (where are we today, where do we want to go in the future, how do we get there, our vision, our strongest assets, what we absolutely love about Mt. Morris and what do we need to work on in the future). I included that worksheet in your packet, as well as the general information on strategic planning for you.

The next steps in strategic planning are talking to and engaging citizens, business owners and various organizations of Mt. Morris. The object is to get them involved in talking about the future of Mt. Morris. These are focus groups and their goals are to brainstorm new ideas; help define major goals and priorities; create opportunities for idea exchanges and consideration of alternatives. I am preliminarily thinking about making a focus meeting in conjunction with the DDA Meeting March 16th; Planning Commission Meeting on March 21 and one other evening. If you could discuss if that idea fits in your plans.

CITY OF MT. MORRIS
STRATEGIC PLANNING WORKSHOP
February 1st, 2016
7:00 P.M.

Needs and Concerns of citizens of Mt. Morris is the basis for our agenda.

One of the realities of the 21st century is the citizenry expects their government to be dynamic, to foster positive change and to anticipate future needs. Just as families strive to prepare their children to become adults, citizens expect their government to prepare itself for the future. This process is called strategic planning. It's a development of a vision for the future and the establishment of goals and objectives to achieve that vision.

Advocates for a strategic plan often emphasize the importance of identifying the future needs of the city; the vision of the city; and the means of addressing those needs. Ideally the plan should position the city to meet anticipated needs for the next 10-20 years.

One of the first steps, is to figure out if the municipality wants a strategic plan.

Why Engage in Strategic Planning?

Our local governments do not exist in a static world! Demographics, citizen expectations, and economic conditions change. Additionally, local governments encounter changing state/local relations as well as inter-jurisdictional issues. Many elected officials recognize that the geo-political environment is rapidly changing and it is critical that general purpose units of local government, counties and cities, position themselves to be able to define their future in a manner that best reflects the desires of the citizenry.

What then is "strategic planning"? Strategic planning is the process whereby elected officials step back, examine the current situation of their jurisdiction and then develop a vision of what they would like that jurisdiction to be like in 10, 15, or 20 years, based on forecasted needs and conditions. It is the ability to engage the citizenry and key stakeholders in a visioning process whereby the elected officials are able to determine what those parties would like their jurisdiction to be like in the future. It is the ability to define goals for that county or city and objectives to achieve those goals. It is also the ability to periodically redirect and modify the "plan" as conditions warrant. Most important to achievement of the strategic plan is how on an ongoing basis the jurisdiction's resources can be deployed to achieve the plan's goals.

As an example, let us assume that you're the mayor of city of 80,000 residents characterized by a heavy concentration of industrial activity; inadequate park and library services and facilities, stifling roadway congestion during peak periods, rising housing costs, the absence of "affordable" housing, and a public desirous of improved public safety and other services. Looking to the future, you recognize that the city will continue to grow. It has also been predicted that the city's population growth will be of primarily younger families. Those are the

characteristics of the community; the question is what the community's future should look like? Strategic planning is the process whereby you consider those conditions and position the city over time to address those needs.

What is the Difference between Ongoing Policy Making and Strategic Planning?

County and city legislative bodies make public policy! They adopt annual or biennial budgets; they approve land-use variances; they set utility rates, approve conditional use ordinances, and adopt annual property tax rates. These are among the many ongoing and recurring responsibilities of legislative bodies. They address the current needs of the jurisdiction, and those are subject to review and change on an ongoing basis. They are not cast in concrete and few, if any of these policies have long-term implications for the county or the city. Strategic planning, on the other hand, is an array of actions that can have significant long-term impacts. Adoption of a comprehensive land-use or capital improvement plan; extension of utility lines into formerly undeveloped areas; establishment of an increase in the jurisdiction's minimum wage, or even the decision to partner with the school district to help finance pre-school education, are all elements of a strategic plan to in one way or another shape the jurisdiction's future. As distinct from general short-term policy making, many of the aforementioned actions are the result of a longer, more deliberative process.

Step One: Secure a Consensus Regarding the Need for a Strategic Plan

The most important first step is for the members of the governing body to recognize the need and the value of establishing a *strategic* plan. Normally, the catalyst for such a determination is either an elected official or a key appointed official getting the ball rolling by initiating a discussion of the need for a strategic plan. Advocates for a strategic plan often emphasize the importance of identifying the future needs of the county or city; the vision of the jurisdiction and the means of addressing those needs. The strategic plan should be dynamic, should challenge the status quo, and should provide a road map for an improved future. Ideally it should position the county or city to meet anticipated needs for the next 10-20 years.

To identify where we are presently is the second step. It requires that elected officials to objectively evaluate our strengths and weaknesses, the nature of the community, the changes that are occurring, and the citizen expectations of us in the future.

Where are we currently?

Are we happy with where we are currently?

What's important to the residents and business owners in Mt. Morris? Who are the stakeholders?

CITY OF MT. MORRIS
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Establish a framework to move Mt. Morris forward:

1. Where are we today?
2. Where do we want to go in the future?
3. How do we get there?

VISION:

Identify what we want the city look like in 10-25 years from now:

What are our strongest assets?

What do we absolutely love about Mt. Morris?

What do we need to work on?

CITY OF MT. MORRIS
STRATEGIC PLANNING WORKSHOP
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There are some ways Cities Measure success

Effective Physical Asset Management – Infrastructure, Facilities, Amenities

Proactive Community Planning and Public Safety

Environmental Stewardship

Effective Governance

Committed Workforce

Financial Sustainability

Meaningful Resident Engagement

Economic Vitality