

CITY OF WAUWATOSA
COMMITTEE OF THE WHOLE
MINUTES • MARCH 19, 2013

Regular Meeting

Common Council Chambers

6:30 PM

7725 West North Avenue, Wauwatosa, WI 53213

PRESENT: Alds. Causier, Dubinski, McBride, Moldenhauer, Pantuso, Roznowski, Tilleson, Wilke, Berdan, Birschel -10

EXCUSED: Alds. Walz-Chojnacki, Wilson

ABSENT: Alds. Donegan, Ewerdt, Hanson, Organ

Ald. McBride in the Chair

COMMITTEE OF THE WHOLE ITEMS

1. 2013 Goals(s) for City Administrator

Mr. Archambo stated that his annual goals refer to projects over and above day-to-day activities. For 2013, he proposed that the city undergo a five-year strategic planning process. The last strategic planning exercise occurred in 2005. Since then, there has been an almost complete turnover in Council membership, and a third mayor is now in office. There has been a ten percent reduction in staffing. Economic conditions are different. Financial operating assumptions are different; there are levy limits in place that are more restrictive than eight years ago.

In the past several years, the City has implemented many strategies that can help create an overall strategy for the next five years. Strategies already undertaken include departmental review studies, five-year General Fund and capital plan forecast, Village Plan, North Avenue Plan, Burleigh Triangle Plan, Hart Park Plan, Innovation Campus Plan, city hall master plan, economic development plan, citizen survey, ICMA CPM 101, bike/pedestrian plan, compensation study, Lean Team implementation, and common council issues survey.

Most of the aforementioned efforts are tactical, rather than strategic, however, and need to fit together into a five-year strategic plan. Emphasis ought to be on what can be achieved, given limited resources. Mr. Archambo stated he envisions this planning process to be more diagnostic; it will result in implementable strategies. A consultant in this field has opined that perhaps five such plans exist in the entire state.

This strategic plan must prioritize, balancing wants/needs against resources. This should yield good criteria on which to base future decisions. Mr. Archambo clarified that 'diagnostic' in this instance means creation of performance measures that can be applied to the budget document. This will help to determine whether a goal can/cannot, is/isn't being reached.

An RFI has been issued from which a diagnostic scope of services will be crafted. This should result in a comprehensive planning process that demands more than just issue discussions around a table. There will be assistance given in identifying key issues and constraints, political and fiscal realities; the facilitator will help to establish a system of input/output metrics to measure and monitor strategic targets. Limitations in previous strategic planning efforts by the city were noted in that the goals were vague and hard to measure (i.e., 'getting the council to work better for more consensus.')

Mr. Archambo stated he plans to have the comprehensive strategic planning process to occur throughout the summer; he hopes to have a draft document to coincide with the 2014 budget process. This may be too ambitious a schedule, however.

The Committee's consensus was to proceed as proposed.

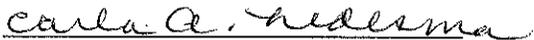
2. Discussion of the Aldermanic Survey

Mr. Archambo stated that several staff members identified 19 key topics pertinent to the city. These topics were crafted into a survey for the Council members which was distributed in December. The results have been compiled and will tie in with the strategic planning process.

Five tiers of key issues as identified by Council members include: infrastructure updating; UWM Innovation Park, implementation of North Avenue and Village Plans, HSA/Burleigh Triangle project, residential projects on the Innovation Campus, revaluation, local budget impacts, council efficiency, Zoo Interchange project impacts, impact on city resources of future growth on the County grounds and Research Park, possible requests for water diversion route from Waukesha to Lake Michigan, County parkway maintenance and patrolling, marketing/branding the City, complete streets ordinance, and sustainable community initiative plan.

Mr. Archambo asked which of the aforementioned topics should be treated separately and in advance of a five-year strategic planning process. He asked that responses be directed to himself, Common Council President McBride, or Mayor Ehley.

The meeting adjourned at 7:12 p.m.


Carla A. Ledesma, CMC, City Clerk