

**MINUTES OF THE SPECIAL STRATEGIC PLANNING RETREAT
OF THE GURNEE VILLAGE BOARD**

**GREAT WOLF LODGE – WHITE OAK III ROOM
MAY 20, 2022**

Call to Order	Mayor Hood called the Strategic Planning retreat to order at 8:30 a.m.
Other Officials in Attendance	Patrick Muetz, Village Administrator; Austin Pollack, Assistant to the Village Administrator; David Ziegler, Community Development Director; Heather Galan, Public Works Director; Nick Leach, Village Engineer; Brian Gosnell, Finance Director; Erica Wells, Assistant Finance Director; Christine Palmieri, Director of Human Resources; Ellen Dean, Economic Development Director; Jodi Luka, Management Analyst; Tracy Velkover, Planning Manager; Chris Velkover, Information Systems Director; Ryan Nelson, Assistant Information Systems Director; Dave Douglass, Battalion Chief; Tim Steffens, Fire Lieutenant; Brian Smith, Police Chief; Jeremy Gaughan, Police Commander.
Roll Call	PRESENT: 6 - Thorstenson, Balmes, O'Brien, Ross, Garner, Woodside ABSENT: 0 -
<u>A. SCHEDULED BUSINESS (discussion purposes only, no action to be taken) – STRATEGIC PLANNING RETREAT</u>	<p>Village consultant Craig Rapp, Rapp Consulting Group, started by welcoming the group and reviewing the importance of strategic planning. He next shared his background in local government and strategic planning.</p> <p>Craig continued by reviewing the agenda for the day. He stated morning tasks included discussing strategic direction and identifying challenges. Afternoon tasks included determining/creating priorities and small group work related to outcomes and target indicators. Craig mentioned that there will another group session in mid-June comprised of staff to develop work action plans. He then asked each participant present to briefly introduce themselves and share their experience with developing a strategic plan</p> <p>Next the group reviewed the Vision, Mission and Core Values that were developed during the 2015 Strategic Plan development process. The group discussed modifications that may be needed to each. Craig stated when thinking about Vision and Mission the group should focus on what differentiates Gurnee from other communities. The group then reviewed the relationship between value proposition factors and culture. This included comparing Gurnee operations against the definitions of Operational Excellence, Product/Service Leadership and Customer Intimacy.</p> <p>Following a brief discussion, the group transitioned into small group exercises focused around the results of the Strengths, Weaknesses, Opportunities, Threats (SWOT) analysis that was conducted. Both elected and staff members responded to the SWOT analysis in early-May. Craig divided participants into four groups. One group was assigned Strengths, one assigned Weaknesses, one assigned Opportunities and one assigned Threats. The groups were tasked to identifying four to six of the most frequently mentioned themes. These themes would then be reported back to the larger group for discussion.</p> <p>Next, the groups that reviewed Strengths and Opportunities were combined, as were the groups that reviewed Weaknesses and Threats. The groups worked to identify the relationship between the main themes of each and report back to the larger group.</p> <p>Following lunch Craig discussed the next small breakout session that participants would work on for the remainder of the retreat. He presented Strategic Priorities that emerged from the data collection phase and discussions earlier in the retreat. Participants were then divided into smaller groups, each with an assigned Strategic Priority. The group then worked to developed three desired outcomes related to each priority.</p> <p>Craig next had each smaller group report back to all participants. Groups discussed desired outcomes, key outcome indicators and targets for the following Strategic Priorities: Fiscal Sustainability; Stable, Well-</p>
<u>Break for Lunch 12:05 – 12:40</u>	
<u>Trustee Garner & Administrator Muetz left at 1:55pm</u>	

Trained Workforce; Effective Communication; Safe Community; Well-Maintained Infrastructure and Life-Style Vitality.

Craig concluded the retreat by stating work will continue with revised strategies and initiatives, with the work completed at the retreat serving as the foundation action plans. These action plans will be the main focus of the mid-June session with Village staff.

B. PUBLIC COMMENT

None.

Adjournment

It was moved by Trustee O'Brien, seconded by Trustee Thorstenson, to adjourn the Special Meeting.

Voice Vote: ALL AYE: Motion Carried.

Mayor Hood adjourned the Strategic Planning retreat at 3:15p.m.

**Andrew Harris,
Village Clerk**