

STRATEGIC PRIORITIES – TOWN BOARD

Bucket: ___ Incorporation will create opportunities and challenges.

- The sewerage district will fall under the control of the village creating the opportunity to better align strategies and investments. Creates one-stop shop for residents. Allows for future planning of roads/utilities.
- Potential changes could also include TID extension, charter ordinances, municipal court, etc.

Bucket: ___ The expansion of recreational facilities within Rib Mountain will create opportunities and challenges.

- As the attractiveness of some locations is increased (Granite Peak, State Park, Nine-Mile, local parks, etc.), the opportunity for favorable development agreements that provide short- and long-term public amenities is also increased.
- Growth of tourism allows Rib Mountain to build upon marketing efforts and community branding.
- Increased traffic and visitors to the community may contribute to a need for additional public services (law enforcement, public roads, etc.).
- Lead effort to build walking/biking around the base of State Park.

Bucket: ___ An increase in population and valuation is important to maintaining a level cost of government.

- Redevelopment of older residential and commercial building sites will require different approaches.
- Low-maintenance housing (senior), single-family, and increased density should be incorporated into future plans.

Bucket: ___ Rib Mountain Drive re/development can be guided by the Corridor Plan already in place.

- Utilize the TID and using it as a tool to encourage redevelopment and development. Proactively search for mixed use residential/commercial development.
- Promote gap financing funds opportunities.
- Pedestrian safety needs to be built into future plans to redevelop Rib Mountain Drive and all of the retail corridor.

Bucket: ___ Hiring and retaining talented, engaged employees is critical to the successful provision of municipal services and cultivating community support.

- Maintaining a benefits package that can be viewed as an investment in the future.
- Having a positive culture of public service is critical. Utilization of employee engagement plan is needed.
- We strive for a slightly under-sized municipal workforce that are talented, well led and highly productive.

Bucket: ___ Partnerships are the key to our future success in managing the cost of government without sacrificing services or reducing the quality of services. Town should look into new opportunities for involvement.

- Retain and expand successful partnership through positive relationships at the governance and staff level.
- Staff and board members are encouraged to continue to participate in the governance of community organizations to establish relationships and identify strategies that can benefit our Town.

Bucket: ___ Information Technology is key to a successful municipal organization and key to a successful community.

- Fiber optic expansion can provide the IT infrastructure for both the long and short term.
- Town leadership shall be alert to emerging opportunities to improve information technology through grants or private-public partnerships.

Bucket: ___ We need to plan for rebuilding and maintenance of our roads.

- Criteria for prioritizing road rebuilding needs to be reviewed and well communicated.
- Budgets need to provide steady financial resources.