



Common Council Visioning Session

Whitewater Municipal Building Community Room,
312 West Whitewater St., Whitewater, WI 53190
*In Person and Virtual

Thursday, May 14, 2026 - 5:30 PM

**Citizens are welcome (and encouraged) to join our webinar via computer, smart phone, or telephone.
Citizen participation is welcome during topic discussion periods.**

Please click the link below to join the webinar:

Join: <https://teams.microsoft.com/meet/230437752186963?p=RTlmgauADTBPDfLh0>

Meeting ID: 230 437 752 186 963

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Dial in by phone

+1 929-229-5663,,339762034# United States,

Phone conference ID: 339 762 034#

Please note that although every effort will be made to provide for virtual participation, unforeseen technical difficulties may prevent this, in which case the meeting may still proceed as long as there is a quorum. Should you wish to make a comment in this situation, you are welcome to call this number: (262) 473-0108.

AGENDA

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

APPROVAL OF AGENDA

A councilmember can choose to remove an item from the agenda or rearrange its order; however, introducing new items to the agenda is not allowed. Any proposed changes require a motion, a second, and approval from the Council to be implemented. The agenda shall be approved at each meeting even if no changes are being made at that meeting.

CONSIDERATIONS

- [1.](#) Discussion regarding City Council Goals and Priorities.
- [2.](#) Discussion and Possible Action regarding the City of Whitewater Strategic Plan.

ADJOURNMENT

Anyone requiring special arrangements is asked to call the Office of the City Manager / City Clerk (262-473-0102) at least 72 hours prior to the meeting.

The City of Whitewater's strategic goals for 2026–2028 are: expanding single-family home development, strengthening community communication, supporting a thriving business community, increasing access to healthcare resources, improving staff recruitment and retention efforts, advancing transportation options, and prioritizing expenditures based on available resources.



Common Council Agenda Item

| | |
|-------------------------------------|---|
| Meeting Date: | May 14, 2026 |
| Agenda Item: | City Council Visioning Session |
| Staff Contact (name, email, phone): | Sara Marquardt, smarquardt@whitewater-wi.gov , 262-473-1387 |

BACKGROUND

(Enter the who, what when, where, why)

In 2025, the Whitewater City Council continued its renewed focus on strategic planning through its annual Council Goals and Visioning Session. Council members discussed community priorities, organizational challenges, and long-term opportunities facing the City. Key themes included housing and economic development, infrastructure, public safety, community engagement, accessibility, and quality-of-life improvements.

Council members also emphasized the importance of strong communication, regional partnerships, proactive planning, and maintaining momentum on ongoing initiatives. Discussions highlighted both the opportunities and challenges associated with growth, financial pressures, aging infrastructure, and increasing community engagement.

The 2026 Visioning Session will build upon those conversations by providing an opportunity for the Council to reflect on progress, identify emerging priorities, and continue developing a shared vision for the future of Whitewater.

PREVIOUS ACTIONS – COMMITTEE RECOMMENDATIONS

(Dates, committees, action taken)

N/A

FINANCIAL IMPACT

(If none, state N/A)

Unknown at this time.

STAFF RECOMMENDATION

The format remains similar, with slight updates to the questions. Please come prepared with your general thoughts to help guide the discussion.

ATTACHMENT(S) INCLUDED

(If none, state N/A)

1. 2026 Council Questions
2. 2025 Vision Summary

Whitewater City Council Retreat – Council Goals

May 14, 2026



1. What inspired you to serve – or continue serving – on the Whitewater City Council, and what impact do you hope to make during your term?

2. What are your highest priorities for the City of Whitewater over the next 1–3 years, and how should the Council and staff measure progress and success in those areas?

3. What opportunities or challenges do you believe will most influence the City’s future, and how should the Council prepare to address them?

4. How can the Council and City Administration work together most effectively to achieve shared goals and strengthen communication, trust, and accountability?

5. If you could accomplish one meaningful change or initiative for the City of Whitewater during your term, what would it be and why?

Optional Additional Discussion Questions

6. How can the City better engage residents, students, businesses, and community organizations in local decision-making and civic life?

7. What should Whitewater look and feel like in the next 10 years, and what steps should we begin taking now to achieve that vision?

Whitewater City Council Retreat – Council Goals May 13, 2025

Summary Notes

1. Motivation for Serving on Council

Council members shared a variety of personal and civic motivations for joining or continuing on the Council:

- **Advocating for Change:** *Majkrzak* emphasized a desire to drive forward inclusive housing policies and push back against narrow interests.
- **Civic Engagement:** *Hicks* and *M. Smith* expressed a strong commitment to representing the community, *Hicks* particularly for District 5, and fighting civic apathy.
- **Representation and Growth:** *O. Smith* sees their role as essential in representing a unique student population and fostering engagement and growth.
- **Learning and Evolution:** *Sahyun* entered with a desire to learn, while *Schanen* noted his role evolved from early expectations into meaningful governance.
- **Public Service Ethos:** *Singer* finds fulfillment in helping residents and values the forward-thinking atmosphere of City leadership.

2. Top Community Priorities and Metrics for Success

Each council member identified key focus areas and markers of success for their term:

- **Housing Development:** *Singer* and *Majkrzak* are focused on increasing housing options, especially affordable and alternative forms such as tiny houses, and reducing barriers to development.
- **Economic and Business Growth:** *M. Smith* and *Hicks* prioritized attracting manufacturing and commercial businesses. *Majkrzak* highlighted addressing Business Park stagnation.
- **Vibrancy and Engagement:** *Schanen* and *M. Smith* want to enhance quality of life through events like music at the bandshell and celebrations, while *O. Smith* emphasized student engagement.
- **Health and Accessibility:** *O. Smith* prioritized improving healthcare and substance abuse resources. *Sahyun* focused on transportation accessibility, extended compost site hours, and future-minded growth.
- **Public Safety:** *Hicks* placed strong emphasis on implementing School Resource Officers (SROs).
- **Infrastructure Planning:** *O. Smith* also noted the water tower and upcoming America 250 celebration as priority projects.

3. Anticipated Challenges

Council members foresee several structural and cultural hurdles in achieving their goals:

- **Financial Constraints:** *M. Smith* and *Schanen* flagged inflation and state budgeting as ongoing concerns.

- Community Resistance and Engagement: *Hicks* noted cultural resistance to housing alternatives (NIMBYism), and *O. Smith* expressed concern about low participation and engagement.
- Aging Infrastructure: *Singer* focused on the difficulties of revitalizing older housing stock while keeping costs and fees manageable.
- Service and Civic Decline: *Singer* also highlighted a broader decline in civic and volunteer engagement that must be addressed.
- Accessibility and Services: *Schanen* and *O. Smith* pointed to lack of urgent care and related transportation as specific service gaps.

4. Administration Support Needs

Council members emphasized the need for technological and organizational enhancements to support their work:

- Better Information Access: *Sahyun* and *Majkrzak* suggested developing an FAQ and searchable meeting minutes. *Singer* recommended a Legislative Management System.
- Outreach and Events: *Hicks* suggested hiring an Event Director. *Schanen* and *Singer* urged a continued focus on outreach and proactive communication with underserved parts of the community.
- Maintain Momentum: *Majkrzak* praised recent staff changes and encouraged continued progress.

5. Aspirational Goals for the City

Council members shared visionary ideas and long-term aspirations for the City of Whitewater:

- Infrastructure Expansion: Multiple members (*Singer*, *Schanen*, *M. Smith*) mentioned developing a four-lane highway, though *M. Smith* stressed business development should come first.
- Community-Wide Visioning: *Singer* proposed a community visioning session and public engagement activities like a survey or community fundraiser.
- Amenity and Cleanliness Improvements: *Sahyun* advocated benchmarking community amenities. *Hicks* and *Schanen* highlighted the need for consistent code enforcement to clean up public spaces.
- Collaboration and Engagement: *Hicks* called for deeper cooperation among the City, School District, and University. *O. Smith* urged institutionalizing community engagement as a core goal.
- Small Business Growth: *Majkrzak* emphasized supporting entrepreneurs, improving visibility of natural assets like the lakes, and focusing on meaningful engagement.

Individual Questions

1. What motivated you to serve or continue to serve as a Council Member?

Majkrzak – Continue making change, pushing housing of all types and not let small interests control agenda

Sahyun – Was asked and it provided an opportunity to learn more

Hicks – To get involved and be a voice for District 5 by improving relations, getting more people involved from the district and changing stagnation in that area.

Schanen – It has changed from when ran, not spend as much time talking campers and more time doing the important work.

O. Smith – Motivation has also changed from when last ran, representation serves a unique population of the city and wants to work to make students want to stay, grow and be engaged.

M. Smith – To be a responsible community member, work against the apathy from people who don't want to get involved – need more people acting like leaders.

Singer – Enjoys the challenge and responding to citizens, especially problem-solving their concerns and helping the public. Staff, administration and Council are forward thinking and energetic which makes it easier to work in a forward direction.

2. What are your top priorities for our community during your term and how will you measure success?

Singer – Housing, finding responsible and responsive solutions. How do we differentiate ourselves as a community to attract residents and employers?

M. Smith – Not in favor of subsidizing rental properties, was a big reason why ran as well as area around the lakes, effectively and efficiently working on the downtown and attracting manufacturing. Finding a path to have a few more commercial businesses. See more quality of life things in town like music at the bandshell.

O. Smith – Increase health care opportunities in City particularly in field of substance abuse. Water tower plans and America 250 celebration are priorities.

Schanen – Responsible development and adding vibrancy. Working to get people to come out like at the 4th celebration, downtown and lakes.

Hicks – Has changed goal on Spring Splash and doesn't want to waste time and money. Priority will be to push as hard as can on School Resource Officers (SRO) and make sure that happens. Need more business – how to jump on board the expansions that are going on in other communities.

Sahyun – Compost site open earlier and later. Park improvements. Accessibility especially in transportation and for those that don't drive. Intelligent growth and how to extend that to the future.

Majkrzak – Business Park stagnation. Housing, people aren't moving here because there isn't any housing that is affordable and there are opportunities in rentals and tiny houses. Combat higher taxes through growth.

3. What ongoing or new challenges do you anticipate in achieving your objectives?

Singer – How to deal with aging housing stock without sacrificing existing housing. How to reduce barriers such as dropping our fees. How to make ourselves competitive with other communities.

Hicks – Hopefully SRO issue will resolve in the next months. How to deal with NIMBY and the hard core thought that things need to be a certain thing and not being open about smaller houses. Fees.

Schanen – Challenge will continue to be the State budget process. Maintaining positive City and University relations – talking more.

O. Smith – How to encourage community engagement especially getting people to leave their houses.

M. Smith – Combating inflation over the last 5 years – prices are so high. How to encourage community involvement – more people involved in the community.

Singer – Large shift in service involvement which has been on the decline, civic engagement will continue to be a problem. How to keep the community as an informed partner. How to diversify the community to support multiple avenues of growth. How to identify needs and make it happen within the budget.

Schanen – Urgent care

O. Smith – Transportation to urgent care

4. How can the city administration best support you in achieving your goals?

Majkrzak – Staff has shifted and progress is happening – keep doing what doing.

Sahyun – Develop an FAQ on the website for general questions that keep having to answer.

Majkrzak – Provide a way to search by word or topic in the meeting minutes.

Singer – Legislative Management System

Hicks – Event Director may be needed.

Schanen – Continue to emphasize getting information out

Singer – Responsive, professional and proactive. Continue efforts to reach out to those pockets in the community that don't know where to go.

5. The one thing I wish the City of Whitewater would do is ...?

Singer – Four-lane highway. Visioning session for whole community. (Survey of community). Softball game fundraiser between community members.

Sahyun – More stuff (Analysis of comparable community amenities)

Hicks – Clean up its act. Certain places look trashy with trash, weeds and nuisances. Really prioritize code enforcement. Continue to explore ways that the School District, City and University can work together.

Schanen – Consistently enforce code violations and develop a four-lane highway.

O. Smith – Community engagement, make community engagement a part of Communications goal or its own goal.

M. Smith – Go after business before getting a four-lane highway. Plan for long term in adding jobs.

Majkrzak – Find ways to attract and retain small businesses (How to set up shop) and highlight lakes. Engage in ways that are productive.

Memorandum

To: Whitewater Common Council

From: City Manager

Re: 2026 Council Visioning Session

Date: May 6, 2026

The City of Whitewater has continued its renewed focus on strategic planning and collaboration through annual Council Visioning Sessions. Over the past two years, these discussions have helped identify community priorities, organizational challenges, and long-term opportunities facing the City.

As the Council prepares for the 2026 Visioning Session, staff believes this year presents a unique opportunity — and challenge — in determining how best to move forward strategically. During 2026, the City expects to receive significant additional community input and planning data through both the community survey process and the development of the new Comprehensive Plan. These efforts are anticipated to provide valuable insight into resident priorities, growth expectations, infrastructure needs, housing, economic development, and overall community vision.

At the same time, portions of the City's existing strategic and planning framework are becoming dated and may no longer fully reflect current conditions or community expectations. As a result, staff is seeking Council direction regarding the appropriate "fork in the road" approach:

- Whether to continue advancing and updating current strategic priorities in the near term;
- Whether to focus primarily on completing or refining existing initiatives while awaiting additional public input and planning outcomes; or
- Whether to pause major strategic shifts until the Comprehensive Plan and community engagement efforts provide a more complete picture for long-term decision-making.

The Visioning Session will provide an opportunity for the Council to discuss these approaches, reaffirm immediate priorities, and help establish a framework for aligning future policy decisions with the forthcoming community-driven planning efforts.



Strategic Goals & Milestones 2024-2028

Item 2.

Long Term Strategic Goals

2024-2028

- Increase affordable housing for families
- Increase communication without a “newspaper”
- Support thriving businesses and grow the tax base
- Improve the City’s recruitment, retention, and diversity
- Align future expenditures with available resources

1 YEAR ONE

Area of Focus

WHY DO THIS?

Numerous studies demonstrate the need for affordable housing in Whitewater, as well as an available market for family-based single-family attached, detached, and multifamily units.

GOAL

Increase Affordable Housing

COMPLETED

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Using the Affordable Housing Policy and/or other resources, facilitate the application and approval of at least one residential development.

COMPLETED

STRETCH GOAL (Ambitious and Challenging Goal)

Three residential projects in the application/approval process.

1 YEAR ONE

Area of Focus

COMPLETED

WHY DO THIS?

By maintaining a strong public engagement, the City widens its pool of people who can be informed about information, resources, and events.

COMPLETED

COMPLETED

GOAL

Increase Communication

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Improve market penetration, frequency, and quality of communication with the public through social media, press releases, and newsletter.

Revamp City website, including online forms, payments.

Re-establish PEG station, including programming, recording, and partnering with other agencies to incorporate other programming.

1 YEAR ONE

Area of Focus

WHY DO THIS?

Assisting to establish thriving businesses and employment opportunities establishes the City as a problem solver and supporter of the private sector.

GOAL

Support Thriving Businesses

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Partner with Thrive ED, JCDEC, and the Latino Academy to have a job fair within the next calendar year.

Establish and conduct business recruitment, retention, and expansion meetings with 25 businesses.

Assist CDA in revamping loan programs and implementing affordable housing policy.

COMPLETED

COMPLETED

COMPLETED

1 YEAR ONE

Area of Focus

GOAL

Improve Recruitment, Retention, and Diversity

COMPLETED

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Finish update of employee handbook by Q2 2024

WHY DO THIS?

The employee handbook has not been updated since 2011. Updating modernizes the City and sets clear expectations. As the main expenditure and driver of our quality services, it is in the City's financial and operational best interests to focus on the welfare of its staff.

COMPLETED

Establish stay interviews, leadership luncheons, and other programs to support our staff and learn about ways to improve.

COMPLETED

Conduct an analysis of compensation for non-management staff by Q2 2024

1 YEAR ONE

Area of Focus

COMPLETED

WHY DO THIS?

The MSP and ERP payments are projected to return in 2025 and the UWW payment is a permanent reduction. The City needs to adjust for these reductions while maintaining its other commitments to other services and our staff

Item 2.

GOAL

Prioritize Expenditures with Available Resources

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Successfully budgeted for 2024 reductions in revenues totaling over \$500,000 including: Municipal Service Payments (MSP) from the State tied to police services, totaling approximately \$200,000, and from the State for the Expenditure Restraint Program (ERP) totaling approximately \$70,000.

COMPLETED

STRETCH GOAL (Ambitious and Challenging Goal)

No reductions in services. Maintain projected 2.25% raises for staff.

1 YEAR ONE

Area of Focus

COMPLETED

WHY DO THIS?

The community is looking for reliable and consistent transportation.

COMPLETED

GOAL

Public Transportation

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Complete a comprehensive evaluation of the financial and operational model of Brown Cab Services.

STRETCH GOAL (Ambitious and Challenging Goal)

Potential for running the transportation service in-house

1 YEAR ONE

Area of Focus

COMPLETED

WHY DO THIS?

To have emergent healthcare services in the community.

COMPLETED

GOAL

Emergent Healthcare

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Identify potential healthcare partners to discuss the feasibility of establishing emergent healthcare services within the city

STRETCH GOAL (Ambitious and Challenging Goal)

Begin initial negotiations and planning with selected healthcare partners

1 YEAR ONE

Area of Focus

WHY DO THIS?

To keep our community updated on the actions of the city government.

GOAL

Communications

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

COMPLETED

Expand video content to cover additional topics of community interest

COMPLETED

STRETCH GOAL (Ambitious and Challenging Goal)

Establish a regular schedule for content creation

3 YEAR THREE

Area of Focus

WHY DO THIS?

69.31% of the city's single family homes are rentals. Creating single family homes that are affordable allows for single families or growing families to purchase these homes.

GOAL

Increase Affordable Housing

COMPLETED

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

To have one or more housing projects underway or under contract for development through an agreement with the City or CDA or through approved plans by the Plan and Architectural Review Commission (PARC).

3 YEAR THREE

Area of Focus

WORK IN PROGRESS

WHY DO THIS?

To provide reliable and consistent transportation to our community.

GOAL

Public Transportation

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Develop a detailed implementation plan for transitioning services in-house

Secure funding from City Council

STRETCH GOAL (Ambitious and Challenging Goal)

Begin phased implementation of in-house transportation starting with a pilot program

3 YEAR THREE

Area of Focus

WHY DO THIS?

To have emergent healthcare services in the community

COMPLETED

GOAL

Emergent Healthcare

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Finalize agreements with healthcare partners for the establishment of emergent healthcare services in the city.

Begin construction or renovate of chosen facility

STRETCH GOAL (Ambitious and Challenging Goal)

Develop a community outreach program to inform residents about upcoming healthcare services

3 YEAR THREE

Area of Focus

WHY DO THIS?

To keep our community updated on the actions of the city government

WORK IN PROGRESS

Item 2.

GOAL

Communications

COMPLETED

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Expand video content to cover additional hot-button topics in the community.
Establish a regular schedule of content.
Diversify the types of media that the City posts on social media.

COMPLETED

STRETCH GOAL (Ambitious and Challenging Goal)

Implement a feedback loop to continuously improve content based on community responses

3 YEAR THREE

Area of Focus

WHY DO THIS?

Providing informational sessions for local businesses eliminates obstacles and uncertainty regarding best business practices in the City.

GOAL

Support Thriving Businesses

COMPLETED

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Provide online and in-person informational sessions specific to permits, building codes, fire inspections, water requirements, and street requirements to help residents, entrepreneurs, and developers fully understand how to succeed in Whitewater.
Maintain 25 BRE meetings per year.

STRETCH GOAL (Ambitious and Challenging Goal)

Turn one Business Retention Expansion (BRE) into a new development opportunity.

3 YEAR THREE

Area of Focus

GOAL

Improve Recruitment, Retention, and Diversity

WHY DO THIS?

By not only diversifying, but professionalizing how the city posts its job listings, we can increase attraction to the position. Stay interviews help the City shape future retention efforts.

Item 2.

COMPLETED

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Promote all job listings on various social media websites in multimedia platforms. Develop recruitment videos for Facebook, Reels, or short form media.

WORK IN PROGRESS

Complete stay interviews with all staff hired 2023 and prior. Establish metrics for successful retention targets.

COMPLETED

Have started to implement findings of compensation study.

3 YEAR THREE

Area of Focus

COMPLETED

GOAL

Prioritize Expenditures with Available Resources

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Successfully recover from permanent reduction in revenue from the University of Wisconsin Whitewater (UWW) for dispatch services, totaling approximately \$230,000.

Be in a position to consider targeted increases to staffing based on an analysis of needs.

WORK IN PROGRESS

STRETCH GOAL (Ambitious and Challenging Goal)

Begin planning for a new Public Works garage.

WHY DO THIS?

This payment's projected return in 2025 and beyond needs to be allocated in the most effective way possible. The Public Works garage is the building in the most need of attention.

Item 2.

5 YEAR FIVE

Area of Focus

WORK IN PROGRESS

WHY DO THIS?

Creating 100 family units helps solve the lack of affordable housing for single families or growing families. The strategy should be reviewed at the 5-year mark.

GOAL

Increase Affordable Housing

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Facilitated the creation of an additional 50+ new family-style units slated to be constructed within the following 36 months.

Re-assess family housing needs in a follow-up study.

5 YEAR FIVE

Area of Focus

WORK IN PROGRESS

GOAL

Increase Communication

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

WHY DO THIS?

Due to university students' significant community presence, the City has an opportunity to reach a younger demographic. By committing time and resources to these platforms, we can further reach that new demographic.

Utilizing artificial intelligence increases the speed and efficiency of media production.

Item 2.

COMPLETED

Have a catalog of evergreen videos promoting the city and its spaces.

COMPLETED

Incorporating AI/ChatGPT into the production of said videos, posts, press releases, etc.

5 YEAR FIVE

Area of Focus

WORK IN PROGRESS

WHY DO THIS?

Serving as a point of contact to new businesses helps ensure their success in our community and maintains credibility in our organization.

GOAL

Support Thriving Businesses

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Create an onboarding and expansion process for new businesses including points of contact, FAQ, and available resources.

Maintain BRE meetings.

STRETCH GOAL (Ambitious and Challenging Goal)

Turn one BRE into a new development opportunity.

5 YEAR FIVE

Area of Focus

WORK IN PROGRESS

GOAL

Improve Recruitment, Retention, and Diversity

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Make online onboarding department-specific and available to all new employees.

Hit retention targets established in Year 3

WORK IN PROGRESS

100% of employees have participated in at least one stay interview.

WHY DO THIS?

Efficient and tailored onboarding, vigorous retention efforts backed by communication with staff, and competitive wages will position Whitewater as a preeminent and desirable employer.

Item 2.

5 YEAR FIVE

Area of Focus

WHY DO THIS?

To provide reliable and consistent transportation for our community.

GOAL

Public Transportation

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Fully transition the transportation in-house model. Monitor and evaluate the performance and cost-effectiveness of in-house services regularly.

WORK IN PROGRESS

STRETCH GOAL (Ambitious and Challenging Goal)

Explore opportunities for expanding transportation services such as additional routes or enhances accessibility options

5 YEAR FIVE

Area of Focus

WHY DO THIS?

To keep our community updated on the actions of the city government.

WORK IN PROGRESS

WORK IN PROGRESS

GOAL

Communications

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Continue to expand and innovate the content library.

Develop partnerships with local organizations and media outlets to broaden the reach and impact of community efforts.

STRETCH GOAL (Ambitious and Challenging Goal)

Establish Whitewater as a model city for transparent and responsive communication with residents.

5 YEAR FIVE

Area of Focus

WORK IN PROGRESS

WHY DO THIS?

To have emergent healthcare services in the community

GOAL

Emergent Healthcare

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Open the new emergent healthcare facility and begin offering services to the community.

Monitor the impact on our EMT response times and overall healthcare of the city

STRETCH GOAL (Ambitious and Challenging Goal)

Explore opportunities to expand healthcare services based on community needs

5 YEAR FIVE

Area of Focus

WHY DO THIS?

These goals not only ensure staff that they are priority, but ensures that the city is financially sound with good working conditions.

WORK IN PROGRESS

COMPLETED

COMPLETED

GOAL

Prioritize Expenditures with Available Resources

SMART GOAL (Specific, Measured, Attainable, Realistic, Time-Bound)

Develop and fully implement funding strategies or revenue sources to support increased compensation for staff recruitment and retention.

Maintain 25% + fund balance

Have a construction timeline for the Public Works garage.