

18.



# City of West Allis Matter Summary

7525 W. Greenfield Ave.  
West Allis, WI 53214

File Number	Title	Status
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2007-0659 Mayor Communications In Committee

Communication from Mayor Bell requesting approval for the assignment of responsibilities regarding the Strategic Planning Process.

Introduced: 10/16/2007

Controlling Body: Committee of the Whole

### COMMITTEE RECOMMENDATION

*APPROVE / PLACE ON FILE*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<i>10/16/07</i>			Barczak				
			Czaplewski				
			Dobrowski				
			Kopplin				
		<input checked="" type="checkbox"/>	Lajsic				
			Narlock				
			Reinke				
			Sengstock				
			Vitale				
		<input checked="" type="checkbox"/>	Weigel				
		TOTAL					

### SIGNATURE OF COMMITTEE MEMBER

*[Signature]* \_\_\_\_\_  
 Chair Vice-Chair Member

### COMMON COUNCIL ACTION

*approve and place on file*

ACTION DATE:	MOVER	SECONDER		AYE	NO	PRESENT	EXCUSED
<i>10/16/07</i>		<input checked="" type="checkbox"/>	Barczak	<input checked="" type="checkbox"/>			
			Czaplewski	<input checked="" type="checkbox"/>			
			Dobrowski	<input checked="" type="checkbox"/>			
			Kopplin	<input checked="" type="checkbox"/>			
			Lajsic	<input checked="" type="checkbox"/>			
			Narlock	<input checked="" type="checkbox"/>			
			Reinke	<input checked="" type="checkbox"/>			
		<input checked="" type="checkbox"/>	Sengstock	<input checked="" type="checkbox"/>			<input checked="" type="checkbox"/>
			Vitale	<input checked="" type="checkbox"/>			
		Weigel	<input checked="" type="checkbox"/>				
		TOTAL		<i>9</i>			<i>1</i>

*unanimous*



**MAYOR'S OFFICE**

**JEANNETTE BELL**  
Mayor

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414/302-8207 (Fax)

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West Allis, Wisconsin 53214

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October 10, 2007

Honorable Members of the  
West Allis Common Council  
7525 W. Greenfield Avenue  
West Allis WI 53214

Dear Common Council Members:

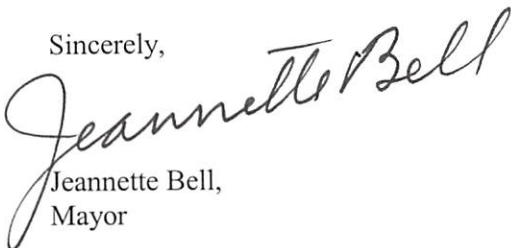
This letter transmits to you a summary of the results of the recently conducted Strategic Planning Process held this past spring at three different sessions.

The details of the process were presented to you at a Committee of the Whole meeting on September 18, 2007. At that time, you approved the plan with a couple of minor changes. The one page summary attached to this letter breaks the Committee of the Whole approved plan down into five groups. Within each group, there are two or three action plan items. For each action plan item, one or more City departments or offices are listed as having responsibility to follow through on implementation. The department or office listed first has first and primary responsibility to lead the project and coordinate it with the other departments/offices also listed with secondary and supportive responsibility.

In order to implement the various action plan items, \$100,000 has been set aside in the 2008 Mayor's Recommended Budget in a designated balance sheet account. However, the use of these reserve funds by the responsible department/office to implement an action plan item must first be presented to Council and approved; then the funds can be used.

Your approval of these assignments of responsibilities is requested. If you have any questions or need further information or clarification, please feel free to contact me.

Sincerely,

  
Jeannette Bell,  
Mayor

JB:jfw

Attachment

cc: Department/Division Heads

MYR\CORR\CCLTR.STRATPLNG.Summary

**Strategic Planning Process**  
**(Assignment of Responsibilities)**

**Group 1 – Financial Strength**

- Action Plan 1 - Develop Communication Plan (including PR support, communication tools, and P/M Committee)  
Responsibility – Mayor, CAO, Development
- Action Plan 2 - Build Endowment Fund  
Responsibility – Mayor, CAO, WACIF
- Action Plan 3 - State Legislation for Municipal Service Fee  
Responsibility - Mayor, CAO, Legislative Committee

**Group 2 – Community Development**

- Action Plan 1 - Green Initiative/Sustainable Community  
Responsibility – Development, Public Works, Engineering
- Action Plan 2 - Public Relations Campaign  
Responsibility - 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
- Action Plan 2 - Rebuild Block Watch Captain Program  
Responsibility – Police

**Group 4 – Problem Areas**

- Action Plan 1 - Absentee Landlords (with Emphasis on Property Maintenance)  
Responsibility – Building Inspections, Health, Police, Public Works, Development
- Action Plan 2 - Graffiti (Strengthen and Improve Programs)  
Responsibility – Police, Public Works
- Action Plan 3 - Neighborhood Watch (Rebuild)  
Responsibility – Same as Group 3, Action Plan 2 above

**Group 5 – Ideas Leading to Future**

- Action Plan 1 - Improvement of Web Site  
Responsibility – Information Technology
- Action Plan 2 - Directional/Locational Signs  
Responsibility – Public Works, Development