



**Office of the City Manager**  
312 W. Whitewater Street, P.O. Box 178  
Whitewater, Wisconsin 53190

---

MEMORANDUM

[www.whitewater-wi.gov](http://www.whitewater-wi.gov)  
Telephone: (262) 473-0104  
Fax: (262) 222-5901

To: Common Council  
From: John Weidl, City Manager  
Date: 9/13/2023  
Re: Review of Former City Manager Goals – Retested by Council Person Gerber

GOALS & OBJECTIVES  
2022/2023 OUTLOOK  
CITY MANAGER

- Program-Based Strategic Performance Plan. Complete an analysis of each departments programs and outputs to successfully map out each contact point between the City organization and our residents.

There is no evidence the former administration took any steps to start this project.

- Job Descriptions Migration to Laserfiche. Complete the migration of all job descriptions into the City's document repository and management system, Laserfiche. All job descriptions, like policy documents will be migrated to Laserfiche where the history of all document changes and scheduled document updates will be recorded and managed.

The goal appears to be complete. However laser fees seems only to be used for the fact it can track how many times a draft has been modified and by whom. Otherwise, it's a large and cumbersome repository that costs us money as a duplicate of something we're already doing. This program is up for reevaluation of necessity in 2024.

- Establish an annual City Gala Event. The event will be a platform for promoting and recognizing city accomplishments as well as the influential citizens responsible for making great things happen in Whitewater. This event will include all board, committee and commission members as well as presentations and information on city operations.

There is no evidence the former administration took any steps to start this project. After asking staff what they wanted through a survey, we decided on the annual employee luncheon held at the Cravath Lakefront Park, with the first one happening this year. We sent out a satisfaction survey and will be continuing the tradition onward with some tweaks going forward.

- Goals Completion Oversight. Oversee the successful completion of 90% or more of all department goals and objectives provided as part of the 2022-2023 budget.

There is no evidence the former administration took any steps to start this project, including no record of a collection point for goals or progress monitoring. We now have the strategic plan which will be used by the city manager and incorporated into the budget document.

- Common Council Directives. Complete all goals and directives provided by the Common Council via the City Manager Performance Review Process in 2022-2023.

There is no evidence the former administration took any steps to start this project, including no record of a collection point or reporting process to the Common Council. There's also no evidence the common council took any steps to hold the former administration responsible for this goal.

- Migrate existing Departmental procedural documents to Laserfiche by 9/30/22.

This is mostly complete. We have the rewrites of the employee handbook that needs to be finalized which will move some things around. However, all necessary documents are on the shared drive as well as Laserfiche.

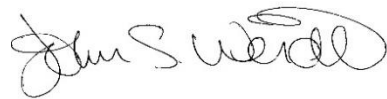
- Address Public Safety Operational, Capital and Funding Needs (Fire, Rescue and EMS).

Done. Referendum approved by 65%. 1.1 million dollar staffing plan implemented. Response times cut in half.

- Conduct an analysis of possible funding alternatives for municipal services, linking costs directly to users.

There is no evidence the former administration took any steps to start this project. Typical funding alternatives include a wheel tax or shifting garbage and recycling to a fee structure.

Regards,



John S. Weidl, City Manager

**Here is what AI analyzed from the for Manager's 2022/2023 OUTLOOK and the currently approved City of Whitewater 2023 City Manager Plan**

The comparison between the goals set by the former City Manager for 2022/2023 and the current City Manager's plan for 2023 reveals differences in approach, focus, and execution. The assessment of which plan may be "better" is somewhat subjective, but here are some points of consideration:

**\*\*Former City Manager's 2022/2023 Goals\*\*:**

1. **\*\*Broad Objectives\*\***: The plan's goals were relatively broad, focusing on initiatives like creating an annual City Gala event and migrating job descriptions to a specific platform.
2. **\*\*Lack of Actionable Steps\*\***: For many of the listed goals, there's no evidence of implementation or even starting the process.
3. **\*\*Tech-Oriented\*\***: Some goals were geared towards the adoption and usage of particular technologies, like Laserfiche.
4. **\*\*Public Interaction\*\***: Proposed a public-facing event (City Gala) for celebrating city achievements and recognizing influential residents.

**\*\*Current City Manager's 2023 Plan\*\*:**

1. **\*\*Action-Oriented\*\***: The plan presents a clear roadmap of where the City currently stands, the strategic objectives, and updates on the progress made. It offers tangible examples and specific measures that have been taken.
2. **\*\*Focus on Transparency & Accountability\*\***: The current plan places a significant emphasis on transparent management practices, clear communication, and accountability mechanisms.
3. **\*\*Feedback Mechanisms\*\***: The new manager seems to value feedback, as evidenced by staff surveys and the adaptation of events based on such feedback.
4. **\*\*Addressing Past Inefficiencies\*\***: The plan not only progresses with new objectives but also takes the time to address, re-evaluate, and correct decisions made by the previous administration.
5. **\*\*Holistic Approach\*\***: The plan looks at immediate concerns, medium-term needs, and long-term directives, providing a comprehensive view of the City's trajectory.

Given the accomplishments of the Current City Manager's plan and the analysis of the former manager's goals & objectives for 2022/2023, here's a comparative analysis:

**\*\*Former City Manager's 2022/2023 Goals\*\***:

1. **\*\*Incomplete Projects\*\***: A significant portion of the former manager's goals remained uninitiated or incomplete. These include the Program-Based Strategic Performance Plan, City Gala Event, Goals Completion Oversight, Common Council Directives, and analysis of funding alternatives.
2. **\*\*Technological Migration\*\***: The migration to Laserfiche was accomplished, but questions remain regarding its efficiency and necessity. This platform seems underutilized and potentially redundant, leading to potential waste of resources.
3. **\*\*Public Safety\*\***: A notable achievement by the Current Manager from the former plan is the approval and implementation of the referendum concerning public safety, which was implemented successfully.
4. **\*\*Lack of Accountability Mechanisms\*\***: It appears there was no robust mechanism to monitor and report progress, particularly concerning the Goals Completion Oversight and Common Council Directives.

**\*\*Current City Manager's Plan\*\***:

1. **\*\*Clear Progress Indicators\*\***: The current manager consistently provides updates, indicating the progress and status of each goal.
2. **\*\*Feedback Mechanisms\*\***: Emphasis on surveys and feedback, such as the staff survey about the annual luncheon, indicates a desire to engage and adapt based on stakeholder input.
3. **\*\*Addressing Past Inefficiencies\*\***: The current manager's proactive approach to reassessing past decisions and strategies, like reevaluating the use of Laserfiche, is commendable.
4. **\*\*Holistic Approach\*\***: The plan is multifaceted, considering immediate concerns, medium-term strategies, and long-term directives, offering a well-rounded approach to city management.
5. **\*\*Strategic Planning\*\***: Introduction of a strategic plan to be used in conjunction with the budget document suggests a structured and forward-thinking approach.

**\*\*Conclusion\*\*:**

When considering the documented accomplishments of the current City Manager against the incomplete or inadequately pursued goals of the former manager, the current City Manager's plan stands out as being more actionable, adaptive, and transparent. While the former manager had some completed goals, such as the Laserfiche migration and the public safety referendum, the overall picture presents a pattern of unfinished projects and missed opportunities.

The current City Manager's plan not only presents clear goals but also demonstrates consistent progress and a commitment to engaging with stakeholders, improving efficiency, and ensuring transparency and accountability. This approach seems better tailored to address the City's needs and challenges.

Analysis provided by ChatGPT from OpenAI, September 8, 2023.

---