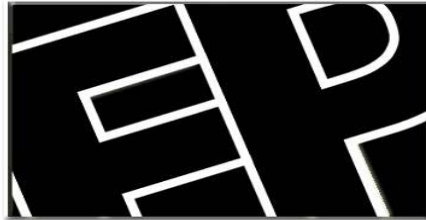


FRAMING THE PUZZLE

EXCELSIOR SHOREWOOD TONKA BAY

MEETING #2 RECAP



FRITZ PARTNERS LLC

FEBRUARY 24, 2011
6:30-8:30 pm

AGENDA

- EXPECTATIONS (10)
- REVIEW OF MEETING #1 (10)
- CURRENT STATE ASSESSMENT (5)
- FUTURE IDEAS DISCUSSION (70)
 - A CONTROLLABLES/UNCONTROLLABLES
 - B SHORT TERM/LONG TERM
 - C WHO (STAFF/BROADER GROUP)
 - DETERMINE PRIORITIES WITHIN CATEGORIES BY WEIGHTED VOTING
- WRAP UP (10)
- ADMINISTRATOR'S DISCUSSION/HAND OFF OF PROJECT (15)

EXPECTATIONS

- Feel safe and excited about sharing ideas relative to the big picture
- Explore what is feasible
- Identify specific projects we can move forward on
- Identify one area to work on collaboratively
- Ensure investment in each other –keep the conversation going
- Build on the great things we have already done together
- Understand different perspectives from the 3 cities
- Common ground to build off of
- Understand content of last meeting
- Leadership group – stepping stones to get it done
- Make progress tonight
- Understand what future collaborative projects are out there
- Key is to collaborate

CURRENT COLLABORATION

- PUBLIC SAFETY – JOINT FIRE/POLICE
- SHARED EQUIPMENT
- COMMUNITY CENTER
- BID –SEAL COATING TOGETHER
- BEACH MAINTENANCE
- SHARE PUBLIC WORKS STAFF
- PUBLIC WORKS DOES SAFETY TNG TOGETHER
- TRAINING FOR ELECTION JUDGES DONE JOINTLY
- PUBLIC ACCESS TV
- SHARE UTILITIES
- SHARE RETAIL/SPORTS COMPLEXES
- WORK ON COMMUNITY EVENTS TOGETHER – HOLIDAY EVENTS

HOW DID FORMER COLLABORATION HAPPEN?

- GREAT LEADERSHIP
- GREAT STAFF
- NECESSITY – COST
- (AND ALL THREE ELEMENTS ARE PRESENT TODAY)

CATEGORIES

- MORE EFFICIENT PROCESSES
 - COMBINED SERVICES
 - FEWER STAFF
 - IMPROVED ATTITUDES
 - FINANCIAL IMPLICATIONS
 - NEW BRANDING
 - THE LAKE
-
- S = short term or 0-18 months
 - L = longer term projects but work could begin now

MORE EFFICIENT PROCESSES

- ~~COMBINE ELECTION FUNCTIONS~~
- HAVE UNIFIED ZONING AND CITY PLANNING OUTSIDE THE BOX OF CITY BORDERS **L #3**
- COMMON UTILITY READING/BILLING SYSTEMS **L #4**
- ~~ONE COMPREHENSIVE PLAN FOR ALL~~
- ESTABLISH GREAT PARTNERSHIPS WITH STATE AGENCIES, IE. DNR **L #5**
- COORDINATED CIP/DEVELOPMENT ACTIVITIES **S #2**
- QTRLY STRUCTURED MTGS W/ADMINISTRATORS/CITY MANAGERS/PUBLIC WORKS/PLANNING **S #1**

COMBINED SERVICES

- Ash borer tree investigation **S #2**
- Ensure consistency with renter house ordinances **L #7/8 tie**
- Parks and Recreation Band Shell **L #6**
- Converge to one building **L**
- Unified Water system (already have unified sewer) **L**
- Larger police dept **L**
- Safe walking/biking access to all city parks and connections between cities **L # 7/8 tie**
- Create proper road crossings through 3 cities for 3 Rivers Trail **L**
- ~~5 CITIES WORKING together not just 3~~
- County road 19, a corridor for al **L #5**
- Shared software and IT services **S #3/4 tie**
- Garbage and recycling services combined **S #3/4 tie**
- Share salt storage **S #1**

FEWER STAFF

- SHARED CITY MANAGEMENT (part time **L** managers/administrators/planner
- CONSOLIDATE CITY STAFF (eliminate specialties such as planning) **L**
 - city engineer ~ on voluntary call, legal on call
 - treasurer ~ contract CPA firm, reduce by outsourcing
- Review opportunities for seasonal people/equipment – formulate rotating crews **S #1**
- Succession Planning **S #2**

FINANCIAL IMPLICATIONS

- ~~Tax base is level between all 3 cities~~
- ~~Everything is exactly the same as it is now, but cost less~~
- Cities have increased service deliverables at reduced cost **S #1**
- An end to funding formulas (who pays how much) **L**
- ~~A way to tax visitors who use our cities, .5% sales tax?~~

NEW BRANDING

- ~~When residents say they live in the South Lake area rather than being from Excelsior, Shorewood etc. (broader community identity)~~
- When you notice no difference in community infrastructure and services btw the cities **REPEAT**
- ~~1 larger city title with municipalities or boroughs~~
- Formally recognize Excelsior as the Downtown of South Lake **REPEAT**

IMPROVED ATTITUDES

- ~~▪ Change values, change expectations?~~
- ~~▪ Eliminate parochialism~~
- ~~▪ Residents recognize and support value of city services~~
- Make the services we provide the best we can provide, top quality services, not more services **S, #1**
- Formally recognize Excelsior as the Downtown of South Lake **S #3**
- ~~▪ Citizen perception of local government is very positive — taxpayers have complete confidence that the city is being run as effectively and efficiently as possible.~~
- ~~▪ When residents believe that the services they receive are well worth their tax dollars and that they are getting a good value~~
- End to the “mine/your” attitude **S, #2**
- When you notice no difference in community infrastructure and services between the cities **L #4**

THE LAKE/CITY PARKS

ALL CITIES MUST CONTRIBUTE TOWARD PROTECTING

OUR ACTIONS MUST HAVE COMMON VIEWS

WE ALL MUST CONTRIBUTE TOWARD PROTECTING

CONSISTENCY WITH THE DOCKS RULES

HEALTH AND SUSTAINABILITY

LCMD ~ ALL PARTICIPATE REGIONALLY

WE MUST BUILD ON RELATIONSHIPS WITH ALL THE GOVERNING
BODIES WHICH MANAGE THE LAKE

Project Priorities

- Share salt storage **S**
- Ash borer investigation **S**
- Share IT services **S**
- Consolidate garbage a & recycling services **S**
- Review opportunities for seasonal staff/equipment/rotate crews **S**
- Succession Planning **S**
- Increase service deliverables at a reduced cost **S**
- Hold quarterly structured meetings **S**
- Coordinate CIP/Development activities **S**
- Conduct city planning outside of city box **L**
- Combine common utilities **(?)**

- ***LAKE GROUP DISCUSSION ON HOW TO BEST MANAGE/COMMUNICATE LAKE ISSUES***

Meeting Assessment

+ + + + +

WORTH OUR TIME

NEW IDEAS (HADN'T THOUGHT OF)

DEFINED ISSUES

DEFINED ACTION PLANS

IDENTIFIED SPECIFIC ACTIONS WHICH COULD BENEFIT
RESIDENTS

OPPORTUNITIES

ALL CITIES WEREN'T FULLY REPRESENTED

SUMMARY

- LOTS OF GOOD WORK, BUT WILL THERE BE SUPPORT FROM LEADERSHIP TO MOVE FORWARD??
- Administrators have agreed to meet on March 4th to work on how they'd like to move forward