



Agenda Item Executive Summary

Item Name Strategic Plan Update Committee or Board Committee

BUDGET IMPACT

Amount:	N/A	Budgeted:	N/A
List what fund:	N/A		

EXECUTIVE SUMMARY

The Village adopted its first Strategic Plan in June 2025. This update is intended to provide the Village Board with a high-level overview of where the Village currently stands, what progress has been made, and where staff recommends focusing attention as the Village moves into the next budget cycle. The Village Administrator will provide a presentation at the meeting summarizing the current status of the Strategic Plan, with emphasis on the Village's highest-priority goals. A separate written memo will be provided to the Village Board by email and is not included in the meeting packet.

Big picture items for discussion include:

- **Financial sustainability:** The CY2026 budget process continued the line-item review process, while departments continue to make staffing and service-level adjustments to address the structural budget deficit that existed in the CY24 Budget.
- **Communication:** The Village mails a resident newsletter twice per year, coordinates messaging between Village and Police social media, and uses the website as the central source for official information.
- **Comprehensive Plan/UDO:** The Village issued an RFP and entered into a contract with Place Foundry to complete the updates.
- **Development review:** Monthly Technical Staff/Development Team meetings now bring Village staff, the Building Official, engineering, Four Rivers, and the Fire District together earlier in the process. Within this structure, Olson Funeral Home, Park Hills Church, Table Talk Supper Club, Tap on Benton, and Wake Zone Roasting Co. have advanced through development, expansion, or remodeling. The team also continues to monitor and coordinate other potential future projects within the Village, engaging with developers and business owners before the first permit is applied for.
- **Intergovernmental coordination:** The Village reestablished quarterly intergovernmental meetings and continues coordination with the School District, Fire District, Park District, Library and other partners.
- **Capital planning:** Staff has begun building a Village-wide capital planning process, including vehicle/equipment replacement schedules, street planning, and the water rate study.
- **Development of Vacant Land:** 2 Properties are under Contract in the Winnebago Highlands, and the village is working with CBRE to market the remaining properties. The Village also continues discussions with a national homebuilder on remaining Willingham Subdivision lots.

Looking ahead, Year Two will focus on completing the UDO Update/Comprehensive Plans, strengthening financial sustainability, advancing capital planning, and continuing to support development and redevelopment opportunities.

ATTACHMENTS (PLEASE LIST)

Strategic Plan Goals

ACTION REQUESTED

- ☒ For Discussion Only
☐ Resolution
☐ Ordinance
☐ Motion:

Staff: Joseph Dienberg, Village Administrator Date: 7/1/2026