

City of East Grand Forks

Y 2014-2016

Strategic Leadership Plan

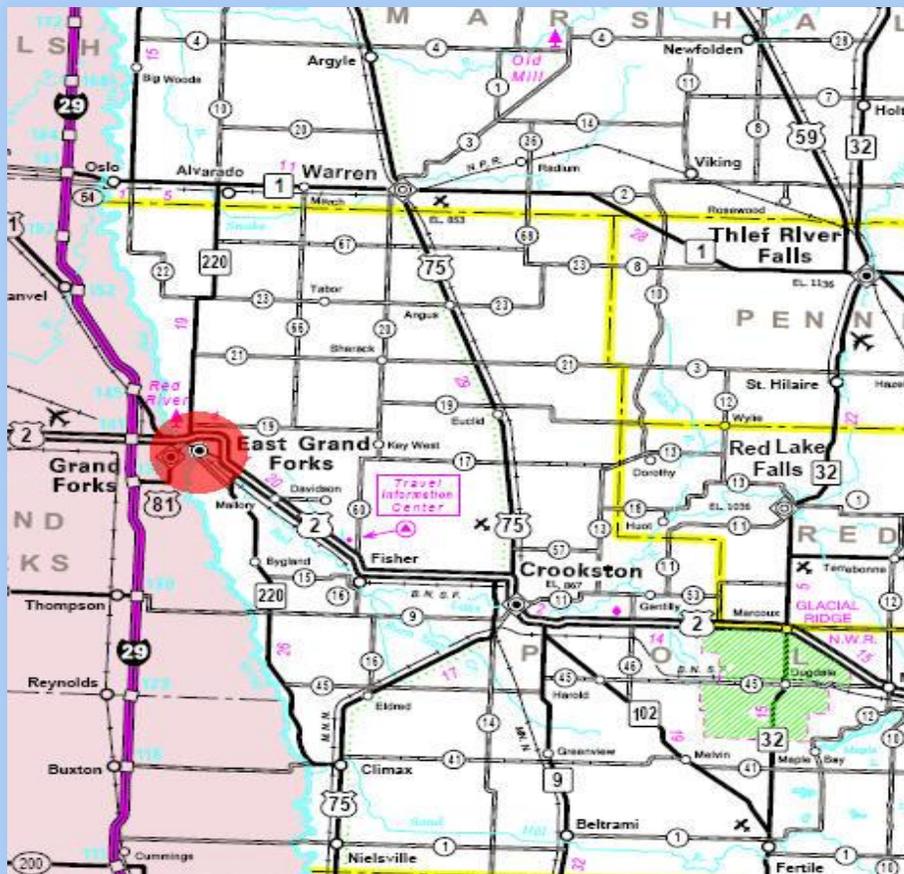


Welcome to the City of East Grand Forks.

All great efforts require a flexible roadmap.

That's why the East Grand Forks Mayor and Council have developed this strategic leadership plan to promote the leadership performance to guide the community to the future, the year of 2030. The plan includes the City's vision for the future that reflects what it hopes the community can accomplish and what it can become. In support of the vision, the City has defined eight strategic focus areas and the goals and measurable objectives that define success in each of these areas.

The roadmap is designed to take us to the future in a well-planned and disciplined manner. But, like any roadmap, it must be kept current. Our roadmap will be reviewed and updated every 2 years.



Imagine East Grand Forks in the Year 2030

East Grand Forks is a vibrant community where people and families of all age groups are welcomed and where:

- Meaningful choices for housing, employment, education, cultural activities, medical care and retail opportunities are available.
- The City has parks, shared greenway, trails and recreational opportunities that are second to none in this area for all ages.
- Strategic planning has provided affordable housing, attractive neighborhoods and parks, commercial expansion, and updated and expanded river crossings.
- Communication and collaboration with regional partners have provided economic and educational growth for the entire region.
- The City continues to invest in facilities and infrastructure through expanding and/or restoration.



Strategic Focus Areas

These strategic focus areas help define where available resources should be directed and spent including time, talent, and money – to reach our vision of East Grand Forks and to answer the question, “What is most important?”

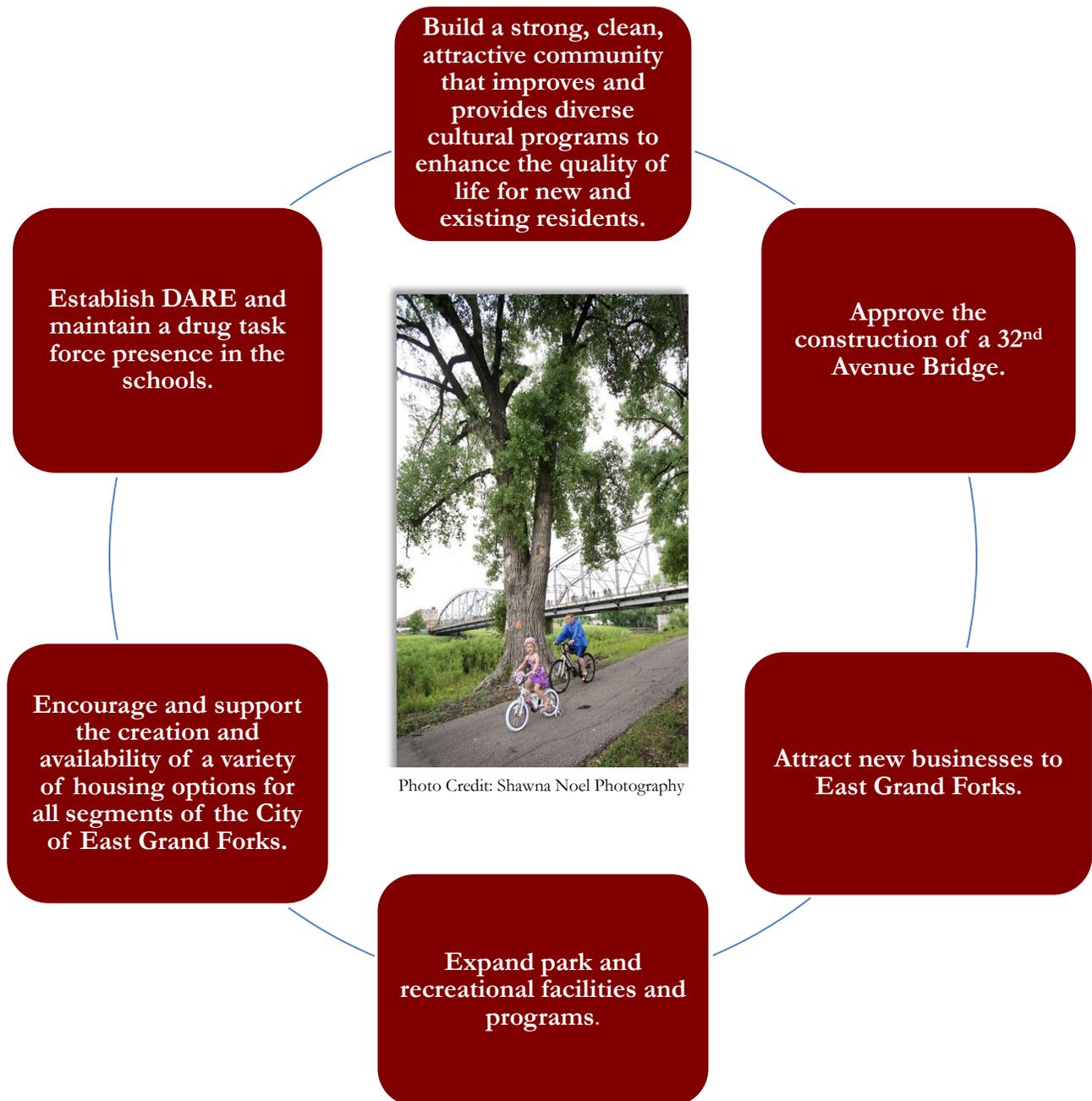
- **Economic and educational vitality and diversity.**
 - **Quality cultural, tourism, and recreational amenities.**
 - **Welcoming – family friendly community.**
 - **Quality community services and facilities.**
 - **Well-planned and managed growth.**
 - **Availability of quality healthcare services.**
 - **Housing opportunities that meet the needs of a diverse, growing, and changing population.**
 - **Fiscally responsible approach to governance.**



How do we get there from here?

In the next five years, we plan to address these six major goals which provide the specific leadership direction for policy-setting, performance management and resource generation and allocation.

The five-year cycle coincides with the City's *Capital Improvement Plan* which lists the critical investments needed to ensure the city has and maintains assets essential to achieving its vision.



Here's what we plan to accomplish during the next three years.

Starting with CY 2017, the Strategic Plan will be revised to reflect a two-year period, the time between municipal elections. These performance objectives focus the work planning, and operational budgeting necessary to accomplish the goals, and address the strategic focus areas toward achievement of the vision.

✓ Establish DARE & Maintain a Drug Task Force Presence in the Schools

To achieve this goal for the future of East Grand Forks, we will:

- Contact ISD #595 and private schools to determine support for DARE (Drug Abuse Resistance Education) and drug task force concepts.
- Determine financial requirements and identify funding resources to support these programs.
- Select instructors who will participate in the implementation of DARE and drug task force programs.
- Implement the programs by the beginning of the 2014-2015 school year



Here's what we plan to accomplish during the next three years.

Quality of Life



To promote the furtherance of the quality of life in East Grand Forks, we will:

- Establish a committee with secondary and higher education institutions to identify areas of opportunities for curriculum advancement.
- Adopt a Comprehensive Beautification Plan to include flowers, grass, and weed control.
- Adopt a plan to design an interpretive center.

Expand Park and Recreational Facilities and Programs

In order to expand park and recreational facilities and program, we will:

- Adopt plans for a Wellness Center.
- Construct a pool.
- Increase usage of the Greenway.
- Adopt plans to construct an additional 9 holes to the golf course.
- Add family-oriented programs to park and recreational activities



Here's what we plan to accomplish during the next three years.

✓ Attract New Businesses to East Grand Forks

In order to attract new business to East Grand Forks, we will:

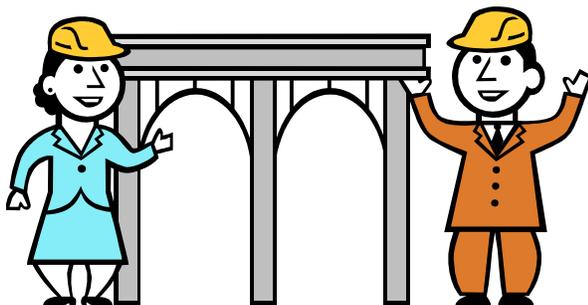
- Identify two businesses/processes to establish a presence in the city; one preferably agriculture based.
- Encourage Simplot in development of property.
- Approach the State of Minnesota on opening a satellite office in East Grand Forks.
- Explore infrastructure needs for a knowledge-based business that could expand or relocate in East Grand Forks.



✓ Approve Construction of the 32nd Avenue Bridge

In order to approve construction for the 32nd Avenue Bridge, we will:

- Approve a Resolution by the East Grand Forks Council to support the construction of the 32nd Avenue Bridge.
- Develop consensus with the states of Minnesota and North Dakota and the City of Grand Forks and the regional Metropolitan Planning Organization (MPO).
- Explore alternative financing resources for the construction of the 32nd Avenue Bridge.



Here's what we plan to accomplish during the next three years.



✓ Encourage and Support the Creation and Availability of a Variety of Housing Options for all Segments of the City of East Grand Forks

In order to encourage and support the creation and availability of a variety of housing options for all segments of the City of East Grand Forks, we will:

- Conduct a housing study to determine the future housing needs for the City of East Grand Forks.
- Adopt a plan based on the housing studies.
- Contact developers to encourage development that will meet these projected housing needs.
- Adopt certain policies that will encourage development in accordance with the plans to meet these needs.
- Partner with NCTC to establish multi-family housing.

City Council

Council President Craig Buckalew

Mayor Lynn Stauss

Council Vice-President Greg Leigh

Council Members: Clarence Vetter, Dale Helms, Henry Tweten, Mark Olstad, Chad Grassel



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