



2021-2024 Strategic Plan Summary

I. GROWTH: ATTRACT FUTURE GROWTH AND DEVELOPMENT TO REFLECT THE NEEDS OF THE COMMUNITY

Staff Owner: Samuel Schultz

Future State: The Village relies on the adopted Comprehensive Plan, modern, continuously updated zoning ordinances, helpful technology resources, and thorough public engagement when guiding future development applications.

- A. Update Master Planning Documents
- B. Update Development Policies and Procedures
- C. Support Private Development

II. NEIGHBORHOODS: PURSUE OPPORTUNITIES FOR DEVELOPING ONE OR MULTIPLE NEIGHBORHOOD CENTERS

Staff Owner: Samuel Schultz

Future State: The Village maintains updated Local Area Plans that provide residents walkable access to nearby retail and services. These Plans also include a few larger, walkable, mixed-use areas that contain destination retail, services, and entertainment options.

- A. Plan For and Enforce Smart Neighborhood Growth
- B. Build Out Our Village Center

III. MANAGE THE IMPACT OF TID 5, INCLUDING FOXCONN, TO MINIMIZE COMMUNITY DISRUPTION AND MAXIMIZE COMMUNITY BETTERMENT

Staff Owner: Samuel Schultz / Claude Lois / Mike Bonn

Future State: We have leveraged TID 5 growth & development to make the maximum, positive impact on our community.

- A. Improve and Update Our Signage
- B. Develop the Infrastructure for Foxconn Growth
- C. Analyze / Study Impact Fees (2021Q3 - Mike)

IV. INFRASTRUCTURE: MAINTAIN QUALITY SERVICES AND INFRASTRUCTURE

Staff Owners: Carol Thiel / Stephanie Kohlhagen / Mike Bonn / Tony Beyer

Future State: Mt. Pleasant has a highly qualified workforce and comprehensive, safe and sustainable infrastructure that meets the needs of its citizens and staff

- A. Retain and Grow Our Workforce (Carol)
- B. Upgrade and Better Utilize Our Technology (Mike)
- C. Become More Transparent
- D. Continue Infrastructure Replacement/ Expansion Programs (Tony)
- E. Upgrade Equipment and Evaluate Processes (Tony)

V. ENVIRONMENT: MAINTAIN A COMMITMENT TO IMPROVING ENVIRONMENTAL ASSETS AND AMENITIES

Staff Owner: Tony Beyer / George Baumgardt

Future State: Mt. Pleasant's sustainable environment is a priority in all our decision-making

- A. Build Out Our River Parks
- B. Improve Water Quality
- C. Implement Parks Initiatives

VI. SAFE COMMUNITY: PROVIDE A SAFE AND SECURE COMMUNITY

Staff Owner: Police Chief Matthew Soens / Fire Chief Robert Stedman

Future State: Mt. Pleasant Public Safety officials are recognized as trusted and effective professionals

- A. Upgrade and Develop Our Public Safety Assets (Chief Soens)
- B. Train and Equip Our Public Safety Professionals
- C. Enhance Community Trust in Public Safety

VII. PARTNER AND PROMOTE: ACTIVELY PARTNER IN THE PROMOTION OF THE REGION

Staff Owner: Cari Greving / George Baumgardt

Future State: We have a comprehensive communications and marketing strategy. Citizens, visitors and employees know what's going on and what to do in the Village

- A. Invest in our Parks and Recreation System
- B. Coordinate, Manage and Promote Mount Pleasant
- C. Effectively Use Social Media Platforms

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