

RICHLAND COUNTY

Strategic Planning Committee

March 4, 2022

NOTICE OF MEETING

Please be advised that the Richland County Strategic Planning Committee will convene on **Tuesday, March 8th, 2022 @ 12:30 pm** via videoconference and teleconference using the following information:

WebEx Videoconference:

<https://richlandcounty.my.webex.com/richlandcounty.my/j.php?MTID=mf881d3103c3199502c34a626f96b6a4f>

Meeting number: 2557 172 5908 Password: Richland

WebEx teleconference phone number: 1-408-418-9388, Access code: 2557 172 5908

Agenda:

1. Call to order
2. Proof of notification
3. Agenda approval
4. Approval of previous minutes
5. Discussion and possible action regarding amendments to the proposed strategic plan — including the mission and vision statements
6. Discussion and possible action regarding non-mandated services
7. Discussion and possible action regarding departments, committee, board and commission responses
8. Discussion and possible action on work plans
9. Discussion and possible action on presenting and educating the County Board on the Strategic Plan
10. Future agenda items
11. Adjournment

A quorum may be present from other Committees, Boards, or Commissions. No committee, board or commission will exercise any responsibilities, authority or duties except for the Strategic Planning Committee.

CC: Committee Members, County Board, Department Heads, Richland Observer, WRCO, Valley Sentinel, Courthouse Bulletin Board

STRATEGIC PLANNING COMMITTEE

February 28th, 2022

The Richland County Strategic Planning Committee convened at 12:45 p.m., Monday February 28th, 2022, on teleconferencing via WebEx.

Committee members present by WebEx included County Board Supervisors Ingrid Glasbrenner (Chair), Kerry Severson, Bob Frank(1:03pm) and Steve Carrow. Others in attendance: Administrator Clinton Langreck, Director Maggied (SWRP) and MIS staff were in attendance. Other staff and citizens in attendance on Webex

Absent: Melissa Luck (Vice),

1. Call to Order: Chair Glasbrenner called the meeting to order.

2. Proof of Notification: Chair Glasbrenner received verification from Administrator Assistant Dull that the meeting had been properly noticed. Copies of the agenda were sent by email to all Committee members, and a copy was posted on the Courthouse Bulletin Board.

3. Agenda Approval: Moved by Supervisor Carrow, seconded by Severson. Voice vote. Motion carried.

4. Approval of previous minutes.: Moved Glasbrenner, second by Carrow to approve the February 14th 2022 minutes as presented. Voice vote. Motion carried. With amendments to remove unfinished sentences on Items #6 and #8 and specification language that no action was taken on item #7 and #9 during the meeting.

5. Discussion a possible action regarding amendments to the proposed strategic plan — including the mission and vision statement

The committee discussed the proposed mission and vision statements. The committee had concurrence that alternate mission statements #2 and #3 focus on fiscal views at the opening, which is less desirable than community or value views. Chair Glasbrenner commented that she liked alternate mission statement #1 remains her preference. Further discussion on reducing the last sentence, “Vital community involvement...” could be done for brevity sake. No objections. Chair Glasbrenner also commented that vision statement #1 is her preference. The committee agreed that the current proposed language is too long. Supervisor offered the suggestion of statement #3 with “economy” replaced with “community.” Supervisor Frank asked that other supervisors send him the three words that come to mind when envisioning the outlook for the county and community; keeping in mind “what we want the county to look like in the future years to come.”

6. Discussion and possible action regarding non-mandated services:

No discussion or action taken.

7. Discussion and possible action regarding department, committee, board and commission responses.

No discussion or action taken

8. Discussion and possible action on work plans

The committee reviewed strategy for “Improved county identity and marketing” with no changes recommended. The committee reviewed the Strategic Priority of “Focus.” The committee discussed the task action of “Create a total benefits program for employees that highlights total compensation and investment of the county employee.” The County Administrator shared that these conversations will be brought forward to Finance and Personnel. The committee discussed the strategy of “Improve Transparency of County Meetings.” The committee discussed having a performance metrics for the task as being an “evaluate the tactics” goal. The committee reviewed the “Invest in education of County Board Supervisors” strategy. Discussion was had on “RED Presentation to Board about what it means to develop community from a holistic standpoint (economic proficiency, community wealth and health). Director Maggied commented that regional economic develop efforts are underway to help educate new supervisors on specifics of economic development in regional planning. No changes offered. The committee reviewed the strategy of “Deepen staff training in leadership and management” with consideration on feasibility and costs.

The committee began discussion on the capital facilities section. The committee reviewed the items and discussed that the list is composed of issues that arose from previous conversation with the County Board during our strategic planning sessions.

10. Future Agenda Items:

Presenting and educating the County Board on the Strategic Plan

11 Adjournment: Motion by Carrow, seconded by Severson to adjourn to

Tuesday, March 8th at 12:30pm on the WebEx.

Clinton Langreck
Richland County — County Administrator

Vision: *A revitalized Richland County*

Mission: *Deliver justice, keep working people productive, protect the vulnerable, and improve quality of life for all*

- **Issue #1:** New employers may not find Richland County to be a desirable location if we say it needs to be “revitalized”.
- **Issue #2:** The 4 categories under the mission statement may not match up with the strategies in the strategic plan.

Similar and opposite words

revitalize

verb

past tense: **revitalized**; past participle: **revitalized**

imbue (something) with new life and vitality.

Similar

reinvigorate

re-energize

brace

fortify

strengthen

give new strength to

give a boost to

build up

bolster

prop up

help

renew

regenerate

restore

revive

revivify

rejuvenate

reanimate

resuscitate

refresh

reawaken

rekindle

put new life into

breathe new life into

enliven

stimulate

put some spark into

kick-start

uplift

give a shot in the arm to

pep up

buck up

get going again

Opposite

depress



strength

/streNG(k)TH/

noun

1. the quality or state of being physically strong.
"cycling can help you build up your strength"

Similar:

power

brawn

brawniness

muscle

muscularity

burliness

sturdiness

robustness

toughness

hardiness

lustiness

vigor

energy

force

might

forcefulness

mightiness

beef

welly

thew

thewiness

Opposite:

weakness

puniness

frailty



2. the capacity of an object or substance to withstand great force or pressure.
"they were taking no chances with the strength of the retaining wall"

Similar:

robustness

sturdiness

firmness

toughness

soundness

solidity

solidness

durability

stability

impregnability

resistance

Opposite:

weakness





pros·per·i·ty

/prəˈsperədē/

noun

the state of being prosperous.
"a long period of prosperity"

Similar:

wealth

success

profitability

affluence

riches

opulence

the good life

(good) fortune

ease

plenty

welfare

comfort

security

well-being

luxury

life of luxury

milk and honey

a bed of roses

prosperousness

successfulness

speed

Godspeed

Opposite:

hardship

failure



Categories	Goals	Tactics	Deliver justice	Keep working people productive	Protect the vulnerable	Improve quality of life for all
Organizational Structure	Streamline organizational structure	Centralize common county-wide processes and systems under the County Administrator				
		Improve the county's procurement process to be consistent county-wide				
		Evaluate the needs of a new ERP to update our payroll and finance systems				
		Biannual review of committee structure with possibility of consolidation				
		Evaluate concept of merging departments within the county				
	Improve financial practices	Improve the county's bond rating				
		Improve the budget process to implement flexibility, strategic thinking . . .				
		Develop a capital improvement plan inclusive of facilities, roads, and equipment				
		Analyze the county's indirect rate to capture highest possible amount of grant funding				
	Increase coordination	Increase discretionary and variable revenue source as a portion of the overall budget				
		Evaluate joint procurement of materials and equipment				
		Evaluate joint contracting for capital projects to find savings				
		Explore opportunities to share or contract staffing services				
Create additional methods to communicate events and initiatives . . .						
Workforce	Improve employee pay and HR policies	Coordinate community development and land use decision making in Richland Center				
		Obtain market value for employee wages				
		Give annual pay increases				
		Monitor the compensation and classification system				
		Develop a uniform performance evaluation process				
	Develop a culture of support for employees	Develop a uniform set of HR policies and procedures				
		Celebrate success and achievements of employees				
		Enable departments to develop celebratory or team-building evenets				
		Create a total benefits program				
		Increase vacation time for new employees				
	Prioritize service over staffing	Evaluate and maintain a competitive insurance program				
		Encourage employee attendance in professional development				
		Build				
Buy						
Capacity	Invest in education of County Board Supervisors	Borrow				
		Bridge				
		Stop				
		Compare to peer counties				
		On-boarding process				
	Deepen staff training in leadership/management	Subject area expertise growth				
		Support attendance by new Supervisors at major committee meetings				
		Support cross training with other boards				
		Conduct WCA training				
		Sponsor department head training				
Transparency	Ensure conference attendance is in line with goals of Strategic Plan					
	New technology training					
	Educate employees on how government works					
	Create a culture of sharing information					
Growth	Meeting materials on iPads					
	Meeting materials on county website					
	Listserv to automatically send agendas					
	All committees recorded and on website					
Growth	Maintain investment in workforce and community development	Prioritize new home construction				
		Encourage improvements to existing property				
		Support workforce development initiatives				
		Support broadband expansion				
		Identify financially sustainable use options for campus and other non-mandated programs				
	Support business attraction and retention	Continue to invest in economic development partnerships				
		Develop a portfolio of incentives to support business growth				
		Identify priority areas for industrial, commercial, residential development				
	Improve County identity and marketing	Identify future land uses for county/municipal owned land				
		Distinctive brand				
	New website					
	Capital on natural beauty and recreational opportunities					

Department	Deliver justice	Keep working people productive	Protect the vulnerable	Improve quality of life for all
Administrator				
Ambulance				
Child Support				
Clerk				
Clerk of Court				
Coroner				
County Board				
Courthouse Maintenance				
District Attorney				
Economic Development				
Emergency Management				
Fair & Recycling				
Health & Human Services				
Highway				
Land Conservation				
MIS				
Parks				
Pine Valley				
Property Lister				
Register in Probate				
Register of Deeds				
Sheriff				
Symons				
Treasurer				
UW Extension				
UW Food Services				
UW Richland Maintenance				
Veterans				
Zoning				

RESOLUTION NO.21- _____

A Resolution Adopting the Richland County Strategic Plan.

WHEREAS the County Board adopted Resolution No. 21-101, A Resolution Creating A Committee to Develop a Strategic Plan and Monitor Progress Once Developed., and

WHEREAS Richland County contracted with Southwest Wisconsin Regional Planning Commission to develop a long-term strategic plan in conjunction with administration of the EDA-Funded Flood Recovery and Economic Resiliency Project; and

WHEREAS the Strategic Planning Committee has completed their efforts to gather input from all stakeholders in the development of the Strategic Plan for presentation to the County Board; and

WHEREAS the Strategic Planning Committee has carefully considered this matter and is now presenting this Resolution to the County Board for its consideration.

NOW THEREFORE BE IT RESOLVED by the Richland County Board of Supervisors that the Richland County Strategic Plan is hereby adopted and the strategic initiatives and work plan within are to be reflected in future planning, budgeting and policy development as is feasible; and

BE IT FURTHER RESOLVED that the Strategic Plan shall be made available at the Administrator/ County Clerk Office and that a copy of the plan shall be published on the Richland County Website; and

BE IT FURTHER RESOLVED that this Resolution shall be effective upon its passage and publication.

VOTE FOR FOREGOING RESOLUTION

RESOLUTION OFFERED BY THE STRATEGIC PLANNING COMMITTEE

AYES _____ NOES _____

FOR AGAINST

RESOLUTION

Ingrid Glasbrenner

Melissa Luck

Steve Carrow

COUNTY

Kerry Severson

DATED