



AGENDA ITEM #10.4

REPORT TO CITY COUNCIL

Report Prepared by: Nancy Malecha

Date: February 29, 2016

Subject: Vision Statement for City

Report: At the January 28th Special City Council Meeting, the following directive was given.

Mayor Sjoblad noted that the Council should begin this process by formulating a vision for the City and the strategic direction will follow. Council Members will review the City's Comprehensive Plan and Downtown Plan to determine a vision statement for the City and present their ideas at the February 29th City Council Meeting.

The definition of a vision statement is: a formal statement that expresses the aspirations and goals of an organization.

Mayor Sjoblad's ideas to consider when drafting the vision statement are attached. I also added examples of statements

from other governmental entities. Further ideas will be presented by the Council at the meeting for discussion.

Council Action Requested: Council motion approving a vision statement for the City.

From Mayor Sjoblad:

- “Come Grow With Us”
- City surrounding park
- Streets improved to Washington Street model
- More sidewalks for a walkable city
- Bike paths incorporating all City parks
- Wi-Fi ready City
- School baseball area on former Moberg property
- Find ways to improve substandard housing
- Motel in City with restaurant, pool, etc.
- Develop incentives for new commercial development
- Remove substandard buildings
- Research a surcharge for empty store fronts
- Expand sewer and water services to wastewater spray field with access west of the new highway
- Statewide advertising.

Crow Wing County

“Being Minnesota’s favorite place.”

City of Breezy Point

“Green Trees, Blue Water, Great People”

Pequot Lakes Police Department

“Dedicated to maintenance of peace, reduction of crime, protection of lives and property, and professional service to the citizens of our community.”