

To: Mayor and Town Council
From: Michelle Metteer
Date: August 21, 2024
Agenda Item: Strategic Plan



REQUEST:

Council to review and provide direction on the draft Strategic Plan including the vision, mission and value statements.

INTRODUCTION:

During the Spring of 2024 the Town Council participated in a retreat to update /create the 2025-27 Strategic Plan. Much was covered in this retreat, and everyone left having accomplished so much, but still needing to “fine tune” certain aspects of the Strategic Plan, primarily the vision statement.

ANALYSIS:

The Strategic Plan is a document used by staff and Council to identify short term (2-year) goals that support the execution of Minturn’s Master Plan, Imagine Minturn, in alignment with the 2024 Community Survey. Once direction is provided on the final touches of the Plan, staff will create a general work plan for executing the Council’s goals. This work plan, in conjunction with the Strategic Plan will be brought forward in Resolution format at an upcoming Council meeting for the Council to approve and will be the basis for both staffing and budget decisions moving forward.

The primary discussion pertaining to the draft Strategic Plan is the vision statement. Several Council members expressed a need to redraft the statement to better reflect the true vision of the Council. Two options for the vision statement are currently provided on the draft Strategic Plan, additionally, a third option has been proposed as follows:

Minturn takes pride in being a neighborly mountain community; we understand the history that shaped our town and strive towards a fulfilling future for residents, businesses, and visitors alike.

Mission Statement rewording includes:

Minturn's Town Council aims to guide and shape growth, provide quality services and infrastructure in a fiscally responsible manner, encourage a spectrum of housing opportunities, and work towards environmental and fiscal sustainability.

Additional tweaking of the Plan identifies reworking the *Manage Growth* priority and rewording the Water Infrastructure priority to better align with infrastructure and services.

A thanks goes out to Brian Rodine for providing much of the above insight toward the improvement of the draft Plan.

COMMUNITY INPUT: Requested.

BUDGET / STAFF IMPACT:

TbD

STRATEGIC PLAN ALIGNMENT:

In accordance with Strategy #4 the Town will advance decisions/projects/initiatives that expand future opportunity and viability for Minturn.

RECOMMENDED ACTION OR PROPOSED MOTION: Provide directions to the staff on a final version of the Strategic Plan.

Attachments:

- Draft Strategic Plan