

**Item #7:**  
**Village President Underwood**  
**Report Of Village Board Strategic Planning Session**



**AGENDA  
SPECIAL WORKSHOP  
MEETING OF THE BOARD OF TRUSTEES  
SATURDAY, FEBRUARY 27, 2016 AT 9:00 A.M.  
625 FOREST EDGE DRIVE, VERNON HILLS  
(VILLAGE ENGINEER GEWALT-HAMILTON OFFICES)**

*The Village Board will not proceed past 2:00 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 – March 8, 2016 at 7:00 p.m. (3110 Old McHenry Road)

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.

# 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**

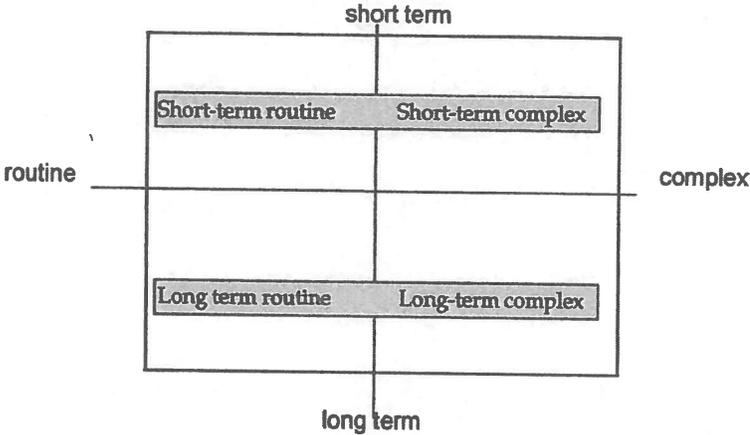
- Group assessment/establishment of strategic goals and objectives necessary to achieve the future vision. Goals will range from short-term simple objectives to long-term complex goals. What is the status of previous goals? Should adjustments be made? What are the new and ongoing goals and accomplishments 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. that 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.

<b>PRIORITIZED GOALS, 2015</b>		3/10/2015	
<u>Group</u>			
<u>Avg.</u>	<u>Short-Term Routine</u>	<u>Trustees</u>	
		<u>Current Status</u>	
	Village of Long Grove		
2.8	Identify/determine specifics of Road Maintenance Program funding referendum (by Nov. 13, 2013)	AU	Completed
3.3	Complete long-range Capital Improvement Plan that provides comprehensive view of Village Capital Needs	CW	On going
4.8	Spruce up the town - repair/improve roads signs, property maintenance, Village ROWs	GY	Completed & On going
5	Revisit Master Plan/Comprehensive Plan and development scenarios around Sunset Grove	JM	In process
6.2	Explore historic designation for the covered bridge	CW	Completed
6.2	Develop a clear/universal policy on stormwater intervention for subdivision/localized flooding issues	SB	In process
6.5	Update the Village's Master Plan/Comprehensive Plan	JB	In process
7	Review permitted uses in the Historic Downtown Business District	LL	Completed
7.7	Explore options for improvement or relocation of Village Offices/Village Hall	JM	HOLD
8.2	Explore options and/or leases of Village soccer fields to others.	HOLD	Completed
8.3	Explore metered parking in the Historic Downtown Business District	JM	HOLD
	<u>Short-Term Complex</u>		
2.3	Foster development of Archer Outlots	LL & AU	On going
2.8	Foster development of South 15-acres	LL & AU	On going
3.7	Undertake direct outreach to potential businesses/economic development with community partners	LL	In process with LGBCP
4	Continue to advance connections/availability of Lake Michigan Water for the Village	JB & GY	In process
4.7	Design and install portions/legs of Village pathway system throughout the Town.	JB & CW	On going
5.2	Complete Historic Preservation Ordinance	JM & SB	In process
5.3	Improve way-finding signage in the Historic Business District and at Village Entrance Gateways	LL	On going

	<u>Long-Term Routine</u>	<u>Trustees</u>	<u>Current Status</u>
1.3	Identify sustainable long-term funding sources for needed infrastructure repair/replacement	AU	On going
3	Maximize TIF opportunities based of revenues and needs	LL	On going
3.3	Complete a full update and adopt revisions to the Village's Comprehensive Plan	JB & CW	In process
3.8	Bring all downtown/Historic Business District structures in compliance with fire/life safety code	JM & CW	In process
4.5	Create signage and public information to convey the history of the downtown	GY	HOLD
5	Develop strategy and implement a program to establish a destination/focus point (like the bridge) in Long Grove	HOLD	HOLD
	<u>Long-Term Complex</u>		
2	Continue development of Sunset Grove Properties South along IL Route 83 and peripheral areas	JM	On going
3.7	Develop a long-term plan/consensus to redevelop the Historic Downtown Business District	LL	In process
3.8	Take steps to foster revitalization of the downtown and increase/enhance business activity and commerce	LL	On going
4	Complete development of the Triangle properties	JB & CS	On going
4.3	Complete an interconnected path-system in the Village including exploring funding options like grants, partnerships, etc.	JB & CS	In process
4.7	Install Lake Michigan Water supply mains for downtown/Historic Business District	CW & JM	In process
6.2	Seek out pathway to Home-Rule status	JM & AU	HOLD
7.3	Adopt an Invasive Special Education & Eradication Policy and program (e.g. Lake Forest Open Lands)	SB	In process