

<p><b>I. GROWTH: ATTRACT FUTURE GROWTH AND DEVELOPMENT TO REFLECT THE NEEDS OF THE COMMUNITY</b></p> <p><i>Staff Owner: Samuel Schultz</i>  <i>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.</i></p>	<p><b>II. NEIGHBORHOODS: PURSUE OPPORTUNITIES FOR DEVELOPING ONE OR MULTIPLE NEIGHBORHOOD CENTERS</b></p> <p><i>Staff Owner: Samuel Schultz</i>  <i>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.</i></p>	<p><b>III. MANAGE THE IMPACT OF TID 5, INCLUDING FOXCONN, TO MINIMIZE COMMUNITY DISRUPTION AND MAXIMIZE COMMUNITY BETTERMENT</b></p> <p><i>Staff Owner: Samuel Schultz / Claude Lois</i>  <i>Future State: We have leveraged TID 5 growth &amp; development to make the maximum, positive impact on our community.</i></p>	<p><b>IV. INFRASTRUCTURE: MAINTAIN QUALITY SERVICES AND INFRASTRUCTURE</b></p> <p><i>Staff Owners: Carol Thiel/ Chief Soens / Chief Stedman / Stephanie Kohlhausen/ Mike Bonn/ Tony Beyer</i>  <i>Future State: Mt. Pleasant has a highly qualified workforce and comprehensive, safe and sustainable infrastructure that meets the needs of its citizens and staff</i></p>	<p><b>V. ENVIRONMENT: MAINTAIN A COMMITMENT TO IMPROVING ENVIRONMENTAL ASSETS AND AMENITIES</b></p> <p><i>Staff Owner: Tony Beyer / George Baumgardt</i>  <i>Future State: Mt. A sustainable environment is a priority in all our decision-making</i></p>
<ul style="list-style-type: none"> <li>A. Update Master Planning Documents</li> <li>B. Update Development Policies and Procedures</li> <li>C. Provide Financial Support for Development</li> <li>D. Attract and Retain Business Growth</li> <li>E. Promote Public Development</li> </ul>	<ul style="list-style-type: none"> <li>A. Plan For and Enforce Smart Neighborhood Growth</li> <li>B. Build Out Our Town Center and Neighborhoods</li> </ul>	<ul style="list-style-type: none"> <li>A. Improve and Update Our Signage</li> <li>B. Develop the Infrastructure for Foxconn Growth</li> <li>C. Analyze / Study Impact Fees (2021Q1 -Mike)</li> </ul>	<ul style="list-style-type: none"> <li>A. Retain and Grow Our Workforce (Carol)</li> <li>B. Upgrade and Develop Our Public Safety Assets (Chief Soens)</li> <li>C. Upgrade and Better Utilize Our Technology (Mike)</li> <li>D. Continue Infrastructure Replacement / Expansion Programs (Tony)</li> <li>E. Upgrade Equipment and Evaluate Processes (Tony)</li> </ul>	<ul style="list-style-type: none"> <li>A. Build Out Our River Parks</li> <li>B. Improve Water Quality</li> <li>C. Implement Environmental Initiatives in Parks</li> </ul>

**VI. COMMUNICATE: COMMUNICATE CLEARLY AND EFFECTIVELY WITH VILLAGE RESIDENTS AND BUSINESSES**

*Staff Owner: Anna Marie Smetana / Lisa Olley / Mike Bonn*  
*Future State: We have a comprehensive communications and marketing strategy. Citizens and visitors know what's going on and what to do in the Village*

- A. Create and Hire a Communications Role - COMPLETE
- B. Create a Comprehensive Communications and Marketing Plan
- C. Effectively Use Social Media Platforms
- D. Promote Cool Things To Do in Mount Pleasant (Ongoing)
- E. Become More Transparent

**VII. PARTNER AND PROMOTE: BE AN ACTIVE PARTNER IN THE GROWTH & PROMOTION OF THE REGION**

*Staff Owner: Maureen Murphy*  
*Future State: Our City is high-performing, efficient, effective and known for its service excellence.*

- A. Increase Our Partnerships for Growth
- B. Be a Leader in the State
- C. Partner with Other Local Entities for Efficiencies