

Present: Council President Koss; President Pro-Tem Briggs; Members: Mercer, Mooney, Oen and Prew

Absent: None

Also Present: Village Manager, Wilson
Village Attorney, Ryan

President Koss called the special Council meeting to order at 9:30 a.m. in the Village of Beverly Hills municipal building at 18500 W. Thirteen Mile Road.

ADDITIONS TO AGENDA/APPROVE AGENDA

Motion by Oen, second by Mercer, to approve the agenda as published.

Motion passed (5 – 0).

DISCUSS COUNCIL PRIORITIES AND STRATEGIES

Koss stated that Council will be using a facilitator to assist them with their goal setting session. It is intended that the result of today's meeting will provide direction that will lead Council into the future and serve as a reference. Resident Neil Hitz has volunteered his time to help Council through this process.

Neil Hitz acknowledged the presence of Phil Mueller. If Council decides to proceed with a long-term strategic planning process following this meeting, Phil Mueller will facilitate that effort for the Village.

Today's process will be to conduct a SWOT analysis, which is to decide on the Village's strengths, weaknesses, opportunities and threats. This will be followed by prioritizing short term and long term issues facing the Village and then determining the actions needed to reach the selected goals. Hitz stated that Council will need another meeting to do this.

It was noted that Council members as well as the Manager and Village Attorney have submitted their ideas for SWOT issues as well as short and long term goals prior to today's meeting. The exercise today will be to discuss and select the top 5-6 strengths, weaknesses, opportunities and threats from sheets that list everyone's ideas.

Hitz noted that he will start a "Parking Lot" list. This could include items that are not major and that the Village could probably address quickly.

The following pages are the result of the prioritizing session.

STRENGTHS (Internal)

Parks (mostly Beverly)
Variety of Land/House size, affordable
Location – schools, library, SOCRRA, etc.
Safety/Security – Public Safety Department,
Safe walkable Village, Safe Park
Financial Stability to plan & move forward
Volunteers and volunteer skills

OPPORTUNITIES

Consolidation trends/Shared services
Land use/Commercial Development/Business
Attracting young families
Active engagement with State
Enhance natural features of Village

SHORT TERM ISSUES (1-3 years)

Note: some of these ST Issues could be considered as tactics or action steps.

Union contracts
Road repairs
2-3 year budget/maintain fiscal stability
Address improved voter communication
(Dashboard/community meetings)
Should VBH add Services?
E-Government & Information Technology
Land use in VBH
Commercial enhancement
Capital expenditures

WEAKNESSES (Internal)

Aging infrastructure/Public Safety Equipment
OPEB liability
No VBH Brand
Need to improve voter communication
No previous attention to the 5-year plan
Lack of diversified land use
Limited consolidation options

THREATS

Communities cutting police
Potential loss of State Revenue Sharing
Health care cost increase
Commercial blight & vacancies

LONG TERM ISSUES (1 to 6 years)

Infrastructure
Capital expenditures
Consolidation of services
Enterprise funds – Major & Local roads
Water & Sewer
Pay and benefits packages
Revenue Stream – amount & source

PARKING LOT ISSUES

What are historical trends of people moving in/out of VBH
Trends of movement within VBH
Current and historical demographics of VBH
Determine leaf pick up costs

The next step will be to choose six Short Term Issues and then pick a couple of Objectives or Goals for each Long and Short Term Issue. For each Goal, determine specific Responsibilities and Actions needed to reach the Goal.

COUNCIL COMMENTS

None

PUBLIC COMMENTS

None

Motion by Oen, second by Mooney, to adjourn the meeting at 12:19 p.m.

Motion passed (6 – 0).

**Rosanne Koss
Council President**

**Ellen E. Marshall
Village Clerk**

**Susan Bernard
Recording Secretary**