Meeting Summary
Strategic Planning Task Force (SPTF) Posted Meeting
Village Hall, 24 Crestwood Drive (in-person meeting with Zoom option)
February 23, 2022, 5:00 p.m.

Present: Matt Chitwood (Chair); Dan Holloway; Brian Kozlowski (via Zoom); Steve Menzel (notetaker); Gordon Renfert (via Zoom); Nathan Sandwick, UW Extension (facilitator); Daniel Foth, UW-Extension—Madison (facilitator, via Zoom). Unable to attend: Phil Kruthoff.

The meeting was convened at 5:00 p.m. by chair Matt Chitwood. Minutes for the Februay 9, 2022, meeting were approved unanimously by the group.

Led by facilitator Nathan Sandwick, the group reviewed its progress toward creating a Mission Statement, Vision Statement and list of Values that guide the Village's direction. As a result of the group's Feb. 9 meeting, the Mission Statement was amended to read as follows:

> Mission Statement:
> ***"Provide leadership, services and infrastructure to sustain a safe, attractive, vibrant and welcoming community."***

Discussion then focused on finalizing the draft Vision Statement initiated at the Feb. 9 meeting and updated by Dan Holloway for the group's consideration. After discussion and suggestions by various group members, it was generally agreed that the following Vision Statement was agreeable to the group:

> Vision Statement:
> ***"A thriving, beautiful, well-maintained community; one that is green and peaceful, with a natural park-like feel. A community that is safe and welcoming; with friendly, connected neighbors; and sustainable, suitable businesses. Finally, one with a government that is sustainable, open-minded, innovative, transparent, and fiscally responsible. The best place in Portage County."***

A list of Values drafted by Steve Menzel was shared with the group and discussed. After a brief discussion, it was agreed that the list of Values was acceptable to the group with the following amendments:

> Values:
> *EFFICIENCY:* We aim to provide our residents, taxpayers, businesses and visitors with ~~efficient,~~ responsive, ~~and~~ fiscally prudent and sustainable government and public services.
> *HONESTY:* We are open and forthright with the public; we treat all with respect and dignity, sharing relevant information, inviting opportunities for two-way communication and listening intently.
> *INNOVATION:* We continuously look to adopt creative and better ways to serve our mission and achieve our vision for the Village of Park Ridge.
> *SAFETY:* We strive to protect the well-being of our residents, our employees, our businesses, the environment and our natural surroundings, assurance of appropriate EMS, public safety supports.
> *NEIGHBORHOOD:* We value the beauty that trees, gardens and landscape bring to our Village; we aspire to be a caring, welcoming community that is friendly to residents and visitors and embraces the idea of "neighbors helping neighbors."

The group then spent most of the remaining time participating in a brainstorming session to identify strategic action ideas, using the traditional planning components of Goals, Objectives and Actions. Each member was asked to write their ideas on paper and submit them to facilitator Nathan Sandwick for further discussion at the next meeting. Some of the initial ideas submitted included the following:

- Fire protection

- Provide the best and cost effective fire protection solution for residents.
- Engage a consulting service to make suggestions on how to proceed.

- Streets
  - Provide a format for street priorities
  - Obtain traffic volumes on each street to determine priorities
  - Get a conceptual plan for streets
    - RFP for a consulting engineering firm (Note: the overall consultant we need could be a planning consultant, a financial consultant, etc.)
    - Scope should include prospects for hydrants, municipal water, stormwater, lighting, streets themselves.
    - Add hydrants
    - Manage stormwater
    - Replace street lighting
    - Consider 20-year prioritization of street improvement
    - Find funding and sell proposal to the village

- Drinking water
  - Provide city water option tied to street improvements.
  - Develop a 10-year plan to ensure a long-term water supply for the village, including hydrants and ability to connect to municipal water if they so choose.

- Sustainable government
  - Identify what is needed for a funding base.
  - Propose referendum to secure adequate revenue for operations.

Other possible actions to consider:

- Parks, Recreation, those aspects of the vision statement.
  - Tree plantings; trail connectivity; events like Walk Portage County; re-purposing available spaces such as alleyways as walking paths for residents (e.g., path to Metro Market) and/or stormwater management basins.
- Neighborhood community activities
  - Add activities that are easy to organize and inexpensive
  - Events, such as the annual Rummage Sale (a tradition that attracts people from neighboring Stevens Point)
  - Block party
  - Continue the Pie Social
  - Explore small park improvement grant opportunities
  - Facilitate and foster activities that enhance the culture of the community

Next meeting date: Wednesday, March 16, 2022 at 5:00 p.m., Village Hall (in-person meeting with the option of joining via Zoom)
Meeting adjourned at 6:45 p.m.
Meeting summary prepared by Steve Menzel

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Matt Chitwood, Chair