

**AGENDA
CITY COUNCIL
WORK SESSION
CITY OF WYOMING, MINNESOTA
MAY 5, 2023
9:00 AM**

CALL TO ORDER:

CALL OF ROLL:

DETERMINATION OF A QUORUM:

PLEDGE OF ALLEGIANCE:

NEW BUSINESS:

1. City of Wyoming- Council Goal Setting

ADJOURN

City of Wyoming – Council Goal Setting

May 5, 2023 / 9:00 am – 4:00 pm

Agenda

Morning

8:45

Arrive & Settle In

● 9:00

Introduction

- Welcome – *Mayor Iverson + Robb Linwood*
- Agenda & Housekeeping – *Sara*
- Goals for the Day – *Council*

● 9:30

Assess Our Position

- **Look back at 2022** – 30 min
What have been your biggest ACCOMPLISHMENTS?
What helped us move quickly; what hindered progress; what stalled; why?
- **Where Are We Now?** – 30 min
What are our strengths, weaknesses, opportunities, and threats?
- **What is Coming Next?** – 30 min
What are some positive trends or factors that are impacting the City today?
What are trends or factors that present challenges today?

10:30

Break – 15 min

● 10:45

Envision the Future

- **Looking Ahead 10+ Years** – 30 min
- **What has to change to achieve that future?** – 15 min
- **Themes & Critical Issues** – 30 min
What themes emerge from the work we have done so far?
What critical issues have to be addressed?
What are the natural next steps to what we are already doing?

12:00

Lunch

Afternoon

● 1:00

Goal Setting

- **Convert Themes/Issues into Goals** – 30 min
- **Dive into Each for Specifics** – 90 min
- **Return to Past Goals to Check Gaps & Alignment** – 30min

2:30

Break – 15 min

● 2:45

Goal Setting continued

● 3:45

Wrap & Next Steps

4:00

Done for the Day

Preparation Materials

Introduction

The City Council sets the vision for the City and adopts guiding principles and goals to reflect that vision and guide decision-making at all levels of City government. The goal setting process builds Council consensus on policies and projects that impact City residents, businesses and the community as a whole. The City Staff uses the City Council's vision, principles, and goals to set priorities, direct work activities, and allocate staffing and financial resources.

2021 Council Goal Setting				2022 Comprehensive Plan	
Mission Statement/Vision Statement – In 2021 the council adopted a new Vision Statement and Mission Statement that will help guide the city’s work and this goal setting process				A thriving and inviting community that preserves our small town feel and natural landscape.	
CORE VALUES		Vision Statement	Core Values	Mission Statement	
Who we strive to be			How we do our work		
• Leader • Innovative • Economically Responsible • Transparent		The City of Wyoming will be a regional leader in providing innovative and long term economically responsible government that is transparent to all	• Efficient • Investment • Accessible • Stability	The Mission of the City of Wyoming is to efficiently do the work of the city, invest in the community and to operate with stability to provide reliable and adaptive services that are accessible to all.	

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graph TD; A((A Thriving and Inviting Community)) --> B(Pursue a Thriving Economy); A --> C(Protect the Natural Environment); A --> D(Diversify Housing Options); A --> E(Enhance Recreation); A --> F(Expand Municipal Utilities); A --> G(Integrate Transportation Systems); A --> H(Utilize Land Efficiently); A --> I(Protect the Natural Environment);
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Where Are We Now?

We can think of the City of Wyoming in a number of ways. We can see the City as a:

- Geographical/physical space with amenities and impacts
- Community of residents and of businesses – a place to live, work and play
- Service provider and employer – an organization
- City council – a governing body

For any or all of the above, how would you answer the following?

INTERNAL	Strengths to Build From – Sources of Resilience What do we do exceptionally well? What valuable assets & resources do we have?	Issues to Address / Fix – Sources of Challenge Where could we improve? What are we criticized for? Where are we vulnerable?
EXTERNAL	Opportunities to Seize Before They are Gone What external factors could help contribute to our success? Are there emerging trends upon which we could capitalize?	Risks to Address Before They Hurt What external changes or trends do we already know could pose challenges? What external roadblocks could we encounter?

Now, for each of your answers, go back and ask yourself:

1. Is this something that the City has in common with other Cities?
2. Can our City address this independently? If not, who else do we need?
3. Is this item controlled by another unit of government? If so, how could they engage you?
4. Is it an issue the Council should discuss?

What is Coming Next?

What else are you paying attention to (*opportunities or risks; good, bad, ugly, or don't yet know*) ?
It could be in the City, the County/Region/State, a specific service, the legislature, the courts, the media...

Where is it?	What is it, specifically?	What is its potential impact/timeline?

Bottom line:

- 1. What is the Most Important [issue, focus, project, change] for your Work as a City Council in 2024-25?
- 2. What is your Biggest Concern for the City in 2024-25?

Bringing Vision to Life

The City Council adopted the following as its vision in 2021: The City of Wyoming will be a regional **leader** in providing **innovative** and long term **economically responsible** government that is **transparent** to all. And the Planning Commission included “a thriving and inviting community” in the City’s 2022 Comprehensive Plan.

What do these words mean/evoke for you? <i>Regional Leader</i> <i>Innovative</i> <i>Long-term</i> <i>Economically Responsible</i> <i>Transparent</i> <i>Thriving</i> <i>Inviting</i>	
What else do you envision (be specific) when you imagine the City in 2035?	

Goals Over Time: What the City Provides

2020	2021	2022	2022 COMPREHENSIVE PLAN
Attract New Business / Retain Existing - Business Retention Visits - Leverage Partners for business leads - Medical opportunities (mental health services)	Attract New Business / Retain Existing - Dunkin Donuts - Look for opportunities for new styles of businesses - More food options - Strip mall that encompass a large group of businesses		
	- Attract distribution centers or larger corporate - Distillery and/or Brewery - Waterpark or similar attraction - More medical businesses over by the hospital - Develop lot across from the bank		
	Continue work on City Budget/Services/Amenities - Minimize financial impacts to residents/businesses as much as possible - Be thoughtful of our taxes to our business's, residents and make sure they can continue to live here		
Housing for All - Home costs - Multi-Family, Different housing stock options/diverse - More mixed Developments – Parcels that could give opportunities			
Residents Age Safely & Happily in Community - Housing Options - Retirement - Transportation Options; Walkability and safety			
Veterans Memorial Park – Railroad Park - Will a business donate signage - Review park Master Plan incl. memorial - Look at private group to create fundraising opportunities	Park Development - Veterans Memorial at Railroad Park - Develop Fireside Park with new equipment and possible boardwalk - Utilize Sunrise Trail to draw people here - Ensure Hawk meadows snowshoeing and cross country skiing has trails - Ensure Eagle Scout Projects repaired/updated. Highlight on city website - Advertise Farmers Market/New location at Water Tower Park? - Continue and have more partnerships with youth groups - Look for potential area for a Dog Park		
	- Swenson ADA Grant - Park and Trail Master Plan - Groom the access to Lion's Park Trail better - Inform residents you can hike along with snowshoe and ski on groomed trails		
Code enforcement - Potential staff: nuisances, zoning issue, junk vehicles - Program self-sustaining	Evaluate blighted properties, programs for Program to deal with nuisance properties		

2020	2021	2022	2022 COMPREHENSIVE PLAN	
Continue Green Step Initiatives - Potential Grants or community partners - Potential costs in 2021 budget to go forward on steps			PROTECT NATURAL ENVIRONMENT	- Protect and enhance the quality of lakes, rivers and wetlands. - Effectively manage/treat stormwater to protect resources - Equitable stormwater treatment strategies for all levels - Protect significant woodlands. - Enforce reg. protections for designated lake/stream shoreland - Link woodlands, wetlands and other undisturbed natural areas into “greenways” will be established through the development process.
Street - Possibilities for Mill and Overlays - Examine existing street fund balance for Mill and overlays	Street Replacement and Maintenance - Focus on Neighborhood Streets Walkability Safety - Developments have Sidewalks/Trails - Year-round accessibility - Promote fitness		INTEGRATE TRANSPORTATION SYSTEMS	- Interconnect neighborhoods with multiple modes of safe transportation - Reduce reliance on auto driving. - Residents can walk, bike, and drive throughout the community - Traveling opportunities are accessible to residents of all capabilities through constructing and improving infrastructure to ADA standards.
			EXPAND MUNICIPAL UTILITIES	- Increase the use of public potable water and wastewater. - Extend water and wastewater lines in staged and efficient manner in response to market demand and according to City capability. - Equitably finance for public infrastructure development/redevelopment - Consider shared private wastewater disposal systems until public wastewater is available or when public wastewater is infeasible.

How the City Does its Work

2020	2021	2022
Communications/Community Engagement - Continue communication efforts, Facebook, twitter, Instagram, Nextdoor - Look at potential software that allow for neighborhood and are messaging - Look to hold more events in parks/community events	Community Building - Inclusiveness/Equity policy making - Celebrate our identity – Stagecoach Days, Celebrate Wyoming’s overall history, farming, railroad, continued events	
		- Hold weekly event with different vendors up to Stagecoach Days - Continue to support small businesses
	Communications/Community Engagement Marketing campaign where to go with city complaints or concerns	
		- Bring more Councilmembers to League of MN Cities trainings - Hold an all Board/Commissions meeting
New Policy Creation and Streamlining Existing - Continue updating and creation of new policies - Council review facilities/ride along/learn what operations are like/attend trainings - Active Shooter Training for council and staff	Evaluating City Facilities Completion of needs assessment	

Resource for Prep

When advising nonprofits re **MISSION**, I say that

Missions answer 3 questions.

- What do we do? = Primary strategy
- For whom? = Primary focus for impact
- To what end? = Why we do it

Avoid language in these categories.

- Fiscal Responsibility: You better do this regardless
- Looking for an out: Trying or assisting is less than doing
- Symbols & Purple Elephants: High ideals without substance or impossibilities not found in nature
- Filler & Fluff: Pretty much what it sounds like

When revising mission:

- Start with your current mission: Pull it out; read it;
- Ask each other questions about what it means to you and how others (external) might read it.
- Read lots of missions for ideas.
- Consider grammar, style and content
 - 1st person plural (we, our) + active verbs/voice, not more than 1-2 declarative sentences
 - Inspires all to support the work, memorable but *NOT* a slogan or tagline
 - Plain English all can understand – limited insider language
 - Specific enough to guide decisions but broad enough to endure
 - The more you list, the more you exclude

Bryson tells us that:

An organization's mission, in tandem with its mandates, provides its raison d'être, the social justification for its existence. For a government agency or nonprofit organization, this means there must be identifiable social or political needs that the organization seeks to fill. ...

Identifying a mission, however, does more than merely justify an organization's existence. Clarifying the purpose can eliminate a great deal of unnecessary conflict in an organization and can help channel discussion and activity productively. An organization's purpose defines the arenas within which the organization will collaborate or compete, and it charts the future course of the organization... Moreover, an important and socially justifiable mission is a source of inspiration to key stakeholders, particularly employees.

[Strategic Planning for Public and Nonprofit Organizations](#)

When advising nonprofits re **VISION**, I point out that it is used in several ways.

Desired Change or Success of Plan – Level 1

- What will we have achieved by [DATE] ?
- What will have changed because of our work by ____?
- How will we have changed, internally, because of this plan by ____?

Ideal State of Being – Level 2 (bigger)

- “How ____ should look when it is working extremely well in relation to its environment and key stakeholders” – JB
- Example: “Homelessness is rare, short-lived and recoverable.” – *Indy Blueprint 2.0*

North Star – Level 3 (bigger still)

- Statement of an ideal world where we no longer need to exist
- Emotional and philosophical guide, sometimes intentionally unachievable
- Example: “Ending homelessness”

Bryson reinforces this variation in how visions are used:

...an organization develops a description of what it should look like once it has successfully implemented its strategies and achieved its full potential. This is [its] “vision of success.”

...“visioning” exercises... develop enough of a consensus on purposes and values to guide issue identification and strategy formulation...

Others may use visions to help them figure out what the strategic issues are or to help them develop strategies....

[Strategic Planning for Public and Nonprofit Organizations](#)