



**COMMITTEE OF THE WHOLE MEETING
MONDAY, FEBRUARY 5, 2018
NORTH AURORA VILLAGE HALL - 25 E. STATE ST.
(Immediately following the Village Board Meeting)**

AGENDA

CALL TO ORDER

ROLL CALL

AUDIENCE COMMENTS

TRUSTEE COMMENTS

DISCUSSION

1. Strategic Plan Update

EXECUTIVE SESSION

1. Property Acquisition
2. Collective Bargaining

ADJOURN

Initials

Handwritten initials in blue ink, appearing to be "SB", written over a horizontal line.

Memorandum



To: Village President and Village Board of Trustees

From: Steve Bosco, Village Administrator
David Hansen, Administrative Intern

Date: 2-1-18

Re: Strategic Plan

On November 29, 2017 the Village held a strategic planning workshop. Per the discussion at the workshop, staff updated and added new goals and objectives for the 2017-2018 strategic plan. Staff is looking to solicit feedback from the Village Board as to whether any changes are needed before formal adoption of the strategic plan.

Attached is a draft version of the strategic plan that includes the action steps the staff plans to use to achieve the goals and objectives set by the Village Board. The color scheme signifies any new (Green), modified (Purple) or removed (Red) language from the plan.

In addition to updating the strategic plan, the Village Board and staff discussed creating a vision statement for the Village. A vision statement is a short 2-3 sentence description of what an organization desires to achieve in the future. During the workshop, the Village Board brainstormed ideas and values that could be incorporated into a vision statement. A potential vision statement was drafted at the workshop with the intention that staff would take it and additional comments to create additional vision statement options. Staff is looking for feedback regarding the three draft vision statements.

Below are three draft vision statements that could be applicable for the Village.

1. *"Where people, business, transportation, recreation, and opportunity converge"*
2. *"To be the leading example of an open and efficient municipality that promotes opportunity for people and business"*
3. *"An attentive municipal organization that connects with Nature, Community, and Commerce"*

VILLAGE OF NORTH AURORA STRATEGIC PLAN 2017-2018

GOAL: COMMUNITY VITALITY

OBJECTIVE: ~~Design and install~~ Complete implementation of new gateway entry signage for the Village

Action Plan

- Explore options to landscape and illuminate entryway signs
- Determine final lettering colors for entryway signs
- ~~➤ Install new entryway signs~~

OBJECTIVE: Promote more local / community identity in School District including establishing intergovernmental dialogue with School District

Action Plan

- Continue to provide public safety programs to local schools
- Communicate with local schools on mutual concerns
- ~~➤ Work with schools to promote usage of facilities for local groups~~

OBJECTIVE: Explore collaborative Intergovernmental approach to wetland development

Action Plan

- Explore opportunities to utilize wetlands for trails and recreation with Kane County
- ~~➤ Discuss wetland management techniques and opportunities with local agencies and conservation organizations~~

OBJECTIVE: Continue the Village's branding and identity program; expand use of new logo and branding elements

Action Plan

- Continue incorporating the Village's new logo and tagline where appropriate
- Utilize community sign for Village promotional opportunities
- Continue to promote the community through the establishment of a focal point near the Fox River
- Evaluate opportunities to enhance customer service capabilities

OBJECTIVE: Evaluate alternate uses and partnerships for the silo on the Fox River

Action Plan

- ~~➤ Determine interest from Harner's Restaurant to utilize the silo for a public use~~
- Determine potential types of adaptive reuse for the silo and adjacent land to become a public use

- Coordinate grant opportunities with North Aurora River District Alliance (NOARDA), Fox Valley Park District and/or other appropriate entities
- ~~➤ Determine potential partnerships from municipal entities and/or community groups to utilize the silo for a public use~~
- ~~➤ Work with Fox Valley Park District to design a concept plan to utilize the Silo and surrounding area~~

OBJECTIVE: Develop amenities along the riverfront and enhancements to North Aurora Riverfront Park

Action Plan

- ~~➤ Discuss renaming Riverfront Park~~
- ~~➤ Redesign park sign for Riverfront Park~~
- Pursue riverfront events and activities
- ~~➤ Continue working with Teska on a landscape plan for North Aurora Riverfront Park~~
- Implement prioritized amenities from Riverfront Park concept plan

~~**OBJECTIVE: Monitor opportunities for community building space**~~

~~Action Plan~~

- ~~➤ Evaluate potential sites as they become available~~

GOAL: ECONOMIC DEVELOPMENT

OBJECTIVE: Explore options for the use of the Village parcel at Orchard Gateway

Action Plan

- Work with consultant to determine options for property use and marketing
- Pursue opportunities for public and private use of the property

OBJECTIVE: Expand economic development activities including marketing and promoting North Aurora

Action Plan

- Review zoning and sign ordinances when appropriate
- On an individual basis, review and comment on request for incentives
- ~~➤ Create marketing literature to highlight the community~~
- Advertise and market the Village through different venues

OBJECTIVE: Facilitate economic and business development activities

Action Plan

- Develop and strengthen Village relationship with developers, brokers and local businesses

- Explore options to attract restaurants, hotels, medical groups, convention centers, and destination attractions
- Create an economic action plan

OBJECTIVE: Review the current status of the Village's three Tax Increment Financing (T.I.F.) Districts

Action Plan

- Evaluate and maximize the current Tax Increment Financing (T.I.F.) Districts

GOAL: MAINTAIN AND STRENGTHEN THE VILLAGE'S STRONG FINANCIAL POSITION

OBJECTIVE: Continue long term financial planning to meet evolving capital and operating needs for infrastructure and monitor threatened shared revenues

Action Plan

- Continue to monitor, develop or revise long and short term financial policies, as necessary
- Continue to monitor all state laws / legislation relative to municipal revenue streams
- Continue to seek grants when opportunities arise
- **Work to maintain Village's strong credit rating and position**

GOAL: EFFICIENT AND EFFECTIVE DELIVERY OF CORE SERVICES

OBJECTIVE: Develop an implementation plan for a Geographic Information System (G.I.S.) use in the Village

Action Plan

- ~~Evaluate options~~ Continue working with Kane County to implement and maintain a GIS system
- Create streets, water main and sewer line base layers for the GIS database
- Create specific layers of data when determined to be beneficial to the GIS database

OBJECTIVE: Enhance resident communication options and methods to improve information distribution channels internally and externally for village services and activities

Action Plan

- Evaluate current and future use of social media tools
- Update Village's social media policy
- Build a new community sign

OBJECTIVE: Enhance and develop governmental understanding and awareness

Action Plan

- Continue to update and expand the Village's Transparency Page
- ~~Create an outreach program to provide a better understanding of Village Operations for residents~~

OBJECTIVE: Continue to write / refine our Village wide Disaster Preparedness Plan

Action Plan

- ~~Review current emergency response protocols to determine opportunities for updating~~
- Draft a new Emergency Operations Plan (EOP)
- Work with Illinois Emergency Management Agency (IEMA) and Kane County Emergency Management

OBJECTIVE: Explore equipment acquisition opportunities from federal/state surplus sales

Action Plan

- Continue monitoring state, federal and joint purchasing contracts / opportunities

OBJECTIVE: Facilitate community outreach in Police Department, enhance crime prevention programs and interactions, and explore expanded use of technology and methods

Action Plan

- Continue working with the Community Emergency Response Team
- ~~Review the potential for utilizing body cameras in the police department~~
- Continue interaction with the public through police PACT program

OBJECTIVE: Continue evaluation of shared equipment and resource uses with other units of local government

Action Plan

- Maintain open communication with other government entities through cooperative efforts for resources

OBJECTIVE: Undertake ~~annual or~~ biennial strategic planning goal update meetings

Action Plan

- Review annual or biennial Strategic Plan progress with Village Board
- ~~Schedule internal staff strategic plan update meetings~~
- Provide strategic plan updates to the Village Board

OBJECTIVE: Evaluate departmental staffing levels to address changing demands and programs as part of the annual budget process

Action Plan

- Evaluate opportunities to add, consolidate or reclassify staff positions as needed
- Evaluate departmental operations to determine any need to reallocate resources to provide efficient services

- Evaluate organizational opportunities for succession planning and future staffing needs

GOAL: CONTINUE MAINTENANCE AND CAPITAL RESOURCE PLANNING FOR VILLAGE INFRASTRUCTURE

OBJECTIVE: Take advantage of state and federal funding programs to improve the Village's transportation corridors

Action Plan

- Determine the potential eligibility of any upcoming projects for **funding programs such as the Illinois Transportation Enhancement Program (ITEP), Federal Surface Transportation Program, and Community Development Block Grant Program**
- Determine the potential eligibility of any street light installation projects for IL Department of Commerce and Economic Opportunity (DCEO) grant funding

OBJECTIVE: Stabilize existing water supply and storage

Action Plan

- **Work with Engineering firm to design specifications for the well site**
- **Evaluate funding options**
- **Determine need to expand east and west water treatment plant**
- Evaluate options for alternative and/or additional water sources
- Build well #8 for Village water supply enhancement
- Build well #9 for Village water supply enhancement
- Build water storage tower
- **Evaluate east and west water treatment plants for future upgrades**

OBJECTIVE: Further evaluate the inclusion and design of non-motorized transportation lanes in the Village

Action Plan

- Evaluate the potential for non-motorized transportation lanes in future projects

OBJECTIVE: Conduct a Public Works Facility Space Needs Assessment

Action Plan

- Hire a Consultant to provide a space needs assessment for the Public Works ~~and Water~~ Department Facilities

OBJECTIVE: Expand and Enhance the Village's Water Conservation Efforts and Programs

Action Plan

- Create a public education program to enhance water conservation efforts
- Evaluate current water conservation methods utilized in the Fox Valley region

OBJECTIVE: Continue long term evaluation of annual infrastructure maintenance programs

Action Plan

- Evaluate opportunities to strengthen efforts to maintain stormwater detention basins
- Evaluate opportunities to strengthen efforts to maintain sidewalks
- Evaluate opportunities to strengthen efforts to maintain roads
- Evaluate opportunities to strengthen efforts to maintain water mains
- Create and/or update policies for Public Works operations

GOAL: REDEVELOPMENT AND ENHANCEMENT OF THE ROUTE 31 CORRIDOR

OBJECTIVE: Develop a plan and approach for the "Block One" (River District / Village Center) area of Rt. 31/56 focal point

Action Plan

- Discuss the possible relocation of the North Aurora Fire District Station #1
- Explore opportunity to create a special zoning district
- Explore opportunity to create a TIF District
- Hire a consultant to develop a consensus plan

OBJECTIVE: Explore proactive redevelopment of retail / commercial parcels at the Rt. 31/56 intersection

Action Plan

- Explore opportunities for public/private partnerships to facilitate redevelopment

OBJECTIVE: Relocate the Route 31 Gazebo and create a pedestrian friendly recreation area at the Police Department

Action Plan

- Evaluate grant funding opportunities for the project

OBJECTIVE: Monitor progress, visible indicators and accomplishments of redevelopment on Route 31, including streetscape improvements and/or private redevelopment

Action Plan

- Continue to promote TIF Façade program
- Work with business owners to gain compliance with Village codes
- Evaluate options to bury power lines on Route 31
- Evaluate options to implement a road diet for the Route 31 corridor