



City of Freeport

Strategic Planning Meeting

Famous Fossil ◊ 395 N. Cedarville Road ◊ Cedarville, Illinois

MINUTES

Friday, October 13, 2017

1:00 - 5:00 p.m.

Saturday, October 14, 2017

9:00 a.m. - 3:00 p.m.

The Strategic Planning meeting of the City Council began on Friday, October 13, 2017, at 1:15 p.m. at Famous Fossil, 395 North Cedarville Road, Cedarville, Illinois. Eric Dregne with Next Level facilitated the meeting. Mayor Jodi Miller was present as well as Alderpersons Tom Klemm, Peter McClanathan, Art Ross, Bob Smith, Patrick Busker, Sally Brashaw, Mike Koester, and Andrew Chesney. City Manager Crow was in attendance and Deputy City Clerk Dawn Pontius was present to take minutes.

Mr. Dregne began with discussions regarding developing a vision for the community going forward twenty-five (25) years. Changing the attitude and image of Freeport; creating opportunities for small business, workers, and all generations; and becoming a destination city for tourists which will in turn attract residents were some of the initial thoughts.

Mr. Dregne explained Results Based Accountability (RBA) which is a process that works backwards: (1) the initial focus is the results we want to see, (2) indicators are how we measure how we are doing, (3) baselines are where we are currently at, (4) turning the curve defines what success looks like, (5) strategies are what works to improve conditions, and (6) performance measures are to evaluate how the program/agency is working. The first two steps are at the community level, Items 3 and 4 are how the conditions are measured by the Council, the City Manager is responsible for Item 5, and the City Manager works with staff to determine Item 6. This framework can be used community-wide and would fit well when partnering with outside resources.

A break was taken from 2:07 to 2:32 p.m.

Mr. Dregne distributed five examples of Vision Statements. He explained that Vision Statements should reflect the “why” or what themes Freeport supports. Overarching themes were shared: diverse community, well-planned and livable community, clean and healthy environment, quality affordable housing, transportation and accessibility, thriving local economy, connected and engaged community and smart city. Focus items were: vibrant, diverse economy and citizens, engaged, connected, regional leadership, educational hub, thriving local economy, efficient government, safe neighborhoods, tourism, destination city, community of learning, and support of arts/culture.

City Clerk Dovie Anderson arrived at 3:17 p.m. to take minutes.

Manager Crow explained that the concept of a “maker” came about in the 1800s where communities had small businessmen that supported each other’s entrepreneurship. Mr. Dregne stated that Freeport was built on entrepreneurship and grew huge companies historically. It has the character of a working town.

There was support for the City developing the environment where the answer is “yes” more often by providing modern amenities. Then, businesses will grow organically from that environment through connectivity (such as bike paths, streetscaping, fiber optics, etc.)

Deputy Clerk Pontius left at 3:40 p.m.

Mr. Dregne then moved the focus towards the collective projected vision of the community in twenty-five (25) years. The following themes were pinpointed: supportive of arts/culture, responsive/proactive government, diverse/inclusive cross-section of citizens and businesses, quality of life, coordination between education and workforce, and public/private partnership,

Mr. Dregne stated that the vision will be used to set goals and goals will be used to set budget.

A break was taken from 4:15 to 4:20 p.m.

Mr. Dregne began formulating the Mission Statement based on the decisions made from the Vision Statement. Discussion ensued regarding forming partnership collaborations, being proactively business friendly, improving quality of life, improving services provided by City, improving communication with the City, and encouraging growth. A combined partnership of Northern Illinois Development Alliance (NIDA), Convention and Visitor’s Bureau (CVB), Chamber, and Freeport Downtown Development Foundation (FDDF) was suggested by Manager Crow. He also mentioned a company interested in providing solar power at the landfill site.

The meeting recessed at 5:05 p.m. on Friday, October 13, 2017.

The meeting resumed at 9:10 a.m. on Saturday, October 14, 2017.

Eric Dregne with Next Level facilitated the meeting. Mayor Jodi Miller was present as well as Alderpersons Tom Klemm, Peter McClanathan, Art Ross, Bob Smith, Patrick Busker, Sally Brashaw, and Andrew Chesney. City Manager Crow was in attendance and City Clerk Dovie Anderson was present to take minutes.

The roles of City Manager and City Council were discussed.

Aldersperson Mike Koester arrived at 9:20 a.m.

The roles of Council include strategic planning by setting goals and providing long-range vision, policy making, obtaining input from citizens and educating them. The role of the City Manager is to carry out policy set by Council, be responsible for day-to-day operations, and be the point of contact for communication from Council to staff. The Committee of the Whole meeting was established as the appropriate place for discussion between Council and the City Manager. Appreciation was expressed for Manager Crow’s weekly updates to Council. Council requested to be updated on the status of calls/complaints originally received by them from constituents. Neighborhood Watch meetings are an

opportunity for the Council to inform the public. Mr. Dregne added that it empowers citizens to be able to communicate with the appropriate point of contact (City Manager).

The pros and cons of an Appropriation Ordinance versus a Budget were discussed. The current Appropriation Ordinance restricts the ability of staff to move expenses laterally. A Budget system would have broader categories and allow movement between Capital Improvement Plan (CIP) items.

Mr. Dregne referred to the example vision statements provided yesterday. Council selected items they liked from each one: engaged, diverse citizens; art/culture diverse in all forms including outdoor recreation; connected, accessible City for residents and visitors; business-friendly legislation; workforce development; reorganized economic development; improved infrastructure including internet; and perception of crime and public safety.

A break was taken from 11:55 to 12:35 p.m. Alderperson Busker left at 12:00 p.m.

Mr. Dregne led the discussion on the process of setting goals and breaking those down into items that are considered policy (set by Council) versus management (carried out by City Manager). He recommended using key words to emphasize the City's focus and use language that matches the budget.

Manager Crow mentioned the significance of the upcoming census and the potential for losing Home Rule if Freeport's population drops below 25,000 and the associated loss of revenue.

Mr. Dregne will provide a draft of the Vision and Mission Statements for Council's review and approval. Once approved, he will finalize and create a format that can be used for brochures, PowerPoints, and other tools for sharing with the public.

The meeting ended at 1:27 p.m.

Respectfully submitted,
Dovie L. Anderson, City Clerk