

Village of Mt. Pleasant

Community Development Authority Strategic Statement

*The Community Development Authority (CDA) is currently developing its Strategic Plan. The first phase of that process is to develop a vision of what the CDA will strive to be and how it will go about its business. This is done through articulating a Strategic Intent and Mission Statement. Following is a draft of those concepts with accompanying explanation. The CDA wishes to have **public input** on these statements before it finalizes them at their February 26th meeting. **Your comments would be much appreciated.** You can submit your comments by **emailing them to mweisensel@mtpleasantwi.gov** or by **calling 262/554-8750 ext.216**. **All comments received by Friday, February 22nd will be recorded and reported to the CDA.***

Background:

The Village Board established the Community Development Authority (CDA) in May of 2006.

This 7-member Commission is empowered by State Statutes and governed by Village ordinance and By-laws to: 1) prepare redevelopment plans and carry out the Village's redevelopment projects; and, 2) enter into contracts to implement redevelopment.

Specifically the CDA can:

1. Acquire any real or personal Property by purchase, lease, eminent domain or otherwise.
2. Borrow money and issue bonds, execute notes, debentures and other forms of indebtedness.
3. Employ personnel.
4. Expend funds.
5. Perform duties otherwise performed by the Plan Commission.

These specific duties are subject to review and approval by the Village Board.

In its strategic planning deliberations the CDA further defined the term Community Development Authority as follows:

Community - A group of people living together and having interests in common.

Development - A step or stage in growth or advancement

Authority - Having much knowledge or experience in some field, whose opinion is hence reliable; expert

The purpose of the Strategic Statement is to articulate a set of values and concepts to guide current and future CDA members as they deliberate and execute activities that are within their purview of authority.

These values and concepts must be supportive and consistent with the Village's Mission Statement that was adopted by the Town (Village) Board on February 28, 2001. That Mission Statement reads:

"The Town (Village) of Mt. Pleasant is committed to Providing Quality Services to the entire Community."

The qualitative concepts of this statement are the words: *commitment*, which denotes a pledging of focus and determination; *quality services*, which denote exceeding customer expectations; and *entire community*, which denotes inclusiveness or not leaving anybody out.

These concepts evoke values such as integrity, persistence, concern for others, well-being, fairness, and equity.

In support of the Village's Mission Statement the Community Development Authority proposes for its Strategic Intent: **"to promote the economic sustainability of our community"**.

The qualitative concepts in this statement are *"promote the economic sustainability"* which denotes a pledging of moving forward or raising to a higher level, the production, distribution and investment of assets in a perpetual fashion.

As no economic system is sustainable unless it accommodates the ecosystems on which it depends, the CDA defines sustainability as economic development with minimal communal degradation, and equitable development that is environmentally sound, so local assets are not depleted, but leveraged for future benefit.

Sustaining our quality of life, economic prosperity, environmental health, and long-term survival demands that we adopt new ways of doing business. Understanding and adopting economic sustainability includes broadening decision-making criteria for investments and partnerships.

The values these concepts evoke are conservatism, empathy, innovation, and long-term prosperity.

Additionally the CDA proposes a Mission Statement that supports its Strategic Intent. This **Mission Statement** articulates its Strategic Intent in more detail:

"The Authority, in collaboration with the Village Board and other Village Committees and Commissions, will research, recommend and implement activities that will foster community relationships that strengthen and increase our industrial, commercial, residential and institutional assets for our current and future residents."

This statement identifies the scope of operations, customers whose needs are to be satisfied, the methodology to be used, and the desired image to be projected.

The scope of operations is to *"strengthen and increase the Village's industrial, commercial, residential, and institutional assets"*.

Customers whose needs are to be satisfied are twofold: the internal customer of the Village's governmental structure, i.e. *"the Village Board and other Village Committees and Commissions"*, and the external customers, i.e. *"current and future residents"*.

The methodology to be used is: *"...in collaboration...research, recommend and implement activities that will foster community relationships"*.

The desired image is that its customers perceive the CDA as a reliable authority to advance the common interests of an engaged community.