



# ***VILLAGE OF BEVERLY HILLS***

## **Strategic Plan**

**2005 - 2008**

# Strategic Planning Committee Members

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- Greg Burry
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- Kim Holland
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- James Merritt
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## Ad Hoc Committee Members

- Don MacDonald
- Rose McLennan
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- Pauline Millichamp
- Cynthia Nagle
- Pamela Rijnovean
- Donna Selenich
- Brad Strader
- Bob Wiszowaty

# Village of Beverly Hill Staff

- Brian Murphy
- Ellen Marshall
- Renzo Spallasso
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# Vision

The Village of Beverly Hills will be a safe, aesthetically appealing, fiscally viable, family-oriented community with excellent educational, social, recreational, and cultural opportunities fostering on a strong and diverse residential and business community with concern for ecological stewardship and cooperation with other governmental bodies and agencies.

# Mission

The Village of Beverly Hills is committed to bring together residents, businesses and service providers with the common goal of creating an environmentally conscious, welcoming and progressive community for generations to come.

# Planning Process Overview

Identify Stakeholders

Start Date

Focus Groups, Surveys,  
Interviews

End Date

Mission-Vision-Values

Responsibility

SWOT Analysis

Measurement

Key Strategic Issues

Resources

Strategic Objectives

Action Plans

# KSI I: Maintain Current Level of Services

A: Maintain current level of Service in the  
Village of Beverly Hills

# KSI II: Improve/ Update Infrastructure

- A: Outline current infrastructure operational plan
- B: Outline current/ future grant strategy for funding resources
- C: Continue to develop infrastructure enhancements and maintenance programs

# KSI III: Establish a Long-Term Financial Plan

A: Increase and Maintain the General Fund while matching expenditures to revenue

B: Consider and evaluate Village's current practices

C: Create a finance committee of citizens to meet as needed

# KSI IV: Develop an Ecologically Sound Environmental Plan

- A: Evaluate environmental practices within the Village
- B: Evaluate the Village's environmental activities with external organizations
- C: Educate and inform Village residents and leads to increase awareness and participation
- D: Identify funding

# KSI V: Increase Public Awareness/ Participation and Interest in Beverly Hills Issues

- A: Identify the current methods of communication in the Village
- B: Identify best communication practices used by other communities
- C: Identify the type of information to be communicated
- D: Increase the level of participation by Village stakeholders in the issues which impact the community
- E: Monitor communication efforts to determine if the Village is successful in its efforts

# KSI VI: Maintain and Increase Value of Property

- A: Evaluate current zoning regulations to determine if they encourage or inhibit desired redevelopment and reinvestment
- B: Construct a model of maintenance and upgrade activity illustrating how it can increase values of property
- C: Explore ways to create a safer and more pleasing Southfield Road thoroughfare to enhance our community image and to help unify the Village
- D: Foster communication and cohesion among existing commercial property owners

# KSI VI: Maintain and Increase Value of Property *continued*

- E: Actively and continuously educate and inform current and prospective Village residents and businesses of Village codes and how increasing value of property relates to funding for Village service
- F: Actively inform prospective real estate buyers, investors and agents the history of increasing property values in Beverly Hills and the Village's determination to continue this trend
- G: Identify new construction (infill) opportunities

# **We've Got a Plan; How Will We Implement?**

- Form teams with a Council member "Champion" on each team
- Appoint a Council Coordinator of Action Plans
- Village Manager acts as coordinator
- Council meets monthly with one Action team reporting each month...also use meeting to discuss any issues that have come up which will delay completion
- Post progress and completion on a chart. Include in Village publications

# **We've Got a Plan;**

## **How Will We Implement? *continued***

- Written progress report monthly to teams
- Written reports every other month to Council
- Meet every quarter as a team and review progress, adjust priorities, timetable
- Village manager or Council Coordinator is available to meet with any team or task group to discuss any difficulties in carrying out Action Item
- Meet annually for a major review, consider inviting a DESC facilitator

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- ✓ Identify Stakeholders
  - ✓ Focus Groups, Surveys, Interviews
  - ✓ Mission-Vision-Values
  - ✓ SWOT Analysis
  - ✓ Key Strategic Issues
  - ✓ Strategic Objectives
  - ✓ Action Plans
- \_\_\_ Start Date
  - \_\_\_ End Date
  - \_\_\_ Responsibility
  - \_\_\_ Measurement
  - \_\_\_ Resources