



Strategic Plan Update

SEPTEMBER 12, 2024

Background

- During FY 2023-24 goal-setting, City Council directed staff to develop 5, 10, and 15-year strategic goals
- FY 2023-24 Budget allocated \$50,000
- September 14, 2023: Council emphasized the need for a flexible, living document

Project Milestones so far

- December 14, 2023: City Council approved \$50,000 BerryDunn contract
- Early 2024
 - Biweekly meetings with BerryDunn
 - Prepared stakeholder list, interview questions, surveys
- March 2024: Project paused until Fall 2024



Planned Engagement

- September 25, 2024: Public introduction at Wharf Grand Opening
- October 1, 2024: In-person community forum
- Surveys
- Interviews: community, leaders, staff, etc.
- Online portal: Social Pinpoint

Council Involvement

- Mid-November 2024: Staff and City Council workshops with BerryDunn to develop draft plan
- Early 2025:
 - Review draft Plan draft
 - Final plan adoption expected

