

STRATEGIC ACTION PLAN  
2021-2022



Communications and Engagement			
Project	Target	Progress	Project Lead
Refresh “New Resident Welcome Guide.”	Spring 2022		Vicky Sons-Eiden Nicole Krause
Obtain training for City Council and Department Heads on bias and inclusion.	Fall 2021		Brent Mareck
Use inclusionary and plain language when developing communication materials, updating code sections and policies, and other City documents.	On-Going		All Staff
Coordinate welcome events in parks to promote community, engagement, and education with residents.	Spring 2022		Brenda Good Chaska Recreation Staff
Prepare an analysis related to costs, strategy, and staffing in the area of communications and media.	Spring 2022		Brent Mareck
Prepare an annual and user friendly Resident’s Guide to educate and share information regarding the City’s water service.	Winter 2022		Chad Shell Dan Lonnes Nicole Krause
Discuss the possibility of large event permitting and regulations.	Winter 2021		Brent Mareck

**NOTES:**

<b>Community Development</b>			
<b>Project</b>	<b>Target</b>	<b>Progress</b>	<b>Project Lead</b>
Coordinate a workshop with the Carver County CDA to learn and discuss housing issues in the areas of life-cycle, affordability, first time home buyers, and housing programs (i.e. land trust). Follow-up at a future meeting to discuss desired outcomes and create a corresponding Action Plan.	Fall 2021		Erin Smith
Review sample building and design regulations for commercial and industrial buildings. Review and discuss sample ordinances, cost impact to regulations, and overall perspectives on different approaches.	Winter 2022		Erin Smith
Discuss and define commercial, industrial, and mixed zoning uses within the Comprehensive Plan. Define uses for application within the Zoning Ordinance to set expectations and standards for the City’s key commercial and industrial areas.	Spring 2022		Erin Smith

**NOTES:**

Downtown Development			
Project	Target	Progress	Project Lead
Perform an analysis related to the future use of the Church By The River.	Winter 2022		Vicky Sons-Eiden Brent Mareck
Develop a concept plan and costs to consider the redevelopment of Riverside Park as a hybrid active and passive use park...working to highlight natural features and the location of the park.	Winter 2021		Erin Smith Chad Shell
Prioritize the demolition of the Public Services Garage as a means to spark a catalyst development project on that site.	Fall 2022		Brent Mareck Chad Shell Erin Smith

**NOTES:**

Infrastructure Management			
Project	Target	Progress	Project Lead
Develop a corridor plan for County Road 40 that includes a trail system into the downtown. This corridor plan should be established prior to or in coordination with the Carver County turn back negotiations that will be forthcoming between Carver and Carver County.	Winter 2021		Dan Lonnes Erin Smith Brent Mareck
Develop a budget and recommended timeline for recoating of the Carver Water Tower north of 212.	Summer 2021		Dan Lonnes Chad Shell Erin Smith
Provide an opportunity for the City Council to review strategies for future mass transit and the future use of Carver Station.	Summer 2021		Erin Smith Brent Mareck
Review and prioritize projects within the Parks Master Plan.	Fall 2021		Erin Smith

**NOTES:**

Organizational Development			
Project	Target	Progress	Project Lead
Prepare costs and a position description for a new Finance Director position to be considered with the 2022 Budget.	Summer 2021		Brent Mareck
Consider needs in Communication, Fire, and all other areas of staffing within the next revision to the Long-Term Financial Plan.	Summer 2021		Brent Mareck
Develop a needs assessment and strategy for information technologies support.	Summer 2021		Vicky Sons-Eiden
Conduct an annual employee survey to measure organizational culture and identify opportunities for growth and development.	Winter 2021		Brent Mareck
Provide an overview of the City’s standing and progress within the Green Step Cities program, including a discussion on possibility of adding electric vehicles to the City’s fleet.	Summer 2022		Erin Smith

**NOTES:**