

Port Washington, Wisconsin
Wednesday, April 4, 2007

The Strategic Planning Committee met in Room A-200 of Administrative Center.

Meeting called to order at 8:05 AM by Chairperson Becker.

Present: Committee Members Becker, Barrow, Bock, Dohrwardt, Richart, Rothstein, Stern, and Wirth.

Others Present: Supervisor Walerstein, Tom Meaux, Jason Dzwinel, and Meridy Kehoe.

Absent: None

Item #1: Proper Notice and adoption of agenda: Assurance that the meeting had been properly noticed provided. Motion made by Supervisor Bock to adopt the agenda, seconded by Supervisor Stern. Motion carried 8-0.

Item #2: Objectives of Ozaukee County Strategic Planning Process: Presentation by Jason Dzwinel -"Why Strategic Planning?" The presentation gave an overview of the strategic planning process. The following expectations of the County's process were highlighted in detail: (1) Mission, mandates, and program evaluations; (2) County vision, SWOT analysis, and strategies; (3) Goals and action plans; and, (4) Measuring success. Comments on budget implications and the need for a high-level examination of the County were made.

A discussion initiated by Supervisor Wirth regarding taking a closer look at County mandates. He suggested that the Committee clearly define state mandates and how the county is fulfilling them. Chairperson Becker suggested that the committee also look at the program evaluation previously completed and how County programs parallel state mandates. County Administrator Meaux suggested that the County Corporation Counsel review the mandated/discretionary report to reaffirm its assumptions. Committee consensus was to ask the Corporation Counsel to review the reports and present them at a future meeting.

Jason Dzwinel suggested that the committee look to the County's committee reorganization process as a guide for the strategic planning process; Supervisor Bock agreed and also suggested that the committee look at past County strategic planning efforts for reference. It was suggested that building upon past efforts and following the process as defined by the Executive Committee will work to gain an overall commitment from the County Board as a whole. Supervisor Walerstein suggested that the committee look at other counties' strategic plans to help guide their process, and it was agreed that other counties may serve as a guide but not as a 'how-to' manual.

A discussion then began regarding the goals, expectations, and outcomes for the strategic planning process. Every member stated that they were excited to be a part of the committee because they have deep roots in Ozaukee County and want to see it succeed in the future. Supervisor Becker highlighted quality of life issues, Supervisor Stern highlighted her desire to examine the County as a whole and design roadmaps for the future, Supervisor Dohrwardt was interested in ensuring that the County is equipped to fit with future economic conditions, Supervisor Bock highlighted her desire to match the County's

vision with the citizens' vision for the county, Supervisor Barrow would like to change public perception of government as being wasteful and would like to contribute his cost effective thinking to the process, Supervisor Wirth highlighted his desire to include citizen input as much as possible, Supervisor Richart thinks it is imperative that the committee work with the municipal governments in this process in order to create a better county vision, and, Supervisor Rothstein discussed her vision of a sustainable county that attracts young people to live and work in Ozaukee County. Supervisor Wirth indicated that the committee be cautious when involving county staff as not to let the process become staff driven.

Item #3: Review Four Phase Plan for Implementation: A discussion took place regarding the strategic planning process timeline. It was suggested that the committee consider having a countywide vision completed by June in time for the 2008 Budget. The committee agreed that setting any kind of deadlines based upon the budget process could sabotage their efforts; no budget thresholds were agreed upon. A tentative timeline will be considered at a future meetings.

A discussion on how to measure process completion and success was initiated. Supervisor Bock indicated that the committee should create checklists to help keep the committee on track, and Supervisor Dohrwardt stated that the process should be well documented for future users. Supervisor Stern expressed her desire to keep the County Board regularly informed throughout the process. The committee agreed; various methods were discussed. Supervisor Bock suggested developing a webpage as a communication tool for County Board members and the community. The Committee consensus was to ensure that a monthly report on progress be provided to the County Board and Department Heads, a website be developed to promote the efforts, measurable outcomes be developed to guide future policy making efforts, and that a final report be completed and presented to the County Board for consideration.

Item #4: Discussion – Citizen Input Committee: It was decided that citizens involved on the Input Committee should be told that they would be needed for 3-4 evenings scheduled May through July. The structure of their meetings will be based upon a SWOT analysis and educational sessions about county programs, budget, and economic/demographic projections. The first meeting will focus on a SWOT analysis, designed at eliciting input from the citizens without the influence of background information about Ozaukee County or the strategic planning process. The second meeting would provide the required background information on Ozaukee County. The SWOT analysis will continue will continue as the citizen members can place and redefine their initial SWOT perspectives against the background information provided. Chairperson Becker stated that the citizens chosen to participate on this committee should be extroverts or outspoken, and not necessarily reflect the selecting Supervisor's views.

9:40AM-Committee Meeting Breaks.

9:54AM-Committee Reconvenes.

Previous discussion resumed. The committee decided that it is important for the committee members not to influence the Citizen Input Committee. The committee members felt that their presence may hamper discussion and sincere input, or lead the citizens in unintended directions. It is also decided at this time that meeting format developed for the Citizen Input

Committee should be replicated for the Ad Hoc Committee, the County Board, and the Department Heads in order to help keep the process consistent.

Item #5: Discussion – Future Meeting Dates and Agenda Items

Meeting Dates for the Ad Hoc Committee: Tuesday, April 17th, 2007 (after the County Board reorganization meeting). Committee members should plan on meeting after every County Board meeting; dates and times to be agreed upon at the end of each meeting.

Meeting Dates for the Citizen Input Committee: Tuesday, May 8th, 2007; Tuesday, June 12th, 2007; and, tentatively, Tuesday, July 17th, 2007.

Item #6: Next Meeting Date: Tuesday, April 17th, 2007-After the reorganization meeting ends. (Noon).

Item #7: Adjournment. Motion made by Supervisor Wirth to adjourn, seconded by Supervisor Stern. Motion carried (8-0), adjourned 10:27AM.