

# City of Elk River 2011 Goals

**Abounding in natural beauty, Elk River is a vibrant, historic rivertown that promotes an active lifestyle in an innovative and involved community offering unlimited opportunities.**

**Goal: Innovation- Develop new programs and services to meet the needs of the community**

Action Steps	Task	0% - Completed	Lead	Update
A1	Complete critical evaluation of Web QA for perceived value internally and externally		Allard	Solution proposed in 2013 budget
A2	Complete evaluation of alternative hours review		Portner	
A3	Benchmark services provided by like cities		Simon	Survey being analyzed, results incorporated into 2013 budget
A4	Review assessment policy and funding options to assure they meet the needs of all residents		Femrite	staff resources necessary, budgeted in 2012. Ordinance approved, street utility
A5	Enhance communication Periodic external communication from Council (i.e. blog, newsletter, etc.)		Allard	Quarterly newsletter article from Mayor, Council ipads and email addresses
A6	Explore and develop new programs and services		Deckert	Citizen satisfaction survey presented and accepted by the Council in November, 2011
A7			Simon	Well underway. Staff is training. Full roll out expected within the month.

**Goal: Community Development- Enhance and Expand community involvement and public participation through a variety of innovative outlets**

Action Steps	Task	0% - Completed	Lead	Update
B1	Enhance and expand communication Periodic internal communication from Administrator (i.e. email, blog, newsletter, etc.)		Portner	Weekly Council update/ sharepoint
B2			Allard	Branding implementation in process
B3	Complete evaluation of citywatch or similar tool for general citizenry information		Cunningham	Ongoing. Staff continues to test the system and will explore integrating it for emergency public notification.
B4	Enhance and Expand and diversify public education and outreach		Deckert	Ongoing. Parks and rec, pinewood, EDA, and Energy City have been completed.
B5			Dept head	Prerequisite: Brand plan. Press release template completed. Culture adjustment
B6			Portner	Initial Conversation completed. Further development necessary
B7			Deckert	Completed, implementation ongoing
B8	Increase volunteerism create recruitment, management of volunteer program		Portner	Volunteer volunteer coordinator named

**Goal: Beautification- Have attractive, welcoming streetscapes at City entrances and primary corridors. Enforce Zoning Ordinances**

Action Steps	Task	0% - Completed	Lead	Update
C1	Improve, revitalize, and invest in streetscaping along primary corridors and entrances		Barnhart	Plan framework completed, details specific to intersection
C2			Barnhart	Ongoing
C3			Hecker	Ongoing
C4			Femrite	Prerequisite: Intersection design. Budget discussion
C5			DoCO	Prerequisite: median design. Budget discussion
C6			DoCO	Prerequisite: Plan development. Budget discussion
C7			Barnhart	Ongoing
C8			Barnhart	Approved by Council in June, 2011, action ongoing
C9	Provide consistent and expanded signage Utilizing brand, develop and construct consistent civic signage plan		Barnhart	Council reviewed in May, orking through design details.
C10	Create opportunities to beautify community Promote a "Spruce Up Elk River" day		Haug	Community cleanup completed. Other opportunities being considered

**Goal: Opportunities- Foster a pro-business atmosphere that provides incentives and other opportunities for new and existing business growth**

Action Steps	Task	0% - Completed	Lead	Update
D1	Position land for development Complete downtown plan		Barnhart	In process, monthly meetings
D2			Deckert	In process, includes data center planning, wetland banking.
D3	Facilitate development and redevelopment Increase presence with legislators for state highway transportation improvements		Femrite	waiting final approval of 10/ 169 plans from FHWA. Ongoing relationship building.
D4			Femrite	Right turn lane extension for east bound to south bound movements at the intersection of 193 <sup>rd</sup> Ave and TH 169. Budget item
D5	Evaluate existing programs and services Review incentive packages for new businesses, recommend improvements		Deckert	working with GreaterMSP on review of incentive packages, compiling data on potential improvements in the future for existing incentives and potential new incentives