

City of Alva Strategic Planning

August 28, 2012

Values Identification

Who are we as a city? (Individual responses below – not necessarily consensus)

- Service
- Education Value(rs)
- Small yet diverse
- “Hub” i.e. a unique player in the region
- Entrepreneurial
- Challenged by growth
- Family oriented
- Safe
- Fabulous people “and a few old grouches”
- Agriculture
- Maintaining or declining, not advancing in many aspects
- Reactive, not proactive in many aspects

To what basic needs must the city respond? (Individual responses below – not necessarily consensus)

- Infrastructure
 - Streets
 - Water
 - Sewer
 - Garbage
 - Police
 - Fire
 - EMS
- Zoning needs
- Incentives
 - Business
 - Citizens
- Annexation
- Health
- Transportation
- Affordable Housing

What should the city do to respond to the needs/problems?

- Make infrastructure items funding priorities (consensus).
- Learn from past mistakes and alter course as needed rather than perpetuating undesirable precedence (consensus).
- Incentivize new business and citizens with land and/or utility discounts – “we cannot take care of what we’ve got; what makes us think we can take care of more?” (there are mixed opinions on this – consensus is not yet apparent)
- Let private enterprise take care of the housing issues (again, mixed opinions)

What should the city's response be to the key stakeholders?

- There seemed to be consensus that the city and the council need to seek to better understand the needs of key stakeholders in their planning and decision making processes. This strategic planning process is a good step in doing so.
- There was some discussion of the value of the city “partnering” with its stakeholders to address key issues rather than encumbering the entire burden of enhancing the community. Comments were geared towards many city duties, i.e. taxes, laws, fees, zoning, boundaries, etc.

What are the city's core values? (in order of prevalence)

- **Service to the citizens or infrastructure**, i.e. the city youth activities, parks, streets, water, sewer, trash, police, fire, EMS, health/healthcare.
- **Family Focus**, i.e. the city values strong support mechanisms, families to stay together via youth activities, education, career, and retirement opportunities.
- **Education**, i.e. the city values a continuum of education opportunities for promoting individual growth as well as community economic success.
- **Other**, i.e. the city values growth, industry, commerce, entrepreneurialism, existing business and industry, diversity, housing, sound government, fundamental independence.

Note: As noted by members of the group, there may be a need to clarify or better articulate the city's core values before crafting our mission statement. The thoughts expressed above should be studied further to determine if the group feels it has adequately identified the core values of the City of Alva.

Mission Discussion

A brief discussion about the mission left us with a few key words and phrases that may be appropriate for the final mission statement. They are as follows:

- “Attract & Maintain” people, business, visitors...
- “Partner & Partnerships” between the city, its people, businesses, etc...
- “Quality of Life”
- “Proactive & Deliberate” in planning and decision making
- “Family”