

LONG TERM GOALS AND OBJECTIVES

Updated June 2010

Goal 1: Promote and seek public commitment towards implementation of the strategic plan

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Adoption by Village Board	Village Board	Passage of Resolution	May 2009	completed
Promotion of Strategic Plan via newsletter, web site, eBlast, press releases.	Village Manager's Office	Publication of plan in cited locations. Receipt of citizen input or comments.	Feb. 2010	completed
Promotion of Strategic Plan with Boards & Commissions	Village Manager's Office	Copies distributed to Boards & Commissions		completed
Promotion of Strategic Plan with Village employees	Village Manager's Office	Distribution to all departments for distribution		completed
Promotion of Strategic Plan with Chamber of Commerce, EDC and other taxing bodies	Village Manager's Office	Forward for inclusion in eBlast of each organization		completed

Goal 2: Target areas for redevelopment

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Identify potential redevelopment opportunities in Roosevelt Road Corridor, Downtown & Stacy's Corners	Planning & Development, EDC	Map of redevelopment areas. Site characteristics/ownership information.	May 2010	June 2010
Determine scope of potential redevelopment	Planning & Development, EDC	Identify potential redevelopment uses/vision for each site. Identify return on investment for target areas using templates.	Pending	Oct 2010
Prioritize redevelopment target areas	Planning & Development, EDC	Prepare accompanying narrative report with recommended target areas for future redevelopment.	Pending	Jan 2011

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Goal 3: Increase transparency

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Increase public awareness of matters coming before the Village Board	Village Manager's Office	Televise all workshop and regular meetings of the Village Board. Post agenda packet materials online for public access.	May 2009	completed
Increase public access to documents and public information	Village Manager's Office	Utilization of web site as "library" for documents and reports determined to be relevant.	Jan. 2009	On-Going

Goal 4: Consolidate long-term capital plans into a single document

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Update of capital planning estimates to reflect most recent revenue and expenditure projections	Finance Director	Create individual budgets for each area of capital expense anticipated by the Village.	Pending	completed
Integrate capital plans into a single document	Finance Director Public Works Director	Create a capital plan that identifies all revenues, expenditures and narrative associated with anticipated capital expenses.	Pending	Oct 2010

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Goal 5: Demonstrate a commitment to ethics

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Discuss and develop strategies to enhance public perceptions of commitment to ethics	President & Village Board	Public discussion at Village Board meeting.	Jan. 2009	t/b/d
Codification of strategies regarding ethical expectations	President & Village Board	Adoption of a comprehensive ethics policy.	Pending	t/b/d

Goal 6: Implement the Downtown Strategic Plan

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Develop an implementation plan for the Downtown Strategic Plan	Village Manager's Office	Develop complete list of tasks. Prioritize, schedule and assign tasks.	Nov. 2009	June 2010

Goal 7: Develop a marketing plan for aggressive economic development

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Prepare a marketing plan for economic development in Glen Ellyn	EDC	Develop overall marketing strategies for community. Identify economic toolkit to be utilized for Glen Ellyn.	Pending	t/b/d
Identify business types sought within the community	EDC	Identify a hit list of business types identified by residents, community leaders.	Ongoing	t/b/d
Develop site specific marketing plan for vacancies.	EDC	Market targeted sites to businesses that are sought within community.	Ongoing	t/b/d

Village of Glen Ellyn
 May, 2009 Village Bpard Strategic Planning Retreat
 FY 2009-10 through FY 2011-12

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Target developers seeking projects similar to Glen Ellyn needs/wants	EDC	Market targeted sites to developers whose business history reflects development similar to what is sought on sites.	Ongoing	t/b/d
Prepare a marketing plan for <i>targeted redevelopment areas</i>	EDC	Develop site specific marketing strategies for targeted redevelopment areas. Identify economic toolkit to be utilized for each site.	Pending	t/b/d
Develop metrics for status and evaluation of efforts	EDC	Establish baseline metrics. Establish marketing metrics. Establish goals achieved metrics for annual report.	April 2010	completed

Goal 8: Resolve long-term funding challenges

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Identify economic challenges likely to be encountered at the local level	Finance Director	Prepare a trend analysis of significant revenues and expenditures. Identify areas projected to require adjustment.	May 2009	On Going
Benchmark Glen Ellyn	Finance Commission	Complete comparative analysis with similar communities.	Oct. 2009	July 2010
Develop alternative strategies to be considered for resolving funding challenges	Finance Commission	List specific solutions to mitigate areas requiring adjustment.	Pending	t/b/d
Financial Plan Update	Finance Commission	Incorporate solutions into financial plan for implementation.	Pending	t/b/d
Incorporate multi-year approach into budget preparation	Finance Director	Provide three-year revenue & expense projections for general fund, enterprise funds, pension fund and capital fund.	Pending	Apr 2012

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Goal 9: *Ensure long-term viability of Glen Ellyn Fire Company*

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Identify challenges and opportunities facing Fire Company	Fire Chief	Conduct a Fire Company strategic planning process.	May 2010	Oct 2010
Determine Village capability to assist with Fire Company challenges	Village Manager's Office	Discuss options and develop a long-term assistance plan.	Pending	t/b/d
Conduct a review and revision of the provisions of the current service agreement.	Village Manager's Office Fire Chief	Draft and adopt a revised service agreement between the Village and Fire Company.	Pending	t/b/d

Goal 10: *Improve gateways to Downtown Glen Ellyn*

Tasks	Responsibility & Ownership	Performance Measure	Date Started	Completion Target
Development of branding concepts for downtown.	New Downtown Organization	Preparation of a branding theme that can be utilized in gateway design.	Pending	t/b/d
Design gateway concepts	Planning & Development Director	Solicit designs from firms.	Pending	t/b/d
Site selection	Public Works	Obtain property or necessary easements for gateway implementation.	Pending	t/b/d
Construction	Public Works	Upon approval of funding, construct the gateway improvements.	Pending	t/b/d