

Minutes
City Council Workshop
Saturday, September 17, 2022
8:00 am – 12:00 pm
City Hall, Council Chambers

Open Meeting

The meeting was called to order by Mayor Vitek at 8:00 am.

Roll Call

Present: Ald. Silkaitis, Ald. Payleitner, Ald. Bongard, Ald. Pietryla, Ald. Wirball, Ald. Bessner, Ald. Weber. Ald. Lencioni joined the meeting at 8:05 am.

Absent: Ald. Kalamaris, Ald. Bancroft

Also Present: Heather McGuire, Derek Conley

Welcome and Introduction

Mayor Vitek welcomed everyone, introduced Berry Dunn Consultants Shannon Flowers and Maddi Powers, and reviewed the objectives for the morning. Participants referred to this document during the meeting.



St Charles Strategic
Plan Workshop

Strategic Planning Development Workshop

Shannon reviewed the project timeline and next steps after today's session. Today's session is intended to be an open discussion to develop the high-level Mission, Vision, Guiding Principles, Strategic Priorities, and Strategic Goals. Shannon and Maddi reviewed the information in this presentation.



Strategic Plan
Presentation - Berry

Additional points were made as the group progressed through the presentation.

- St. Charles feedback received on the Strategic Plan Social Pinpoint website has been phenomenal. The volume of response has been very good for our size community. With this in mind, be aware that the data is not enough to be statistically significant.
- The group called out words that they would use to describe St. Charles, now and aspirationally: tranquil, connected, fun, historic, charming, entrepreneurial, work-in-process, aspirational, unique, home, innovative, recreation, collaborative, balance, interactive, welcoming, supportive.

- Survey results showing resident satisfaction in the 90th percentile is extremely high compared to other communities, which are typically in the 70% range.
- 56% of specific comments offered were positive or neutral.
- Water quality is good, and drinkable, with no concerns. Changing “hard” water to “soft” would require significant investment that residents may not agree to pay.
- Community First idea was raised multiple times, and this means to consider the existing residents as a priority when making decisions vs others outside the community.
- Some feedback can be opportunity for additional communication topics from City to residents.
- Discussion about the meaning of “heritage” since preserving history came through as a high priority.

Considering the current City of St. Charles Mission Statement, the group discussed and agreed that they are happy with the existing words (which read more like a Vision Statement), and would like to emphasize the word “enhancing”. Berry Dunn will update the Mission Statement for the Council to consider.

There is not currently an official City Vision Statement, and the Council instructed Berry Dunn to develop a vision based on the aspirational words discussed earlier in the session as well as the words from the Mission Statement. Words suggested to add: efficient, service.

The group was happy with the existing Guiding Principles and added the following words to be incorporated into an updated version.

- Transparency, invitation to collaborate, leadership, inclusion, and consider restructuring the sense of community statement.

The attendees separated into three break-out groups to discuss potential Strategic Priorities. Upon reassembling, each group shared five possible priorities.

- Wirball/Lencioni/Silkaitis
 1. Resilient infrastructure
 2. Engaging communications platform/website
 3. Financial management
 4. Embrace thoughtful and innovative development
 5. Diverse cultural experience
- Vitek/Bongard/Bessner
 1. Financial wellness
 2. Information Systems infrastructure, modernizing
 3. Downtown development, interaction with the river
 4. People – population increase, visitors, shoppers
 5. East side enhancement
- Pietryla/Payleitner/Weber
 1. Support family friendly activities
 2. Upgrade customer experience
 3. Support and assist business attraction and retention
 4. Infrastructure enhancement and investment, including information systems

- Shannon facilitated a discussion combining the three groups' ideas into a single list, resulting in the following tentative Strategic Priorities for St. Charles for the next five years.
 1. Financial wellness
 2. Infrastructure and technology
 3. Meaningful development
 4. Customer experience, technology, communications
 5. Activities and amenities

The attendees went back into the small groups to discuss Strategic Goals that could support each of the five Strategic Priorities. These would be possible to complete within the next five years. After reassembling, each group shared their ideas for the Strategic Goals. Berry Dunn will compile these and draft a collective version for City Council review. Any portions that seem to fit better in the objectives development phase will be compiled in a list for the Department Directors to incorporate.

Encouraging residents to be engaged, and to vote in elections, would be beneficial. Goals may be set for this.

If any Council members think of additional ideas and considerations after the meeting, follow up conversations with the Berry Dunn consultants can be scheduled.

Staff Leadership will next develop the Objectives that support the Priorities and Goals, and Council will have a chance to review and approve those. The groups discussed the specificity of direction that should be provided to staff. There will be performance and outcome measures developed along with the objectives.

In discussing the measurement of progress toward goals, the group indicated that they would like to see a dashboard available to the public, which would be the same as used by staff, showing progress on the objectives. The 2023-2024 budget will include these items.

Mayor Vitek appreciates the participation today and encouraged the group to continue the conversations. Her expectation is that the performance against the objectives should be measured at least annually. Staff at all levels should have visibility to the Strategic Plan details.

Public Comment - None

Additional Items from Mayor, Council, or Staff

- Ald. Payleitner announced that she will not run for reelection in 2023. Two 2nd Ward candidates have stepped forward and both are in attendance today.
- Mayor Vitek thanked everyone for their attendance on a Saturday.

Adjournment

Motion by Ald. Wirball, second by Ald. Pietryla to adjourn the meeting at 11:26 am.

Voice Vote: Ayes: Ald. Silkaitis, Ald. Payleitner, Ald. Bongard, Ald. Lencioni, Ald. Pietryla, Ald. Wirball, Ald. Bessner, Ald. Weber; Nays: None. Absent: Ald. Kalamaris, Ald. Bancroft

Motion Carried

:sb

ADA Compliance

Any individual with a disability requesting a reasonable accommodation in order to participate in a public meeting should contact the ADA Coordinator, Jennifer McMahon, at least 48 hours in advance of the scheduled meeting. The ADA Coordinator can be reached in person at 2 East Main Street, St. Charles, IL, via telephone at (630) 377 4446 or 800 526 0844 (TDD), or via e-mail at jmcmahon@stcharlesil.gov. Every effort will be made to allow for meeting participation. Notices of this meeting were posted consistent with the requirements of 5 ILCS 120/1 et seq. (Open Meetings Act).