

Facilitative Session – Vision and Mission Development Notes

Date: March 12, 2014

Time: 1-4:30PM

Location: WWTP Conference/Training Room

Meeting Objectives: To develop a draft community vision and organizational mission statements

Facilitators: Max Gagin and Anastasia Kocher

Participants: Dave Botts, Duane Cherek, Dan Davis, Mark Freitag, Ryan Garcia, Richard Haviza, Maggie Hrdlicka, Al Hulick, Jim Jensen, Wald Klimczyk, Gordy LaChance, Patty Lynch, Kelly Mack, Dave Moore, Sue Musick, John Olsen, Mike Payne, Jennifer Petruzzello, Gale Price, Bill Ruchti, Becca Smith, Charles Teval, Carl Weber, John Whitcomb, Jay Winzenz, Jean Wulf

Introduction

Agenda

- Introduction
- Guidelines
- Vision Development
- Break
- Mission Development
- Closeout and Next Steps

Group Guidelines

- Honor time limits
- Listen to others with an open mind
- No rebranding of the City
- Seek common ground and action
- Electronics on meeting mode
- Phones calls on break
- Everyone participates
- Silence implies consent
- Respect confidentiality
- HAVE FUN!

Brainstorming Guidelines

- Collect as many ideas as possible. Quantity over quality.
- All ideas are welcome no matter how far out they seem. The more creative ideas the better.
- No discussion. Talking about the ideas will take place after the brainstorming process is completed.
- Do not criticize or judge. All ideas are equally valid at this point.
- Do “piggyback” or build on others' ideas.

Vision Development

Example Vision Statements

The facilitators distributed example vision statements from other municipal organizations and asked the group to make observations on how other communities structured their vision statements.

Brainstorming Exercise

The facilitators led the group through a brainstorming exercise to generate ideas for the draft community vision statement. Below are the ideas generated during the brainstorming exercise.

- Community of choice
- Economical, social, cultural diversity
- Diversity for citizens, businesses, jobs
- Family-friendly
- Vibrant downtown/city
- Natural amenities
- Connection with others
- Social capital
- Sense of community
- Active and healthy community
- Embrace change
- Respect for historic preservations/heritage
- Preservation of our history as a community
- Small town feel?
- Strong neighborhoods
- Comfortable
- Safety
- Adventure/Fun
- Focus
- Quality services as a source of pride
- Value/effective
- Location (small city, but located in close proximity to other big communities)
- Accesible
- Park/residence
- Vision
- Passion
- Model city for others
- Where we want to go...
- Facilitate progress
- Flexible
- Future
- Community activities/events
- Inviting/adventure
- Outdoor/recreational
- Trails
- Synergy
- Affordable
- Inclusive/welcoming
- Thriving community
- Clean
- Well-maintained
- Reduce our poverty level
- Social equity
- River-oriented
- Opportunity

Group Writing Exercise

The facilitators asked the group to identify key word and phrases from the brainstorming exercise to be utilized as part of the group writing exercise. The facilitators helped the group further refine its list of key words and phrases and arrange them to develop a draft community vision statement. Below are key words and phrases considered by group.

- Choice
- Diversity
- Family friendly
- Natural
- Focus
- Facilitate progress
- Inclusive
- Pride
- Value/effective
- Progress
- Pleasure
- Business
- Play
- Community
- Fun
- Vision
- Responsive
- Live
- Facilitate
- Your
- Community of choice
- Work
- Opportunities
- Life's
- Realize

End Product: Draft Community Vision

"Wisconsin's Park Place": the community of choice for realizing life's opportunities.

Mission Development

Example Mission Statements

The facilitators distributed example mission statements from other municipal organizations and asked the group to make observations on how other communities structured their mission statements.

Mission Development Triangle

The facilitators divided the whiteboard into three sections with the headers “Why We Exist / Whom We Serve / What We Produce” and asked the group to write down responses to these questions on half sheet pieces of paper. The half sheet pieces of paper were collected by the facilitators and placed under the appropriate heading. The facilitator asked the group to identify common themes among participants’ responses to be carried forward to the group writing exercise.

Why We Exist

The facilitators asked the group “*Why does the City of Janesville exist?*” Below are the responses generated by group.

- Unprofitable services
- To produce for those needs of the community, which are best provided on a community basis
- Ensure public safety
- Protect health of community
- Incorporate community
- To deliver outstanding public service
- Provide a safe and vibrant community
- To help less fortunate individuals
- To protect
- To serve
- To provide quality services and a safe community
- Serve others
- To serve citizens
- To serve
- Serve the public
- Provide services
- Our community
- Provide services to the public
- Serve the public
- To facilitate progress
- Deliver essential services responsively and effectively
- Provide services
- To implement the goals, plans, policies of our citizens

Whom We Serve

The facilitators asked the group “*Whom does the City of Janesville serve?*” Below are the responses generated by group.

- Citizens
- Businesses
- Voters
- Residents of all ages, income levels and demographics
- All people, places plus things in our community
- All who live in, visit, and work in Janesville
- Citizens
- Visitors
- Businesses
- State/Federal governments
- Residents of all ages, income levels and demographics
- Businesses
- Public
- Businesses
- Self
- Community
- Visitors
- Our citizens
- Our community
- Tax payers
- Business owners
- Residents of all ages of the city, county, state
- Citizens
- Businesses
- Institutions
- Environment/Mother nature
- Visitors

- Residents
- Property owners
- Decision makers
- Residents
- Businesses
- Visitors
- Future generations
- The community at-large
- The future
- Interest groups
- Varied interests
- Residents
- Businesses
- Everyone
- Home owners
- Tenants
- Visitors
- All community members no matter if they want our help or not
- Residents
- Guests
- Businesses
- Any person who lives, travels through, or visit Janesville

What We Produce

The facilitators asked the group *“What does the City of Janesville produce?”* For the purposes of this exercise, what the City produces can be interpreted as a product or services that lead to an outcome. Below are the responses generated by group.

- Regional transport
- Bus services
- Beloit -Watertown transportation
- Implement community goals
- On-time, on-budget projects
- Timely, accurate, safe, dependable services
- Core public services
- Order
- Civility
- Direction
- Peace of mind
- Public utilities
- Recreational opportunities
- Quality
- Projects
- Education
- Opportunities
- Information
- Varied services for a safe, thriving community
- Safe housing
- Transportation to jobs/education/other
- A safe and thriving community
- Safe environment
- Positive business climate
- Water
- Order from chaos
- Economic development opportunities
- Affordable housing
- Recreational opportunities
- Engaged citizens
- Plans for the future
- Safe and fun community
- Unprofitable public goods and services
- Sense of safety
- Clean city
- Maintained streets
- Water and sewer
- Recreational programs
- Sense of security
- High quality of life
- Opportunities to meet personal goals through accessible transportation
- Growth of Janesville
- Full range of services (transit, park and recreation, public safety, infrastructure, street and snow removal, water)
- Opportunities
- Janesville's future
- Lifestyle
- Vision
- Community services
- Cost effective

Group Writing Exercise

The facilitators asked the group to identify key word and phrases from the Mission Development Triangle exercise to be utilized as part of the group writing exercise. The facilitators helped the group further refine its list of key words and phrases and arrange them to develop a draft organizational mission statement. Below are key words and phrases considered by group.

- Serve the public
- Protection
- Community
- Outstanding
- Quality
- Unprofitable
- Essential
- Citizens/residents
- Businesses (local and prospective)
- Visitors
- Provide services
- Opportunities
- Cost effective and sufficient
- Quality
- Competitive
- Affordable
- Safety
- Expectations
- Dependable/ accountable
- Responsive
- Leadership
- Outstanding services
- Innovative
- Unique
- Encouraging diversity
- Forward thinking
- Catalyst

End Product: Draft Organizational Mission

To innovatively provide effective municipal services that are responsive to the needs of residents, businesses, and visitors and delivered in a reliable, efficient manner in order to sustain Janesville as the community of choice.