

MISSION STATEMENT

The City of Willmar is committed to providing responsible municipal service in an open, effective and efficient manner to all citizens of the local and area community. The ultimate goal is to preserve and enhance the quality of life for future generations.

GOALS AND PRIORITIES FOR 2012

1. **Leadership:** Successful Integration of the New City Administrator
 - A. Build trust and teamwork through enhanced unity within the City Council.
 - B. Engage in discussion about roles and responsibilities.
 - C. Continue to enhance a culture that values open communication.

2. **Operations:** Efficient and Effective Services
 - A. Engage in a study of the traditional methods and practices of the City.
 - B. Work with the County, Schools and higher education entities to cooperate, share resources and reduce duplication of services.
 - C. Decide on status of audio and videotaping of Council Committee meetings.
 - D. Prepare a financial strategy in response to possible Local Government Aids cuts.

3. **Infrastructure:** Efficient Investments of Transportation, Facilities and Technology
 - A. Develop a long-term sustaining funding source for street reconstruction projects.
 - B. Meet with MnDOT on the opening of Highway 12 by-pass (Downtown).
 - C. Adopt Storm Water Management Plan (BARR report).
 - D. Develop a realistic long-range capital plan for the City's buildings and facilities.

4. **Connections:** Strong Public Partnerships, Engaged Community and Confidence in City Government
 - A. Develop creative ideas to connect with the minority communities.
 - B. Develop strong communication channels with State and Federal Officials.
 - C. Develop creative ways to get the public involved in a productive way.
 - D. Enhance understanding of Willmar Community Center programs and activities.

5. **Development:** Thriving, Dynamic, Regional Center.
 - A. Continue to support and fund the Willmar Design Center concepts for Downtown.
 - B. Continue participation in the City/County Economic Development Commission.
 - C. Market the value and strengths offered by the Minn West Technology Campus.
 - D. Resolve airport land release issues as soon as possible.
 - E. Explore the concept of Willmar's *livability* (community choices, housing).

These goals and priorities were developed as part of the Council's Planning Session in April, 2011