

PARK TOWNSHIP
Strategic Session
August 25, 2009

PART 1. CALL TO ORDER

Supervisor Amanda Price called to order the strategic session of the Park Township Board held on August 25, 2009 at 5:00 p.m. at the Park Township Office.

Present were Supervisor Amanda Price, Treasurer Jan Steggerda, Clerk Skip Keeter, Trustees Doug Dreyer, Bob Ellis, Jerry Hunsburger, Michael Toscano and Manager Jerry Felix

PART 2. "Getting to Know You!"

Price turned over the meeting to the moderator-Jerry Felix Township Manager

Felix explained the outline of the meeting and expectations.

The board members explained their various backgrounds.

PART 3. "Township Operations"

Roles of Board and Manager

Felix submitted an unofficial organizational chart and explained the role of staff and the board.

Budget

Felix explained the new format of the budget and the process of moving into fund accounting. He explained some issues concerning the 2009-10 budget.

The board discussed how to provide more detail in our budgeting procedures.

The board agreed to spread out benefit amounts to different departments.

Integrated Master Planning

Felix introduced the different plans and codes the township has and their requirements.

Felix shared his planning notes and thoughts regarding the Master Plan Process.

The board agreed the Township should involve representatives from the schools, residents, planners and recreation committee members on the steering committee for a for a new Master Plan that fits into the Township's strategic plan.

The board agreed to the Master Plan process as presented by Felix.

PART 4. "The Future"

Board members gave ideas of what they would like to accomplish while in office.

Leadership: At home and in the region

The board felt they should lead in issues pertaining to the needs of our township.

The board stated if we have a "brand" for Park Township it should include health, family and environmental issues.

PART 5. "Back to the Future: A Strategy:

Identity

The board gave their thoughts on what they believe is the identity of Park Township. They agreed the Township does not have a separate external identity.

Review of Prior Expectations and Objectives

Felix reviewed the objectives and expectations from the retreat in December.

Board Members stated our objectives should be reflected in the Master Plan.

PART 6. "The Not So Grand Finale"

Water Access

Felix stated there are some properties we have we need to identify and use.

Excellence in Service Delivery/Systems

Felix stated the staff is strength of the township and finding opportunities to provide additional services is a priority.

Committees

Price and Felix explained the need for each committee. Felix stated committees should be more strategic not standing.

The board dissolved the Finance, Utilities, Personnel, Environment & Energy, Public Safety and Technology committees.

The board agreed the Parks and Recreation Committee may be phased out.

What next?

The board listed the strengths, weaknesses, opportunities and threats of Park Township. (listed on separate form)

PART 7. PUBLIC COMMENTS (5 MINUTES PER PERSON)

There were no audience members in attendance for comment. Price opened and closed the public comment period.

PART 8. ADJOURN

MOTION MADE; MOTION SUPPORTED; MOTION CARRIED: A motion was made by Toscano and supported by Keeter to adjourn at 9:30pm (7-0)

S.W.O.T.

Q. STRENGTHS What is the township's strengths, its best parts or attributes? What sets it apart from other units of government in the area?

Water; location on water
Parks
Bike Path System
Low taxes
Light House
Housing, affordable, good stock
Location on water/Lake Mac/West Mich
Good Schools
Churches
Low Crime Rate
High Income Levels
High Education Levels
Airport
Marinas; water related businesses
Open Spaces, not including parks
Blue Berries
Sand/ beaches
Clean Community
Diversity of landscapes
Neighborhood design
No Industrial
Non-Intrusive Government

Q. WEAKNESSES What areas/attributes of the township do we need to work on?

High Water Table
Poor water quality in Lake Mac
Lack of Beach Access
Ottawa Beach Road congestion
Lack of Public Library
Lack of Boat Launches
Communication Infrastructure (Incomplete, gaps, tec)
Lack of Emergency preparedness plan
Low citizen involvement (low voter turnout)
Budget/Finance issues

Q. OPPORTUNITIES In what areas or issues area we poised to capitalize on?

Lake Mac
Parking Availability at state park
Airport
Fairgrounds
Signage
Integrated Master Plan Process/Product
Talent Pool of residents

Staff Career Development
Committee orientation/training
Environment
Community Events
Diversity of housing stock
Macatawa Legends
Branding of Township

Q. THREATS What dark clouds are on the horizon that could cause us problems?

Loss of jobs of our residents
Loss of revenue; economy in general, township in specific
Foreclosures/housing stock
Lake Mac water quality
State Fiscal troubles
Talent/kid/brain drain
Age of Township Board
Diversity within community
Too much government/bureaucracy
Code enforcement
Neighboring Governments Attitudes (lack of giving Park Township credibility)
Fiscal needs of township
Potential reduced level of service
Stagnant growth
Issues facing the Township/ Can we rank them in priority?