



REPORT TO CITY COUNCIL

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Date: August 6, 2019

Subject: Vision, Mission, & Values Statements for City

Report: For the past several months, the City’s Leadership Team has been discussing vision, mission, & values statements for the City. A vision statement is the picture of an ideal future and it answers the question, what do we want our future to be? A mission statement is what we are charged to do in order to achieve the vision and it defines the objectives to get to our vision. Values are the beliefs that shape culture and are the “guardrails of the soul of the organization”. They define the standards of the organization, including who we are and how/why we make decisions.

The Leadership Team, consisting of myself, Eric Klang, Chad Turcotte, Dawn Bittner, Tom Nelson, Jason Gorr, and Angie Duus, has compiled the following statements for the City.

- Vision – “To provide community services that help create, enhance, and continue traditions of being a great place to live, work, and play.”
- Mission – “Our mission is to encourage economic development opportunities, preserve our natural resources, offer diverse recreational and mobility options, and ensure safe neighborhoods.”
- Values – “Equality. Quality of Life. Respect. Professionalism. Teamwork.”

Council Action Requested: Council motion implementing the vision, mission, and values statements for the City as presented by the Leadership Team.