Brainerd, Minnesota
April 22, 2013

Pursuant to due call and notice thereof, the adjourned meeting of the Brainerd City Council was called to order at 6:00 P.M. by Council President Bonnie Cumberland for the purpose of conducting the fourth Strategic Planning session facilitated by the BLAEDC Execs program.

Upon roll call, the following members were noted present: Mayor Wallin, Aldermen Pritschet, Scheeler, Parks, Borkenhagen, Koep, Bevans, and Cumberland. Also in attendance were City Administrator Goble, Finance Director Hillman, City Engineer Hulsether, City Planner Ostgarden, Park Director Sailer, BPU Secretary/Finance Director Wicklund, and BLAEDC Execs Dick Jordan and Ed Egan.

Council President Cumberland reviewed the steps taken already in the last strategic planning meetings. She offered a brief explanation of the following terms used in strategic planning:
*Mission – Special purpose/duty
*Vision – Something seen/imagined
*Goal – Aim, purpose or end
*Objective – way(s) or steps used to accomplish the aim/purpose/end
*Shareholder – Someone that has equity/financial ownership
*Stakeholder – Someone that will be impacted by the actions taken
*Partner – Someone who joins with others to accomplish goal
*Economic Gardening – An entrepreneurial approach to economic development that seeks to grow the local economy from within – strategies that help local small businesses discover how to reach markets outside the region.
*Growth Management Principles – a set of requirements and/or practices that are based on state mandates, city ordinances, council policies or based on past practices. We need to understand what has been done, what we are currently doing, and decide what we want to be doing and be prepared to change, where needed
*SMART – goals/objectives need to be ^specific, ^measurable ^achievable ^relevant and ^time bound.

Council President Cumberland asked if anyone wanted to adjust the identified Mission Statement of "Committed to providing high quality, cost effective public services and leadership in creating a sustainable city". No one responded.

Council President Cumberland asked if anyone wanted to adjust the identified Vision Statements of: Brainerd is a City:

- That has a stable financial plan
- That has a clear recognizable identity
- That promotes sound economic development strategies
- That supports growth management principles
- That invests in its neighborhoods
- That places an emphasis on recreational and cultural opportunities
- That has access to quality health care and education
- That values and encourages citizen participation
- That forms partnerships with organizations who can assist us in attaining our goals

No one responded. Council President Cumberland stated that with no changes being proposed, the Mission and Vision Statements were then reaffirmed as stated. Ms. Cumberland noted that a tenth sheet was added tonight reflecting the need to study staff succession planning not only from a City administrator standpoint (Theresa wants to retire in the first quarter of 2014) but in all areas of staffing succession. It was determined by the Council not to list this as a specific goal at this time, but that it is something that will need further research.

The group then reviewed each of the nine vision statements that were divided up at the last meeting with at least one council member and one staff person to work on each to identify goals/priorities to be completed within three years and to create a plan on how to develop the goals.

Council members then voted on their top 10 goals/objectives. The results were as follows (in no particular order): It was noted that there were eight goals/objectives receiving the most votes.

1. Redesign City Website and develop a City newsletter
2. Design and build a Mississippi RiverWalk
3. Invest in neighborhoods
4. Do Stable Financial planning
5. Establish a clean recognizable identity
6. Encourage Citizen participation
7. Support Growth management Principles
8. Access to quality education and health care

A second round of voting was then conducted by the Council to prioritize each of the eight. The top four priorities identified were:

- Invests in neighborhoods
- Stable Financial planning
- Redesign City website and develop a City newsletter
- Design and build a Mississippi RiverWalk

Discussion by the Council noted that there are partnerships and citizen participation in all the identified priorities.

The group discussed the next steps which were identified as follows:

1) Prepare a Strategic Plan document that reflects the work done so far
2) Verbalize a brief explanation of the four priorities at the May council meetings
3) Hold a Town Hall type meeting in June and request citizen and stakeholder input on the product
4) Prepare final document and adoption at a City Council meeting by June 30, 2013

The Chair adjourned the meeting at 8:20 p.m.

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Theresa A. Goble
City Administrator