

MINUTES - JOINT MEETING OF COUNCIL AND STRATEGIC PLANNING  
DEVELOPMENT COMMITTEE – JUNE 23, 2005 – PAGE 1

Present: Council – President Domzal; President Pro-Tem Woodrow; Members: Koss, Pfeifer and McCleary

Absent: Downey and Taylor

Present: Strategic Planning Development Committee – Greg Burry, Fran Knorr and Jim Merritt

Also Present: Village Manager, Spallasso  
Finance Director, Wiszowaty  
Building Official, Byrwa

Council President Domzal called the meeting to order at 7:10 p.m. Jim Merritt was asked to co-chair the meeting.

Domzal stated that Council is interested in keeping the strategic planning process moving forward. He emphasized that it is a citizen driven initiative. The role of Council is to provide any assistance that it can in terms of implementing the process.

**REVIEW OF SUMMARY REPORTS FOR EACH KEY STRATEGIC INITIATIVE  
SUB-COMMITTEE**

Merritt read the summary of activity reports submitted by each Key Strategic Initiative subcommittee. At the joint meeting in April, individuals who presented an overview of one of the six Key Strategic Issues were asked to submit a summary of the action items related to their topic. The results are as follows:

Strategic Issue #I – Maintain Current Level of Services

The subcommittee, Maintain Current Level of Services, feels the methodology of “benchmarking” best in class, costs and services provided to villagers, as well as comparing costs and structures in other communities, will help in keeping the same services while lowering costs.

These benchmarks are applicable to all levels of service the Village provides and contracts for. They are perfect tools for the Finance Committee and the Increase Aware Committee to assist in the implementation of its evaluations.

Learning and using what works in other communities by incorporating those findings will help our Village maintain a balanced budget – Rose McLennan

Strategic Issue #II – Improve/Update Infrastructure

The committee concluded in its findings that improvement and updating of all infrastructures is a continuing process in an effort to reduce and avoid the cost of “single-time” large capital expenditures. The findings further concluded that the current management process has in fact identified key major priorities for the next 3-5 years and has aggressively sought and obtained funding from local tax revenues, county, state and federal sources.

Further, the committee recommended that the Public Services Department educate citizens on the planning process, as well as define how funds and grants are used. It is believed that this will build support for all future initiatives.

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Finally, the committee concludes that there is no further need to have an ongoing “Infrastructure” standing committee. – Jim Merritt

Strategic Issue #III – Establish a Long-Term Financial Plan

During the meeting, the Village Council and the Strategic Planning Committee agreed that Strategic Issue III was the number one priority. This decision did not diminish the importance of the other strategic issues. However, some of them are already being attended to, and some work will be done on Strategic Issues V and VI. To begin the process of accomplishing the objectives of Strategic Issue III, the Village Council and the Strategic Planning Committee agreed to establish a Village Finance Committee. I agreed that within 30 days I would present a recommendation to the Village Council on the criteria for committee members, their duties and responsibilities, and the function and structure of the committee. I will consult with Rosanne Koss, Dave Taylor, Renzo Spallasso and Bob Wiszowaty to develop the recommendations. – Greg Burry

Strategic Issue #IV – Develop an Ecologically Sound Environmental Plan

After reviewing the material that the committee had thoroughly covered during the past year, the group came to the conclusion that the KSIs relating to finance or the portions of other KSIs relating to finance were the most significant. After more discussion, the group concluded that the most valuable KSI is Increasing Public Awareness as it relates to all the rest of the KSIs and without such awareness all their aims are difficult to achieve. – Fran Knorr

Strategic Issue #V – Increase Public Awareness/Participation and Interest in Beverly Hills Issues

- 1) Outline the existing flow of information, and the potential new channels of communications between the village stakeholders which create awareness of issues, and breed participation in village activities.
- 2) From this outline, assign the tasks which team members will facilitate. – Gary Grabowski

Strategic Issue #VI – Maintain and Increase Value of Property

As Issue VI deals with private properties (both residential and business) it was agreed that we should discuss this KSI with the Planning Board (first and foremost as they make recommendations for Master Plan and ordinance changes) as well as contact the ZBA. It has been brought to our attention that there have been concerns expressed by both Boards regarding the activities/conclusions of the Strategic Planning Committee and our subcommittee in particular. To that end, Dave Domzal said he would call the chairs of both boards as an introduction prior to my calling them to ask for face-to-face meetings with the Boards.

I am to speak with Dave Domzal on April 26, 2005 regarding the phone conversations he has had with Dave Jensen and Todd Schafer and I will follow-up with the subcommittee shortly about our next step. - Anne Bernardini

Merritt read an email from Cynthia Nagle, who submitted several suggestions for Strategic Issue #5, Increase Public Awareness/Participation and Interest in Beverly Hills Issues:

- Better utilize existing forms of communication such as Beverly Hills web page and cable television channel. Example: Pose a topical question on the site and ask for feedback from the public. Use the cable station to broadcast any new uses of the web page.

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- Use public gatherings to get the message out. Example: Flyers for the summer music series in the park were distributed along the parade route at the Memorial Day Parade. Make park events a place to create awareness about issues facing the citizens.
- Communicate with the Birmingham Eccentric and Birmingham Eagle newspapers on a regular basis to publicize issues and activities in Beverly Hills.
- Make the Villager newsletter more appealing.
- Utilize municipal cable station to maximum effect.

Greg Burry read a note from SPDC member Rose McLennan, who commented on the lack of communication from Council on the status of the Strategic Planning Committee or what they expected from her for the next meeting. McLennan was concerned that the committee has come to a standstill with the effort put forward not producing anything. She thinks that there should be a leader driving this implementation effort.

Merritt responded that the fact that the Council has scheduled a meeting with the Strategic Planning Committee is evidence that the plan implementation process has not ended.

#### **FINANCE COMMITTEE STATUS**

Woodrow reported that a special Council meeting was held last night, June 22, to discuss the formation of a Village Finance Committee including its function and responsibilities as well as the number of members to be appointed. After a lengthy discussion on the structure and purpose of the body, Council approved the formation of a Finance Committee consisting of seven people.

Although the specific charge of the committee was not addressed in the motion, Council has outlined four initial tasks that will be presented to the Finance Committee. At the next regular Council meeting, there will be an announcement that a Finance Committee has been formed and that applications are being accepted from Village residents. Council will attempt to obtain representation from citizens of each precinct. It is their intent to establish the Finance Committee so that it can begin work as soon as possible.

Domzal remarked that there was discussion of the assignments to be undertaken by the Finance Committee. The initial tasks listed by Council included evaluation of Village services, library costs, health care costs, and enhancement of Village revenue. There was discussion on whether the Finance Committee should have a specific termination date or be a standing committee. Council approved the concept and will start the application process while it works out the details.

Burry questioned who will decide the topics to be reviewed by the Finance Committee. Woodrow responded that the intent of Council is to formalize the structure of the Finance Committee. The committee, once formed, could request Council authorization to tackle an issue it deems to be a hot topic in the community. Woodrow expects that Council will review the progress of the Finance Committee annually in terms of the tasks it has been assigned.

Domzal affirmed that implementation of the Strategic Planning Committee recommendation to form a Finance Committee is imminent. There are details yet to be

decided. He suggests calling upon that KSI group to assist Council in formulating goals and priorities for a Finance Committee.

Koss added that it was proposed that Village Finance Director Wiszowaty attend Finance Committee meetings in an advisory capacity and that there be a liaison and alternate liaison from Council assigned to the group.

#### **COMMUNICATIONS SUB-COMMITTEE ACTION PLAN**

Members of the communication subcommittee were not present. Pfeifer related that she has outlined existing and potential communication opportunities and provided group leader Gary Grabowski with a list of contacts including media links and where to obtain historical information.

Domzal commented on the enthusiasm and ideas that have been exhibited by Grabowski. The question is where to go from here. He suggested that the communications subcommittee act as a self-contained group of people who would draft a plan of action, coordinate with administration, ask Council for assistance if needed, and report to Council on a quarterly basis on what initiatives the subcommittee proposes. Woodrow suggested giving the subcommittee a timeline.

Pfeifer will contact Gary Grabowski to inform him of the direction from Council and determine what his plans are for this subcommittee. Council will allocate time on the Council agenda at the first meeting in August for a presentation from Grabowski on a communication plan.

Koss expressed disappointment that there was not someone present from each subcommittee to provide an update on their area or report the outcome of the task they were given at the last meeting. One of the agenda items is “Next Steps to be Taken”, but there are only a few present to receive direction on further action.

Gladys Walsh stated that she is disappointed that there are so few people present at this meeting from the Strategic Planning group. She questioned where to go from here if the members are not in attendance at a joint meeting with Council.

Bunker Kelly expressed the view that the Strategic Planning Committee members need to be motivated if they are to continue. He stated that an organization will rise or fall on the enthusiasm of its leadership.

Koss responded that, when someone commits to doing something, they should follow through with that commitment.

Domzal commented that the first joint meeting to discuss Strategic Plan implementation was well attended. There are a lot of enthusiastic people involved in this effort. He suggested that perhaps talking about these issues in a large group setting is not the way to get things done. Domzal proposed that the subgroups meet and do their work, reporting to

Council on a quarterly basis. He reiterated that the strategic planning effort is citizen driven.

Merritt agreed that people need direction and proposed that he coordinate with the leaders of the other KSIs in order to communicate and develop an agenda as to what they will do and when.

Art Liberty expressed the view that the primary duty of the SPDC was to send out a village-wide questionnaire to gather ideas from residents regarding their main concerns on community issues.

### **COORDINATION OF EFFORTS WITH EXISTING BOARDS AND COMMITTEES**

Woodrow related that Council met with the Planning Board last night, June 22, prior to their regular Board meeting. One of the topics discussed was the Strategic Plan and how it relates to the Village Master Plan. Council also provided the Board with feedback on a list of goals and objectives as part of the Master Plan update. Council gave the Planning Board direction to implement what it thinks is appropriate from the Strategic Plan into the Village Master Plan.

Woodrow does not think it is Council's place to influence the strategic planning process. Similarly with the master plan, Council gave the Planning Board direction to review the strategic plan and determine what portions belong in the master plan and to update the master plan accordingly so that the views of the citizens as expressed in the Strategic Plan are included in the Master Plan for the community. The Planning Board will report back to Council on this task.

Woodrow thinks that Council is actively undertaking strategic plan initiatives. Koss reminded those present that the Strategic Plan was designed to be a five-year plan.

Planning Board member Elizabeth Landsman reviewed that the Board decided to incorporate the Vision Statement of the Strategic Plan into the Master Plan. The planning consultant will be integrating appropriate sections of the Strategic Plan into the Master Plan for the Board's consideration. The Planning Board discussed holding a public workshop on the Master Plan at its July meeting where it will invite citizen input on the Village Master Plan. There will be another public hearing at the time the draft Master Plan is concluded.

Domzal suggested that the sub-group focusing on the KSI Maintain and Increase Value of Property work closely in an advisory capacity with the Planning Board. He noted that there are actions included in that initiative that cannot be handled strictly through the Master Plan update. Input from the Planning Board and other committees should alert Council as to important items that are not within the scope of the Planning Board.

**NEXT STEPS TO BE TAKEN**

Merritt proposed working with the coordinators of each of the subcommittees to prepare a report to communicate what topics each subgroup covered throughout the strategic planning process, the rationale for its decisions, and the action taken.

Domzal asked Knorr to comment on the direction she proposes in order to move forward with her subgroup (Develop an Ecologically Sound Environmental Plan). Knorr asked for the assistance of another SPDC member to develop an action plan in terms of ecological awareness and citizen involvement.

Merritt summarized the initiatives that are being implemented including the formation of a Finance Committee and incorporation of portions of the Strategic Plan into an updated Village Master Plan. It has been determined that the infrastructure plan is in place. Issues will be clarified in an attempt to encourage and revitalize SPDC members.

**REVIEW AND CONSIDER AMENDED RESOLUTION REGARDING  
SEPTEMBER 2005 ELECTION**

At its June 21, 2005 meeting, Council passed resolutions to adopt language for two Charter Amendments to be presented to the Governor for approval for the September ballot. Council asked the Village Attorney to report to back on whether changes to the ballot language agreed upon by Council were acceptable.

In a letter to Council dated June 23, 2005, Village Attorney Ryan indicated that he had a lengthy discussion with George Elworth from the Attorney General's office about a change made to Charter Ballot Proposal A to include 'annually' in Section 3.5 for the term of the Village President. It was the opinion of Mr. Elworth that the Resolution would need to be reworked if Council wished to present this as a Charter Amendment.

It was noted that the existing language has been consistent throughout the Village's history whether Council has had biennial or annual elections. The policy of electing a Council President annually can be formalized in the Council policies and procedures manual. It was the consensus of Council to amend Ballot Proposal A to remove the word 'annually'. Ryan has prepared an amended Resolution for Council consideration.

Motion by Woodrow, second by Koss, to amend the agenda to add item #7, Review and Consider Letter from Village Attorney regarding Election Ballot Language for September 2005 Election.

Motion passed (5 – 0).

Motion by Woodrow, second by McCleary, to remove the word 'annually' from Section 3.5 of Charter Ballot Proposal A.

In response to a question, the public was informed that it has been the tradition of Council to elect a Council President annually.

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Attorney Ryan has prepared an amended Resolution omitting the word ‘annually’.

Roll Call Vote:

Motion passed (5 – 0).

Motion by McCleary, second by Koss, to adjourn the meeting at 8:25 p.m.

Motion passed (5 – 0).

**Dave Domzal**  
**Council President**

**Ellen E. Marshall**  
**Village Clerk**

**Susan Bernard**  
**Recording Secretary**