



Starting Point for Goal-Setting Conversation

Examples of 11 Goals developed by
Commissioner Swem



11-Goal Summary

1. 2023 Front Street Strategy
2. DPW Successful Completion
3. Master Plan Objective Strategy
4. BARB Master Plan Objective Strategy
5. Michigan Main Street Program Objectives
6. City-Owned Property & Structure Strategy
7. Water/Sewer Bill Impact Strategy
8. Business Development Strategy
9. City Overhead Efficiency Review
10. Community Enrichment Strategy
11. Tax Review & Strategy

2023 Front Street Strategy

Including, but not limited to:

- ***Funding***
- ***Business Impact Minimization***
- ***Design***
- ***Parking***





DPW Successful Completion

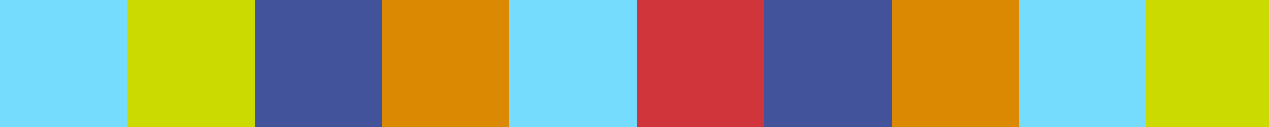
Including but not limited to:

- *Defining what is a successful project;*
- *Funding Strategy; &*
- *Cost*

Master Plan Objective Strategy

*Setting goals to
achieve the mutually
agreed upon plan
within the recently
passed Master Plan.*





BARB Master Plan Objective Strategy

*Setting goals to achieve the
BARB master plan
objectives.*

MI Main Street Objective Strategy

Identify and outline strategies on how we will achieve more favorable scoring in order to be successful in the program (in reference to the recently supplied evaluation by the MEDC)



City-Owned Property and Structure Strategy



Identify and outline strategies as to how the City will maintain and/or replace the police, fire, and City Hall properties. Also, which properties, both developed and undeveloped, does the City want to move back into the private sector and which ones might the City want to acquire and why?



Water/Sewer Bill Impact Strategy



Following the 2023 expansion, what measures can the City take to reduce the impact on our resident's water bills? Consider the change order that was approved for the water treatment facility to allow the City to take more commercial waste for treatment. This potential revenue sector, if successfully implemented, should have a major impact on the City's enterprise billing. This, along with other cost saving strategies, should be priority.



Business Development Strategy

Conduct a feasibility study as to:

- *What does the City want to attract?*
- *Are they sustainable?*
- *How can the City nurture growth?*
- *Does the City need to protect any current businesses?*
- *How does the City measure success?*



City Overhead Efficiency Review

- *What are the areas in which the City is overstaffed, understaffed, can be automated, consolidated, outsourced and/or eliminated altogether?*
- *What services are no longer needed?*
- *What is the ROI on expenditures?*
- *Develop departmental capital outlay strategies.*

Community Enrichment Strategy



- *How does the City become and remain a place where people love to live, visit, and entertain?*
- *What else can the City do to maintain an interest in our community year-round, e.g., concerts on the Common.*
- *How does the City focus on bringing vibrancy to the community?*



Review of Taxes Levied & Strategy Going Forward

What are the City's taxes being used for?

The City should be able to explain to residents how their tax dollars are used.

Review questions

1

Does the Commission want to adopt the list of goals suggested by Commissioner Swem, or do other Commissioners suggest other goals that they also want to be considered?

2

How should the final list of goals be prioritized?

What order should the goals be listed in?

3

**Is the Commission ready to clearly communicate a consensus on a prioritized list of goals?
Or, in other words, is the Commission ready to vote to approve a prioritized list of goals,
or do you want more time to think about it first?**



Thank you for your help charting the course for the future of Buchanan!

-City Manager Heather K. Grace

Buchanan's Future is BRIGHT!

