

**City of Moorhead
Committee of the Whole
Meeting Minutes
April 02, 2012 at 5:30 PM
City Hall Council Chambers**

Pursuant to due call and notice thereof, a regular meeting of the Committee of the Whole was held in the City Hall Council Chambers, on April 02, 2012, at 5:30 PM.

Roll call of the members was made as follows:

1st Ward Council Member:	Luther Stueland	Present
1st Ward Council Member:	Nancy Otto	Present
2nd Ward Council Member:	Heidi Durand	Present
2nd Ward Council Member:	Mark Altenburg	Present
3rd Ward Council Member:	Mike Hulett	Present
3rd Ward Council Member:	Brenda Elmer	Present
4th Ward Council Member:	Mark Hintermeyer	Absent
4th Ward Council Member:	Steve Gehertz	Absent
Mayor:	Mark Voxland	Present

Committee of the Whole Meeting

1. **Strategic Planning Discussion**

Minutes: Michael Redlinger, City Manager, provided a "Draft Strategic Plan Framework" document encompassing priorities of the City Council in previous City Council Retreat discussions. The framework provides six strategic goals/objectives and a variety of strategies and resources to reach these goals/objectives. It was noted that some of the strategies are already underway while others are only in the initial planning stages. Redlinger clarified the following in response to Mayor and Council questions:

- A National Citizen Survey (NCS) would be able to collect community strengths and weaknesses as well as service strengths and weaknesses.
- The City will be participating in the Minnesota Office of the State Auditor "Performance Measurement Program" which includes specific performance benchmarks.
- The City intends to promote growth and development by employing creative and unique tactics that increase development yet still contain City costs.
- The City Manager and Human Resources Director will be working together to ensure that City staff position descriptions are accurate, while remaining flexible.

The Mayor and City Council noted the following:

- Customer service feedback is desired from a variety of sources including builders, developers, and citizens.
- Residential and educational growth and development are very interrelated. It may be beneficial to have representatives from area schools and the higher education institutions as a part of further

strategy development.

- Multifamily housing development options in Moorhead's downtown could provide housing alternatives to area college students.
- Growth and development should be smart and utilize technical and operational recommendations to avoid unintended City costs.
- Adequate staff time is needed to accomplish goals and objectives.
- Long term sustainable growth will be dependent on keeping costs comparable to neighboring communities. The City will need to work with school and county officials to ensure that the combination of all property tax portions do not impede future development.
- It was requested that a quality assurance strategy related to public infrastructure projects and assets be added to Goal 3.
- The Council should be mindful that current and future policies do not interfere with intended goals and objectives.
- Utilizing information and insight from other college campus communities such as Duluth and Mankato could save City resources and time.
- Citizen engagement and outreach to increase volunteerism city-wide is a priority.
- Recognition of City volunteers is critical to a successful volunteer program. A formal event or recognition should be scheduled. It may be beneficial for the event to include family members of volunteers.
- Strategic planning could involve citizens currently serving on City commissions/committees/boards.
- Policy matters that incorporate strategic planning goals/objectives could be highlighted by City staff when they come before the Council for consideration.

The following directives were provided to City staff:

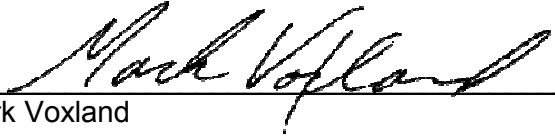
- An outside facilitator for future strategic planning processes is not necessary.
- Prioritize the strategies within the strategic plan framework and incorporate a timeline and budget.
- Provide Council Members with electronic copies of the last two City Council strategic planning documents.
- Organize a "Town Hall Meeting" on April 30 at the Hjemkomst Center. The event will be taped, not broadcast live.

Council Members were asked to provide the City Manager with feedback on the content, format, and facilitation of the Town Hall Meeting.

Michael Redlinger, City Manager, announced that Stantec Consulting Services will be available at the April 16, 2012 Committee of the Whole meeting to provide final recommendations related to the Moorhead Neighborhood Parking Study.

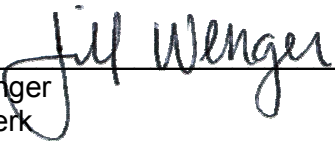
Meeting adjourned at 6:56 p.m.

APPROVED BY:



Mark Voxland
Mayor

ATTEST:



Jill Wenger
City Clerk

The proceedings of this meeting are digitally recorded and are available for public review.

Respectfully submitted by:
Jill Wenger, City Clerk