

## **City of Storm Lake 2024 Strategic Planning Retreat**

The City of Storm Lake Strategic Planning Retreat was held on December 6, 2024 at King's Pointe Resort from 8:30 AM – 1:30 PM. The retreat's primary goal was to identify specific community goals and objectives for 2025. In attendance was Mayor Mike Porsch, City Council Members: Maggie Martinez, Meg McKeon, Kevin McKinney, Maria Ramos and Matt Ricklefs. Also in attendance was City Manager Navratil, Assistant City Manager Derragon, and City Clerk Martinez.

At the beginning of the planning session, the Mayor and Council reviewed the 2024 Progress Report and Department Directors' Strategic Plan with City Manager Navratil.

In a brief visioning exercise, the City Council identified their priorities for Storm Lake in the next five years:

- Water & Wastewater
- Economic Development Retail & Restaurants
- Street Resurfacing & Maintenance
- Fire Department modernization and expansion
- Recreation Center
- Housing
- Daycare Center
- Spoil Site Development
- Police Recruitment and Retention

The following items and initiatives were identified as the most important "strategic goals and objectives" for 2025. After listing their priorities, the Mayor and Council provided details on the steps that would be necessary to implement the goals and objectives.

### **Water & Wastewater**

- Water Department upgrades
- Design/land acquisition for new water plant
- Look for grant opportunities

### **Economic Development Retail & Restaurants**

- Consider purchasing property
- Development Committee/Board for Investors
- Small Business Development coordination with Storm Lake United
- Retail Coach Report
- Update from City Staff regarding Economic Development efforts
- Retention & expansion support for business succession

### **Street Resurfacing & Maintenance**

- Proactive resurfacing and maintenance
- Place overlay line item in budget
- Pay for classes and training for new staff

### **Fire Department Modernization and Expansion**

- Modernization of rigs
- Expansion of services (inspections)
- Staffing- Change of interest affecting volunteerism-may need more full-time staff
- Find grant opportunities

### **Recreation Center**

- Council Members Ramos and Ricklefs will lead a Steering Committee
- Investigate options- Feasibility Study
- Find grant opportunities
- Public education

### **Daycare Center**

- Development Committee/Board for investors
- Present to Storm Lake United Board

### **Housing**

- Define “Quality” housing
- Complete housing study
- Increase development

### **Spoil Site Development**

- Gravel trail
- Parking
- Dog park

### **Police Recruitment and Retention**

- Promote total salary and benefits to attract officers
- Promote community involvement with Police Officers

### **Other Issues**

- Bike Lanes- ability of biking to retail in community safely
- Need for more healthcare providers
- Public access to WI-FI
- Use of Hometown Pride Group for development of goals
- Promotion of businesses that promote volunteering by employees
- Having high school students come to Council meetings and give feedback
- Invite community group members to ask a question at a Council meeting