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Strategic Planning Session

Presented By: Spencer Foster, LAA



Purpose of Tonight's Meeting

By the end of this ½ hour, the goal is to have the following:

- A shared understanding of mission, vision, and values
- 3-5 strategic priorities for the year



What is a Strategic Plan?

- A roadmap that identifies a long-term vision of what the city wants to become and priorities and initiatives that will be their focus over the next 3-5 years.

*We will be doing this on a miniature level tonight and in a few weeks and discussing priorities and initiatives for this next year.

How Does a Strategic Plan Help?

- Establishes organizational priorities
- Fosters accountability
- Communicates expectations
- Informs budget decisions



Expectations and Alignment



- Strategic planning is about focus, not creating more work
- This is not a budget meeting or a day-to-day operations review
- The goal: clarity, alignment, and accountability

At the end of this year, what would success look like for Coalville as a city?

Mission (Present-Focused)



MISSION

- Why does the city exist and who does it serve?
- What is the city's core role in residents' daily lives?

Example: "Coalville City exists to provide safe, efficient, and transparent services that support a high quality of life for residents"

Vision (Future-Focused)



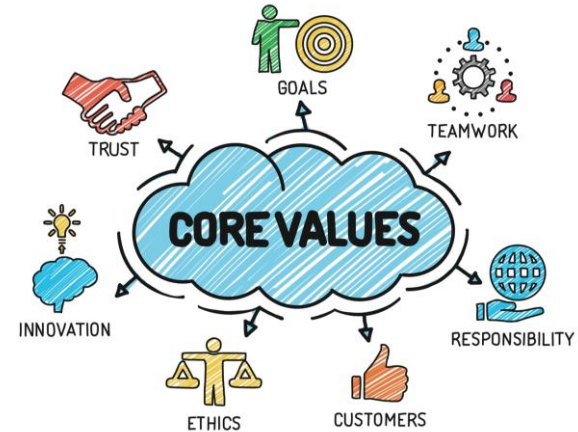
- Where is the city headed in 5-10 years?
- If Coalville is thriving in 2035, what does that look and feel like?

“If you don’t know where you are going, you’ll end up someplace else.” – Yogi Berra

Values (How we Operate)

- How decisions are made.
- Common municipal values:

Transparency, Stewardship,
Responsiveness, Collaboration,
Fiscal Responsibility



What is one value each of you believe should guide the city?



Strategic Priorities (What Matters Most)

What are the biggest challenges or opportunities Coalville must address in the next 1-3 years?

Challenges related to:

- Growth & development
- Infrastructure & roads
- Public safety
- Fiscal sustainability
- Governance & staffing
- Community character



Prioritization

For each item in the last slide:

- Is this high impact?
- Does it require policy-level direction?
- Would progress stall without Council involvement?

**What we have and
want to keep
– Continue**

**What we don't have
and want
– Start**

What we have and
don't want
– Stop

What we don't have
and don't want

*Select 3-5 Strategic Priorities as a result

Annual Goals & Action Planning

For each strategic priority, let's define 1-3 annual goals.



Element	Description
Action Step	Specific Task
Responsible Party	Council, Mayor, Staff, Consultant
Timeline	Month or Quarter
Resources Needed	Budget, Staff Time, Consultant
Status Metric	How Progress is Tracked



Accountability, Follow-Up, & Communication

Internal Follow-Up:

- Assign a lead owner for each priority
- Schedule quarterly check-ins
- Tie progress reviews to Council agendas or work sessions

External Communication:

- How should residents know we're making progress?



Wrap-Up & Next Steps

- Strategic Planning Session 1-2 Page Summary
- LAA Assistance with Specific Strategic Priorities
- Council & Staff Accountability for Strategic Priorities
- Follow-up Sessions Needed?



Questions?