

MINUTES
STRATEGIC PLANNING WORKSHOP
August 5, 2014

CALL TO ORDER

The meeting was called to order at 6:00 p.m. by Mayor Mickey Straub.

ROLL CALL

Present: Mayor Mickey Straub, Trustees Al Paveza, Len Ruzak, Guy Franzese, Janet Ryan Grasso, and Diane Bolos

Absent: John Manieri

Also Present: Village Administrator Steve Stricker, Village Clerk Karen Thomas, Finance Director Jerry Sapp, Community Development Director Doug Pollock, Police Chief John Madden and Public Works Director Paul May

Rich Panico, resident and Burr Ridge business owner, facilitated the Workshop, introduced himself and reviewed the agenda items for the evening. He stated that the objective for the Workshop was to establish strategic goals, aligned with Burr Ridge's strategic priorities. He started the meeting by reviewing the agenda items. They included: establishing meeting participation and conduct protocols, aligning perspectives on typical strategic planning hierarchy in the goal-setting purpose, defining and establishing general agreement on strategic priorities, establishing potential goals that serve strategic priorities, defining the next steps to refine goals, enabling integration and determining follow-up requirements and responsibilities.

Regarding establishing meeting participation and conduct protocols, he indicated that discussion should be informal, but professional, participants need to be recognized and only one person should speak at a time. He stated that all ideas should be respected, ideas need to be shared but not sold and that his ideas as facilitator really do not count in the process.

Mr. Panico discussed the need for core values and establishing base lines for conduct and culture, developing a vision, which is a rendering of aspirations, and should be written in the present tense as though the vision has been realized. He stated that a long-range plan is usually 5-10 years, similar to a comprehensive plan in the public sector, which usually lasts 10 years and strategic plans that usually have a 2-5 year term. In this case, the Village has typically created strategic plans for a 2-year term.

Next, Mr. Panico provided a slide showing the Village's current vision statement for the Board to read but not to debate.

Mr. Panico defined the term "strategic priorities," which are the most important categories of focus essential to achieving the vision of the municipality and goal setting, which is objectives aligned with the vision. He stated that process he would like to utilize would be to brainstorm and come up with various strategic priorities and then spend time refining these priorities and developing strategic goals.

Mr. Panico asked Administrator Stricker to provide a brief overview of the packet that he had provided to the Board. Administrator Stricker stated that the packet that was provided to the Board is similar to that which has been provided to the Board in past years, prior to the conducting of a Strategic Planning Workshop. He stated that the packet included a memo providing some ideas that he and the Department Head Staff prepared for the Board to use as food for thought as they developed their own ideas for future goals. In addition, he stated that he included the Targets for Action from the 2009-11 Strategic Planning Workshop, as well as those from the 2011-13 Strategic Planning Workshop, the latest Community Service Survey conducted in 2013, and the annual Department Head Goals for FY 14-15. Administrator Stricker stated that the purpose of providing this information was simply to give the Board ideas as to what has been considered in the past, with the hope that it would generate ideas for this session.

Mr. Panico started the brainstorming session by asking the Board members for input on possible strategic priorities.

Trustee Diane Bolos offered the statement of "pay off debt," which related to the sale of Village property to pay off the Police facility debt.

Trustee Len Ruzak offered "increase revenue." Trustee Ruzak stated that this is in context to being able to maintain and enhance the level of service provided to residents.

Mayor Straub offered "preserve quality of life."

Trustee Bolos offered "preserve our environment."

Trustee Janet Ryan Grasso offered "balance the budget." Trustee Grasso also offered evaluating the possibility of "providing housing alternatives for homeowners ranging from new families to retirement age residents."

Trustee Bolos disagreed with this goal, stating that 37% of land currently in Burr Ridge is already zoned for higher density housing.

Trustee Paveza stated that, as someone in his position of trying to find empty-nester housing, he felt that there is a need for the Board to consider the possibility of additional empty-nester housing.

Trustee Guy Franzese offered "maintain high quality of streets and safety of our neighborhoods."

Trustee Grasso offered "ensure viability of Village Center." After some discussion, it was agreed that this item may be best served as a goal under the idea of increasing revenue.

Trustee Bolos offered "stormwater management," based on the concerns that some residents have regarding ponding on streets in their neighborhoods.

Trustee Bolos also offered “propose a referendum on proposed Elected Officials salaries and on term limits.”

Trustee Franzese offered “create an economic development plan” to address unutilized and empty space throughout the Village.

Trustee Paveza offered “expand the Village’s wireless network,” in conjunction with interested among homeowners’ associations to install surveillance cameras.

Mayor Straub offered “address concerns related to the south section of the Village,” as it relates to the District 180 problem. He discussed the possibility of meeting with the school district, supporting after-school programs, providing more opportunities for children and educational alternatives. In response, Trustee Paveza stated that, although it does impact Burr Ridge residents, the Village does not have control over the school district and is not in the education business. Trustee Bolos stated that she felt that the Village would be stepping on the toes of another taxing body if we were to impose our will in this matter. Trustee Franzese stated that the problem is outside our authority. He also stated that, although this is a concern for the south end of the Village, there are other concerns in other neighborhoods that are not being considered. For example, he stated that some areas have stormwater issues and others are affected by the noise along the tollway.

Facilitator Panico asked if anyone was interested in pursuing “an update to the Comprehensive Plan.” In response, Trustee Ruzak stated that he was not in favor of pursuing an update to the Comprehensive Plan at this time. Both Trustees Bolos and Franzese agreed.

Trustee Paveza offered “consider an alternative east access to the Village,” in conjunction with the possibility of building a bridge over 71st Street and moving traffic off of 72nd Street.

Trustee Grasso offered “maintain the Village’s infrastructure.” After some discussion, it was agreed that, although important, this was not a strategic priority.

DISCUSSION REGARDING STRATEGIC PRIORITIES

The Board reviewed the list of initial Strategic Priorities that were generated by the Board members. After some discussion, it was agreed that the idea of “creating an Economic Development Plan” should be placed as a goal under the Strategic Priority of “increase revenue.”

It was also agreed that “pay off debt” relating to the sale of Village property to eliminate the debt on the Police facility could be considered a goal under Increasing Revenue. Trustee Ruzak stated that this is a relatively easy matter that could be discussed by the Board in Closed Session and handled immediately.

It was agreed, once again, that “ensure the viability of the Village Center” should also be listed under “increase revenue.” After considerable discussion, it was agreed that “ensure the viability of the Village Center” should have several sub-goals and objectives for which further discussion would be required.

The idea of “improve quality of life” was discussed. Mayor Straub mentioned the concept of a pedestrian bridge over the I-55 expressway to improve sense of community and that it could be considered a goal under the “quality of life” priority.

Next, the Board agreed to keep “maintain high quality of streets and provide safety of neighborhoods” as a goal under “improve quality of life.”

At this time, the issue of a lack of sense of community and unity within the Village was discussed, along with the need to “better communicate with Homeowners’ Associations.” After some discussion, this also was considered a goal under the auspices of “improve quality of life.”

It was agreed that “balance the budget” should be taken off the list of strategic priorities, simply because it was something the Village Board does every year.

The issue of “provide housing alternatives” was discussed. Trustee Bolos stated that the people she talked to did not see this as a concern and that what we have in terms of higher density development is sufficient. After some discussion, no consensus was reached on whether or not there was a need to evaluate alternative housing types.

After some discussion, it was agreed that the entire concept of “improve quality of life” should be removed and that the original idea of “maintain high quality streets and safety of neighborhoods” be listed as the Strategic Priority, with the concepts of “expand the wireless network,” “better communication with Homeowners’ Associations” and a “possible pedestrian bridge” to be listed as goals to this Priority.

Trustee Franzese also suggested that another possible goal for the “streets and neighborhoods” Strategic Priority would be to “pursue a franchise agreement with one waste hauler.”

After some discussion, it was agreed that the “stormwater management” issue should be considered a goal under the “streets and safety of neighborhoods” Priority.

In response to the idea of a possible referendum regarding compensation of elected officials, Administrator Stricker stated that he believed that time was running short to pursue this issue as an advisory referendum and that he would provide the Board with that information first thing in the morning.

Under the possible Strategic Priority affecting the south side of the Village, it was agreed that a possible goal could be to “meet with School Board officials and identify specific issues.” However, no consensus was reached on this matter.

SUMMARY

Due to the lack of time, the Facilitator Rich Panico stated that the process tonight should be concluded, but that the Board should review the Strategic Priorities set tonight and continue

to generate additional goals. He stated that the residents are very fortunate to live in a village that has so much talent. He stated that the Village Board has a great responsibility for the future of the community and wished them good luck.

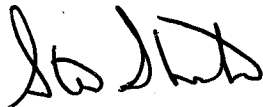
Administrator Stricker stated that he would prepare a list of Strategic Priorities, along with any goals that were agreed to be found under each of those Priorities, and would present them to the Board at its August 25 meeting for further discussion and clarification.

ADJOURNMENT

There being no further business, a **motion** was made by Trustee Guy Franzese to adjourn the Budget Workshop. The motion was **seconded** by Trustee Len Ruzak and **approved** by a vote of 6-0.

The meeting was so continued at 9:05 p.m.

Respectively submitted,



Steve Stricker
Village Administrator