

Item #5A:

Village President Jacob

Upcoming Village Board Strategic Planning Workshop

Saturday, July 15th at Reed-Turner Woodland



**AGENDA
SPECIAL WORKSHOP
MEETING OF THE BOARD OF TRUSTEES
SATURDAY, JULY 15, 2017 AT 10:00 A.M.**

3849 OLD MCHENRY ROAD (REED-TURNER WOODLAND) LONG GROVE, ILLINOIS

The Village Board will not proceed past 4:00 p.m. Those wishing to address the Village Board on an agenda item(s) may do so when the agenda item of interest is opened and prior to Board discussion.

CALL TO ORDER:

DISCUSSION ITEMS:

- Identifying Short & Long-Term Goals & Objectives.

ADJOURNMENT. Next Regular Meeting – July 25, 2017 at 7:00 p.m. (Village Hall)

The Village of Long Grove is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to phone David Lothspeich, Long Grove Village Manager at 847-634-9440 or TDD 847-634-9650 promptly to allow the Village of Long Grove to make reasonable accommodations.

RANKING GOALS - 2016/17

1/23/2017

Village of Long Grove

**time-frame reminder: short-term refers to goals that should be initiated or accomplished in the next 1-3 years*

Rank	GOAL ID	Short-Term Routine*	Notes
1.9	D	Update the Village's Master Plan/Comprehensive Plan that's in-process now (develop scenarios around Sunset Grove & other locations)	2 Q17; Master Plan - TBD
3.1	G	Develop strategy for encouraging maintenance, occupancy, and redevelopment of the downtown	Downtown incentive program launch process 1st Quarter 17, meeting with Village Counsel to review options and develop strategy
4.3	B	Spruce up the town - repair/improve road signs, property maintenance, Village ROW's with a consensus dedicated funding stream	On-going, contract with township improving appearance. Specific goals requested.
4.7	A	Institutionalize the Village's long-range Capital Improvement Plan that provides a comprehensive view of Village capital needs with annual reviews	Update in process, meeting with Village Engineer to review for Village Board's consideration.
4.9	I	Conduct a review on the expanded use of technology in the Village both externally and for day-to-day operations/services, business processes, regulatory tracking, etc.	On-going, financial software purchase and implementation. Village Hall Board Meeting options under review.
5.6	H	Improve communications with residents and surrounding communities	On-going, developing a specific plan with targets requested.
6.3	C	Develop a clear/universal policy on stormwater intervention for subdivision/localized flooding issues	Policy exists and is reviewed for possible changes as drainage and flooding issues arise.
7.1	E	Explore options for improvement of the Village Offices/Village Hall	On-going, Village Hall Board Room and Second Floor Offices in process.
7.1	F	Bring all downtown/Historic Business District structures in compliance with fire/life safety codes	Reviewing enforcement options with third party agents and coordination with Long Grove Fire Protection District.

Rank	GOAL ID	Short-Term Complex*	Notes
3.6	L	Promote economic development in the Village and within our comprehensive plan subareas; work to include integrated development approaches, ideas, and themes	In process, updates to Comp Plan
4.4	K	Foster development within the TIF District	On-going, recent adoption of property and sales tax development incentive program Sales tax revenues continue to grow substantially and are working toward fostering additional new sales tax generating commercial development. Comp Plan Updates necessary.
4.9	V	Work to grow sales tax revenue by 25%	In process, Archer Road watermain loop completed and extension into Stemple Parking Lot to serve new businesses (Brewery and Dance Studio, etc.)
5.4	M	Continue to advance connections/availability of Lake Michigan water for the Village/install Lake Michigan water supply mains for downtown/Historic Business District	Archer Road watermain loop is key toward supporting contract purchaser.
5.9	J	Foster development of the Archer Outlots	In process, goal to complete by early Spring 2017.
5.9	P	Complete a full update and adopt revisions to the Village's Comprehensive Plan; aim to update the plan every 10 years	Update of 2015 comprehensive review in process for Village Board review before end of year 2016.
5.9	U	Complete a review of the Village's overall financial structure and fiscal policies	Regulatory hurdles have been minimized, supporting infrastructure has been installed and economic incentives have been established.
6.1	W	Work to reduce downtown vacancy by 25%	Initial discussion completed and staff is preparing a draft policy for Village Board consideration before the end of year 2016.
7.9	T	Develop guidelines for content, production, and dissemination methods of Village communications; create a robust approach	On-going, recent appointments of new members.
8.6	S	Evaluate the various committees/advisory boards we have in the Village and evaluate their mission, role, membership, and ongoing role	Pathway Committee has recommended proceeding with IL 53 pathway segment to connect south end of town to downtown. Tentative plans to construct in 2017 along with reconstruction and paving of Old McHenry Road Pathway north of IL 53 as part of
8.7	N	Design and install portions/legs of the Village pathway system throughout the community	Staff is working with the HDLGBA (formerly LGBCP) on way-finding signage and Archer Lot Agreement includes monument sign at RPC and IL 83 and HRA Senior Living adding monument sign at Old McHenry and IL 53.
9.0	O	Improve way-finding signage in the Historic Business District and at Village entrances/gateways	Direction needed.
10.0	R	Form a partnership with HSLGBCP & Arts Council to develop strategy and implement a program to establish a destination/focus point (like the bridge) in Long Grove	HDLGBA has installed new kiosk signs and is working toward additional signage.
11.0	Q	Formalize a partnership with HSLGBCP to create signage and public information to convey the history of the downtown	

****time-frame reminder: long-term refers to goals that should be initiated or accomplished in the next 4-8 years**

Rank	GOAL ID	Long-Term Routine**	Notes
1.4	BB	Devise 3-4 specific Long Grove branding characteristics for economic development actions/thrusts	On-hold while Comp Plan is being updated.
1.6	AA	Maximize TIF opportunities based on revenues and needs/priorities	Staff is updating TIF revenue projections for Village Board review prior to end of year 2016.
3.0	CC	Explore establishing a "Community Center" - perhaps re-purpose one of the furniture buildings	Need direction, clarification.
Rank	GOAL ID	Long-Term Complex**	Notes
2.1	FF	Explore strategic annexations, within and around the Village, for protection, preservation, autonomy, control, etc.	Develop as part of Comp Plan updates.
2.4	DD	Accelerate, to the maximum extent, development in available areas, - including downtown.	On-going and in-progress.
2.6	GG	Obtain, analyze, and communicate information related to the proposed Route 53 improvements	On-going
2.9	EE	Find an inter-governmental pathway to work with State/County to address traffic congestion in community and around the community	Direction needed.

Strategic Plan Update Workshop February 2016

Village of Long Grove, Illinois

Preparation & Background

Framework of Workshop Discussions

Session I. Mission and Visions of Tomorrow- Exploration and identification of the Village's mission and desired future condition.

- Imagine that you left the Village tomorrow and didn't return until 2030 or 2035. Develop three to four "vision" statements that would describe what you think you would see or hope you would see in the Village with regard to accomplishments, programs, changes, services etc. 10 or 20 years into the future.

Session II. Environmental Scan & Assessment of Strengths, Weaknesses and Opportunities (SWOT)-

- Identification of the internal and external factors that could impact or inhibit/effect the achievement of the future vision. What's happening around you? What are the major challenges you anticipate facing in the coming two-five years or beyond? Can you identify the factors that may be inhibiting your achievement of the future vision, particularly organizational factors, local trends, regionally or national policies, finances, other governmental agencies, the economy, etc?

Session III. Goal Identification

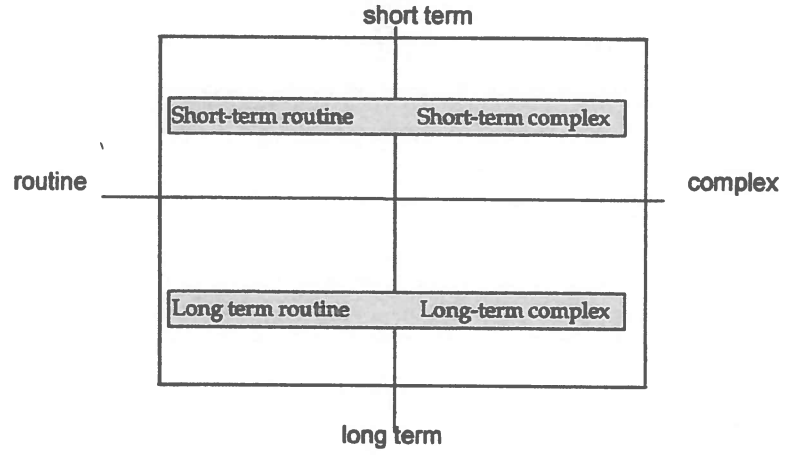
- Group assessment/establishment of strategic goals and objectives necessary to achieve the future vision. Goals will range from short-term simple objectives to long-term complex goals. What is the status of previous goals? Should adjustments be made? What are the new and ongoing goals and accomplishments you want to concentrate on or put in place in the short term? . . . the long term? Each participant should be prepared to amend 1-2 existing goals or present 1-2 new strategic goals or objectives for both the near and long term.

Session IV. Classification and Prioritization of Goals

- Collaborative classification of complexity and priorities. Using a group discussion technique, the group will work together to classify the identified goals according to a matrix of complexity and time to complete developed by Prof. Gerald Gabris. Once the goals are classified as short or long term, complex or routine, a consensus ranking of goals and objectives in each quadrant of the matrix below will be done by all participants via a follow-up balloting exercise.

**Goal and Policy
Classification Grid**

-G. Gabris



BACKGROUND INFORMATION

When you begin to prepare your list of long or short term goals to bring to the session, consider formulating your desired goals in response to these common "Brainstorming Questions" for Strategic Planning. Paying particular attention to your views of the future and governmental functions and actions for the community...

- What significant initiatives, programs or mandates can you identify that the Village **must** confront in the next 2-10 years?
- What significant initiatives, programs or mandates can you identify that the Village **would like** to address in the next 2-10 years?
- What significant initiatives, programs or mandates have been **postponed** that should be re-evaluated?
- Do you foresee any significant changes or **paradigm shifts** in the next 5-10 years that will impact the Village or the Village government?

PREPARATIONS AND APPROACH

As with any group discussion, the ultimate success of the workshop and your discussions will hinge on your involvement. Your willingness to step back from your usual role at meetings and events to work as a team is of key importance. Be prepared for the discussion sessions/workshop by considering the following:

-approach the workshop with an open-mind and a willingness to listen as well as share ideas

-be prepared to comment on Village policy issues, goals, the community and priorities in a holistic context.

-be prepared to identify or explain, in a group setting, what you consider to be the KEY short and long- term goals, issues and objectives that are, or will be, facing the Village and its various programs and services.

SOURCES AND READING SUGGESTIONS ON STRATEGIC PLANNING

Bryson, John M., *Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement*, rev. ed., San Francisco: Jossey-Bass, 1995.

Gabris, Gerald T., *Strategic Planning in Municipal Government: A Tool for Expanding Cooperative Decision Making between Elected and Appointed Officials*
Public Productivity & Management Review, Vol. 16, No. 1 (Autumn, 1992), pp. 77-93.

Mobilizing for Action through Planning and Partnerships (MAPP) The MAPP Framework,
NACCHO <http://www.naccho.org/topics/infrastructure/MAPP/index.cfm>

Mintzberg, H., *The fall and rise of strategic planning*. *Harvard Business Review*, (1994, January-February), pp. 107-114.

Canary, Hal W. *Linking Strategic Plans with Budgets*, *Government Finance Review* (April 1992): pp 21-24.

**PLEASE TAKE A FEW MINUTES TO JOT DOWN SOME IDEAS
BEFORE THE SESSION**

Section one. Visions of the Future.

Take some time to imagine what the future of Long Grove and the Village government could or should look like in the future. Imagine that you left today and did not return for 15-20 years. Develop two statements that would describe what you think you will find or what you hope to find in the Village when you return in 2030/2035.

- 1.
- 2.

Short-term strategic goals to consider

Develop 2-3 critical short-term goals and issues to discuss during the session. By short term refers to goals, objectives, services or issue that you would like to see initiated or completed within the upcoming two fiscal years. These should be plans, programs etc. than can be realistically achieved or initiated within the next two years, that in your opinion, the staff and Village Board should commit to.

- 1.
- 2.
- 3.

Long-term strategic goals to consider

Similarly, please jot down 2-3 important long-term strategic goals to discuss during the session. Long term refers to goals, objectives, or policy issues, while perhaps being initiated in the coming 2-3 fiscal years, cannot be realistically advanced or completed for four, five, six or more years down the road. Longer-term goals typically include many of your most complex or costly initiatives or goals.

- 1.
- 2.
- 3.