



May 15, 2026 Board Workshop

Priorities

- Another Police Officer 2026/2027/2028 Safe community
Planned growth
- EMS / Fire staffing concerns - fire District
- Street Maintenance DPW staffing concerns
- Compost Site Cameras

Goals

- Follow thru
- Community survey
- Slow sustainable growth # of houses per year
- Street maintenance fill potholes / crack sealing
- Capital Improvement Plan street / storm sewer
- Downtown Facelift speeds / sidewalks / create a plan
- Departments Working Together Police share with Public Works
↳ they are our eyes zoning etc

Initiatives

- Review Quarterly with Board

- surveys
- ~~Sewer fee study~~
- Zoning Enforcement
- Housing Study
- ~~paint~~
- maintenance

create Identity

Village of Winneconne Strategic Planning Workshop Handout

This handout is intended to support Village Board Trustees during strategic planning discussions and goal development activities. It expands upon the workshop presentation by providing additional detail, guiding questions, and practical frameworks to assist the Board in creating meaningful near-term and long-range goals for the Village.

1. Defining Winneconne's Future Identity

Purpose: Establish a shared long-term vision for the community.

Key Questions:

- What should Winneconne be known for in 10–15 years?
- What type of growth should the Village encourage?
- What community values and character should be preserved?
- What amenities, services, and experiences are residents expecting?
- How should the Village position itself regionally?

Discussion Guidance:

Board members should think beyond current operational needs and discuss the future identity of the community. This conversation should help establish a collective vision that guides future investment, policy, and planning decisions.

2. Community Input & Resident Priorities

Purpose: Ensure strategic planning reflects resident expectations and community needs.

Topics to Consider:

- Resident feedback and survey opportunities
- Housing concerns and development trends
- Recreation, parks, and quality-of-life priorities
- Infrastructure concerns
- Economic development opportunities
- Public safety expectations

Discussion Guidance:

Future planning efforts should incorporate public engagement whenever possible. Understanding community expectations helps improve transparency, trust, and long-term alignment.

communication with residents - surveys to determine their priorities

Maintain - maintenance - streets - cemetery

Plan and follow-thru

Economic development - think next steps - planned growth

3. Strategic Prioritization Framework

Purpose: Help the Board determine which initiatives should receive the highest level of focus.

Evaluation Criteria:

- Community impact
- Financial sustainability
- Operational feasibility
- Urgency
- Long-term value
- Regulatory necessity

Discussion Guidance:

Not every initiative can be accomplished simultaneously. Strategic planning requires balancing community benefit, financial capacity, staffing, timing, and operational limitations.

Public Safety - Police, Fire, EMS if necessary go to referendum
public safety, low crime rate - safe community
PW - no potholes
Promote growth - slow sustained growth

4. Draft Strategic Pillars

Purpose: Organize future goals into broad strategic focus areas.

Suggested Strategic Pillars:

- Infrastructure & Utilities
- Financial Sustainability
- Community Growth & Development
- Public Safety & Quality of Life
- Parks, Recreation & Community Identity
- Organizational Excellence

Discussion Guidance:

Strategic pillars create structure for future planning and budgeting decisions. Individual projects and initiatives can later be organized under each pillar.

Maintain - regular maintenance - better investment
Attract people to our community - capital improvements, downtown facelift, events
zoning enforcement

5. Turning Priorities into Actionable Goals

Purpose: Transition strategic discussions into measurable and achievable outcomes.

SMART Goal Framework:

- Specific
- Measurable
- Achievable
- Relevant
- Time-Bound

Example:

Instead of: 'Improve infrastructure'

Use: 'Reduce annual utility service disruptions by 20% by 2029 through phased infrastructure replacement.'

Discussion Guidance:

Clear goals improve accountability, budgeting, implementation tracking, and communication with the public.

6. Board Priority Ranking Exercise

Purpose: Help the Board collectively identify the most important priorities.

Potential Ranking Criteria:

- Highest community value
- Greatest long-term impact
- Most urgent need
- Best return on investment
- Greatest operational benefit

Discussion Guidance:

Structured ranking exercises help create consensus and ensure all perspectives are considered during strategic planning discussions.

7. Balancing Immediate Needs with Long-Term Vision

Purpose: Differentiate between short-term operational needs and long-term transformational goals.

Near-Term Examples (1–2 Years):

- Policy modernization
- Equipment replacement
- Staffing stabilization

Mid-Term Examples (3–5 Years):

- Utility investments
- Park improvements
- Economic development initiatives

Long-Term Examples (5–10 Years):

- Community growth strategy
- Housing diversification
- Downtown/community identity initiatives

Discussion Guidance:

Strong communities balance current operational responsibilities with long-term planning and investment.

8. Strategic Planning as an Ongoing Process

Purpose: Reinforce that strategic planning should be reviewed and updated regularly.

Annual Review Components:

- Review progress on strategic goals
- Evaluate budget alignment
- Update priorities based on changing conditions
- Identify emerging risks and opportunities
- Communicate progress to residents

Discussion Guidance:

Strategic planning should be integrated into annual budgeting, capital planning, and operational review processes.

9. Working Together Effectively

Purpose: Establish governance expectations and collaborative decision-making principles.

Governance Principles:

- Respectful collaboration
- Strategic focus over operational micromanagement
- Data-informed decision-making
- Transparent communication
- Unified direction following Board decisions

Discussion Guidance:

Strong governance improves organizational confidence, operational consistency, and public trust.

Follow thru

10. What Success Looks Like

Purpose: Define the long-term outcomes the Village hopes to achieve.

Desired Outcomes:

- Long-term financial sustainability
- Reliable infrastructure systems
- Responsible and balanced growth
- High-quality municipal services
- Strong community trust
- Preservation of community character while preparing for future opportunities

Discussion Guidance:

Success should be measured not only through financial performance, but also through service quality, community satisfaction, and organizational stability.
