

# MEMO

**Date: November 8, 2021**

**To: Clinton Langreck, County Administrator**

**From: Mike Breininger, RED Board Chair**

**Re: Mark-up of the draft strategic planning doc.**

## **Comments:**

1. Page 3—The RED Board is not included as one of the Boards/Committees in which the County participates.
2. Page 4—under “Framework of Decision Making, line one: Instead of “hard decisions” it could be “value driven decisions.”
3. Page 4—under “Accountability”—line 3—“make decisions that plant seeds of success for the future” could be a separate line, theme.
4. Page 4—under the mission statement—suggest this statement be 8-10 words starting with an action word—“transforming”, “creating”, “directing”, “moving” ...
5. Page 4—Vision statement--The vision statement and the mission statement should be aspirationally driven rather than informationally driven. Far fewer words.
6. Page 5...-the term “tax base” should be replaced with “community wealth”.
7. Page 5—of the choices, vision #3 is best.
8. Page 5—under “focus”—“out of control” should be “undisciplined”.

9. General statement—a heavy focus should be on the people solution of increasing population instead of cutting expenses. The first is aspirational, the latter is diminishing.
10. Sec. 2, Page 5—should the strategic plan have “increasing fines, fees...”
11. Sec 2, page 6—“Culture of support” terminology is good.
12. Sec. 2, page 7—training should include economic proficiency, community wealth and health, community development.
13. Sec. 2, page 8—EDD should include “new home construction.
14. General—The strategic plan should focus more on the “people” element and “community wealth” rather than the “tax base” and “services. Increase the population of Richland County, assist in family growth and support, better quality of life, best place to live in the nation.