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## MEMORANDUM

To: Common Council  
From: John Weidl, City Manager  
Date: 8/29/2023  
Re: City of Whitewater 2023 City Manager Plan: Summary and Update

Dear Common Council,

### **Executive Overview**

The City of Whitewater's 2023 City Manager Plan is a pivotal blueprint that charts a progressive direction for the city. Offering a robust structure for the upcoming year, this document demonstrates the city manager's determination to focus on growth, inclusivity, and efficient governance. What hopefully stands out is the comprehensive approach taken to ensure the city remains vibrant and sustainable. The following summary and analysis shed light on the notable elements of this plan as well as provide an update.

The plan's essence is captured in its vision – striving for Whitewater to be a safe, welcoming, and vibrant community. This vision is bolstered by its mission, which emphasizes delivering high-quality services that cater to the needs of an exceptional community. The 2023 strategy is structured around several key components: staff engagement, strategic planning, emergency services, economic development, training, and compensation.

### **Engagement with Staff, Departments, and Committees**

The plan emphasizes building bridges within city management. The positive implication of this is clear: fostering a harmonious work environment will lead to a more efficient and synergistic city administration. This forward-thinking move promotes a unified front, creating a space where everyone feels valued and heard. The belief that collaboration is the bedrock of success is beautifully encapsulated here.

### **Strategic Planning**

Whitewater's strategic planning shows a keen understanding of the city's potential and its challenges. By focusing on housing policies, improving business relations, and enhancing public communication, the city is positioning itself as a hub for growth and development. The intent to move in tandem with global trends while preserving its unique local flavor is commendable.

### **Fire/EMS Staffing**

The decision to enhance the Fire and EMS staffing, especially by adding a full-time Chief, is a clear indication of the city's commitment to the safety of its residents. By working to improve response times, Whitewater is elevating its emergency services to be among the best in the region, a move that speaks volumes about its dedication to its citizens.

### **Economic Development**

Economic growth is at the heart of any city's success, and Whitewater's 2023 plan places it front and center. By fostering stronger financial relationships and reworking housing policies, the city is not only laying down the groundwork for economic prosperity but also ensuring its residents benefit from it. The plan's emphasis on economic development is a testament to the city's forward-thinking approach.

### **Training Milestones**

One of the standout aspects of this plan is its emphasis on training. By setting out a comprehensive training regimen for all tiers of city management, Whitewater is investing in its most valuable asset – its people. This move will undoubtedly lead to a more effective and ethical administration that is well-equipped to serve its community.

### **Compensation and Staffing**

Aligning the city's compensation structure with that of similar Wisconsin communities shows Whitewater's commitment to fairness and competitive practices. By ensuring that its staff is compensated fairly and exploring areas for cost reduction, the city is striking a balance between fiscal responsibility and employee satisfaction.

### **Summary and Conclusion**

The City of Whitewater 2023 City Manager Plan is a blend of vision and pragmatism. At its core, it exhibits a deep understanding of the city's unique challenges and opportunities. The emphasis on collaboration and training indicates a proactive approach to governance, one that understands the value of human capital and the importance of the public's input.

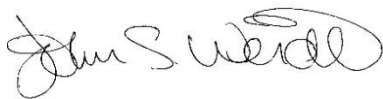
Moreover, the plan's focus on strategic planning, especially in areas like housing and economic development, shows foresight. By positioning itself for growth in these sectors, Whitewater is ensuring its continued relevance and prosperity in an ever-evolving world.

The commitment to safety, as evidenced by the enhancement of Fire and EMS services, speaks volumes about the city's priorities. It is clear that the well-being of its residents is paramount.

Lastly, the initiatives around compensation and staffing underscore a commitment to fairness, equity, and fiscal responsibility. It's heartening to see a city that values its employees while also keeping an eye on the bottom line.

The City of Whitewater's 2023 City Manager Plan paints a promising picture for the future. It is a roadmap that not only addresses the immediate needs of the community but also lays the groundwork for long-term success. The plan's focus on collaboration, growth, and the well-being of its residents is a clear indicator of the city's dedication to excellence. With this plan in action, Whitewater is poised for a bright and prosperous future.

Regards,

A handwritten signature in black ink, appearing to read "John S. Weidl". The signature is fluid and cursive, with the first name "John" and last name "Weidl" clearly distinguishable.

John S. Weidl, City Manager

Attachments: September Update to **City of Whitewater 2023 City Manager Plan**