

STATUS REPORT
on 2007 Strategic Planning Action Items

Group 1 – Financial Strength

- Action Plan 1 - Develop Communication Plan (including PR support, communication tools, and P/M Committee)
Responsibility – Mayor, CAO, Development
Status: Staff Marketing/Communication Task Force created with Mayor, CAO, and Development staff included. First meeting held. Four-phased approach identified: data collection, review of information, development of strategy, and implementation of plan. First phase (data collection) done.
- Action Plan 2 - Build Endowment Fund
Responsibility – Mayor, CAO, WACIF
Status: Two-phased approach being used: increased publicity for West Allis Community Improvement Foundation current activities and establishment of new endowment fund (currently under discussion by the Foundation).
- Action Plan 3 - State Legislation for Municipal Service Fee
Responsibility - Mayor, CAO, Legislative Committee
Status: Included in Legislative Committee’s broad based agenda. There is currently a State opinion that such a fee is another form of taxation for non-profits and is thus probably unconstitutional. Under this current thinking, the successful passage of such legislation is unlikely.

Group 2 – Community Development

- Action Plan 1 - Green Initiative/Sustainable Community
Responsibility – Development, Public Works, Engineering
Status: Department of Development working on sustainability plan for City, including internal and external aspects. Public Works Department implemented citywide building energy efficiency project in 2008.
- Action Plan 2 - Public Relations Campaign
Responsibility - Same as Group 1, Action Plan 1 above
Status: Same as Group 1, Action Plan 1 above

Group 3 – Future

- Action Plan 1 - Community Youth Center: Alternative - Further Development of Youth Programs/Activities
Responsibility – Mayor, Youth Commission
Status: Mayor Devine has created a Community Center Task Force to study feasibility of establishing a facility not just for youth but broad based for the entire community. The Common Council has approved the appointments to the Task Force. Two informal, pre-meetings of the Task Force have been held. The first official meeting of the Task Force is scheduled for March 10, 2009 at 4:00 p.m. at City Hall.

Group 3 – Future cont'd.

- Action Plan 2 - Rebuild Block Watch Captain Program
Responsibility – Police
Status: Police Department added a new Police Officer position in 2008 budget to support the rebuilding of the program. Community policing effort has been upgraded. A number of new groups have been established or reestablished. Increased emphasis by the Police Department is continuing, including the new initiative of neighborhood partnership meetings to strengthen neighborhood involvement.

Group 4 – Problem Areas

- Action Plan 1 - Absentee Landlords (with Emphasis on Property Maintenance)
Responsibility – Building Inspections, Health, Police, Public Works, Development
Status: New ordinance passed on broad based property maintenance enforcement. Department of Building Inspection & Zoning reorganized to be Department of Building Inspection & Neighborhood Services, including the new position of Neighborhood Services Inspector to coordinate all such matters with all City departments and the community.

- Action Plan 2 - Graffiti (Strengthen and Improve Programs)
Responsibility – Police, Public Works
Status: Police Department implemented aggressive graffiti abatement program internally and externally with Home Dept. Public Works Department continuing its graffiti clean up program.

- Action Plan 3 - Neighborhood Watch (Rebuild)
Responsibility – Same as Group 3, Action Plan 2 above
Status: Same as Group 3, Action Plan 2, above

Group 5 – Ideas Leading to Future

- Action Plan 1 - Improvement of Web Site
Responsibility – Information Technology
Status: Web site upgraded and reformatted. Other improvements and enhancements are planned and ongoing.

- Action Plan 2 - Directional/Locational Signs
Responsibility – Public Works, Development
Status: Ordinance passed allowing for way finding signs to be put up. First sign located on Oklahoma Ave. for Pleasant Valley Inn. Other signs to be considered as identified and needed.