

Town of Alta Mission/Purpose Statement and Proposed 24-25 Council Retreat

October 2024



January 2024 Town Council Retreat

- Alta Marshals Office Sustainability and Succession
- Capital Assets Master Planning and Project Delivery
- **Improve Governance**
 - improve strategic process:
 - plan council retreats
 - council asked staff to propose purpose statement to council
- Lengthen Planning Horizon



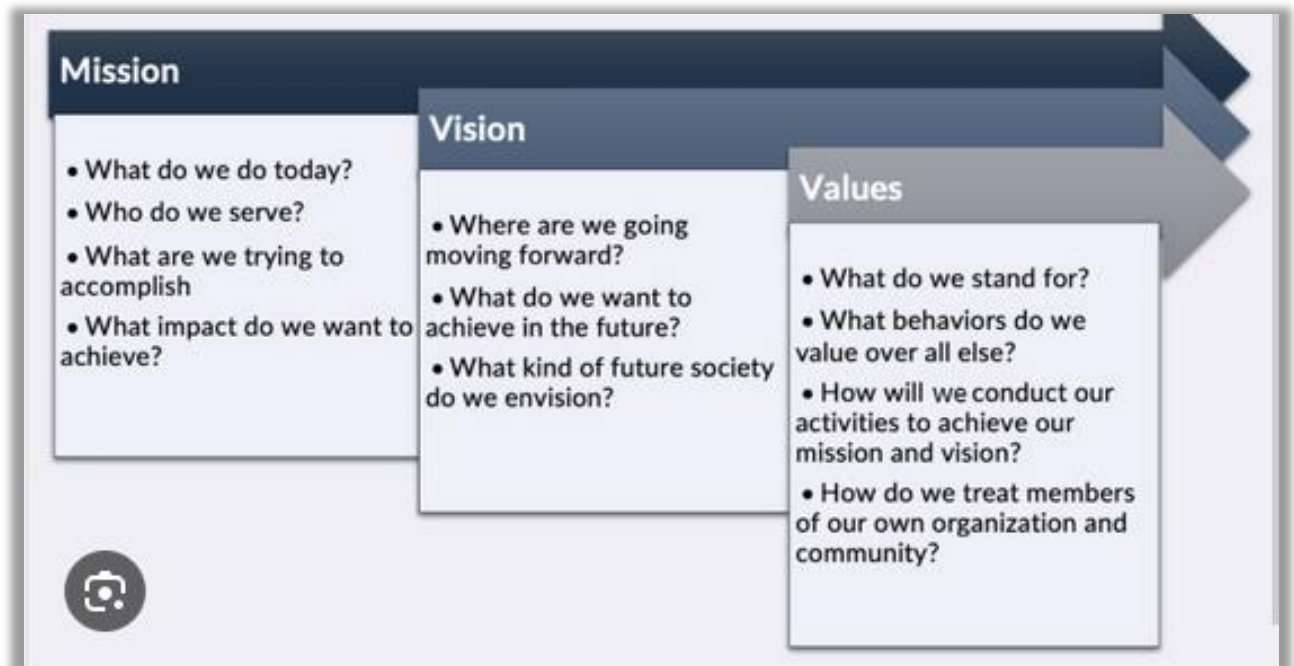
Draft Purpose/Mission Statement

6 Steps to Create a Mission Statement

Steps	Inputs What do you start with?	Outputs What do you end up with?
1: Ask Questions	Start asking questions, like: • What is it we do? • What do we create? • Why does it matter? • Who does it matter to?	Insights like: "What you do for who" "How your company can differentiate itself" "What makes your business special"
2: Brainstorm Based on Your Answers	Words you came up with during your initial conversation	Phrases that start to make sense
3: Cull Your List of Words	Words and/phrases	Best phrases narrowed down
4: Create a First Draft	Best phrases and new ideas	Starter mission statements in your own words
5: Get Feedback	Draft statements to get feedback on	Insights on what to change or improve; feedback on how others feel about your mission
6: Finalize & Share It	Insights and suggestions	Your final mission statement (repeat steps 4-6 until final)

Process:

- 3 staff workshops in September
- Brainstorm TOA services: What do we do?
- Find example municipal mission statements: what are the similarities and how are we similar/different?
- Draft and discuss proposed mission/purpose AND key values



Draft Purpose/Mission Statement

WHAT DO WE DO?

- SEWER/WATER
- POLICE-PUBLIC SAFETY
- PLANNING/ZONING
- BUSINESS LICENSE
- ANIMAL LICENSE
- P.D.
- PARKING
- RECYCLING
- JUSTICE COURT
- FIRE/EMS
- E.M.
- PARK
- COMM. CENTER
- EVENTS
- SHUTTLE
- COORDINATE PARTNERS
- LOCAL CONTROL
- ELATED REPS

MANDATORY/
↓
DISCRETIONARY

WHAT ARE OUR VALUES?

- SENSE OF COMMUNITY
- CONTINUITY OF OPERATIONS
- ENVIRONMENT
- QUALITY OF LIFE
- PUBLIC SAFETY
- VISITOR MGMT
- GROWTH/DEVELOPMENT
- MOBILITY
- ECONOMIC DEV/BUSINESS

WHAT ELSE COULD DO?

- COMMUNITY EVENT
- SAY RESIDENTS WHO DRIVE

WHY

- LOCAL KNOWLEDGE
- RELATIONSHIPS
- ACCESSIBILITY
- W-CANON
- UNIQUE ENVIRONMENT

MISSION
↓
VISION **VALUES**

INTEGRITY -

STEWARDSHIP -

COLLABORATIVE -

MISSION
PERFORMANCE VS.
QUALITIES
VALUES

COMMUNITY -

QUALITY OF LIFE -

ENVIRONMENT -

PUBLIC SAFETY -

COMMUNITY COLLABORATIVE
ACCESSIBILITY
APPROP. TO ALTA

SANCTITY OF HUMAN LIFE -

ENVIRONMENTAL RESP. -

EQUITY -

HONESTY -

ACCOUNTABILITY -

ACCESSIBILITY -

EFFICIENCY -

APPROPRIATE TO ALTA -

FEASIBILITY -

RESPECT -

RESPONSIBILITY -

EFFICIENCY -

INTEGRITY -

EQUITY -

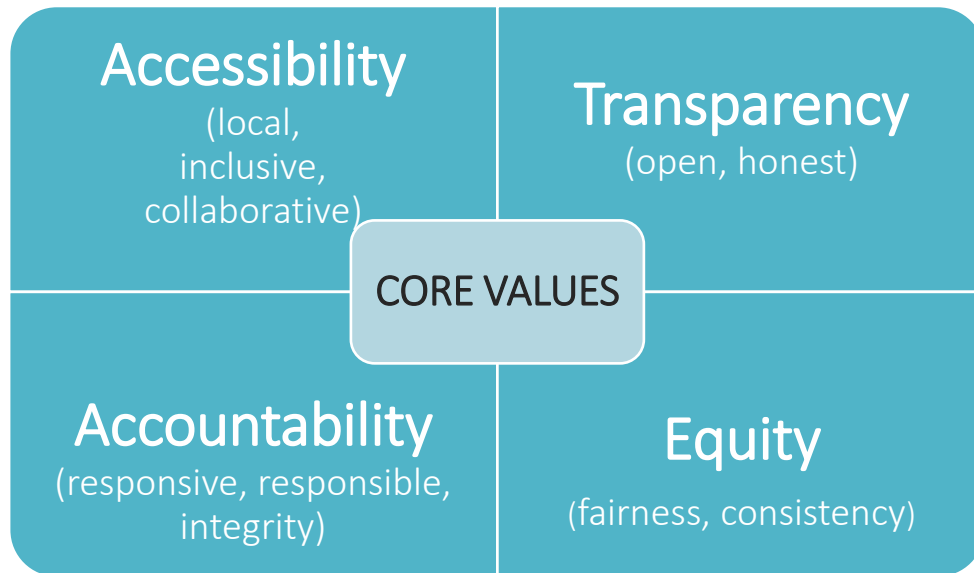
HONESTY -

ACCOUNT. -

RESPECT -

RESPONSIBILITY -

The mission of the Town of Alta is to provide municipal services that promote safety and quality of life for Alta's community; protect Alta's alpine environment and unique heritage; carefully manage growth and development; and support Alta's local economy.



“Mission Is What You Do;
Values Are How You Do It”
– *Mike Morey*



Town Council Retreats

Periodic (annual?) opportunity for Town Council and staff to gather outside of a regular business meeting to focus on topics too large for monthly agendas

Common component of municipal budgeting and strategic planning

Town of Alta **needs *process*** to continually reassess or affirm long term goals and strategies, identify solutions

Proposed FY 24-25 Retreat

Date: Still TBD based on availability. Investigating dates in early 12/24 and early 1/25

Venue: depends on date: OLS, private home, Town of Alta Community Center

Schedule: Shorter than last year. 9-1:30 with lunch break

Agenda:

- 2-3 focused sessions
- Mix of high-level and concrete topics:
 - Progress on January 2024 retreat outcomes, discuss proposed mission and values?
 - Discuss term threats and opportunities: Are our plans sufficient to address them?



We're Eager For The Council's
Reactions and Input on
Mission/Values; Retreat Goals and
Schedule