

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
1	<b>City of Wayne 2010-11 Mayor and Council Retreat Strategic Plan</b>															
2	Goals 2010 and Beyond	May	June	July	August	Sept	Oct	Nov	Dec	Jan	Feb	Mar	Apr	2011	2012	2013
3																
4	<b>Business Development</b>															
5	1) Secure more Industrial Park Land															
6	a) option on Pick land															
7	- negotiation by Wes			x	x											
8	- documents by Pieper				x											
9	- annual payments by CDA				x											
10	- subdivision platted DONE															
11	b) option on Zach land															
12	- negotiation by Wes					x	x									
13	- documents by Pieper						x									
14	- annual payments by CDA						x							X	X	X
15																
16	c) option on Kardel farm place															
17	- negotiation by Wes							x	x	x						
18	- documents by Pieper									x						
19	- annual payments by CDA									x				x	x	x
20																
21	d) complete Kardel Park Infrastructure															
22	- pave Summerfield Drive DONE															
23	- pave Ind Park Road DONE															
24	- loop water main from Pacific Coast to Centennial Rd DONE															
25	- extend sewer line to first manhole at rail road ROW DONE															
26	- complete landfill erosion control project DONE															
27	-complete sewer force main Lowell Garry															
28																
29																
30	2) get a business in the Opportunity Building															
31	a) Wes and NPPD to trade shows															
32	- attend 4 per year	x	x	x	x	x	x	x	x	x	x			x		
33	- mayor/council also attend when possible									x	x	x	x	x		
34	b) Work with NDED and NENED on contacts they refer															
35	- local prospect response team meet quarterly Wes				x					x						
36	-city representative attend NEDA meetings Nancy/Lowell															
37	c) Advertise building on city website Brian		x	x	x	x	x	x	x	x	x	x				
38	- update new website with E.D. Inf, photos/maps Brian									x						
39	d) continue community marketing including bldg Nancy/Wes		x	x	x	x	x	x	x	x	x	x				
40	e) update ads on NPPD websites Wes												x			
41	f) secure expansion land from Kardell for opp. Building															
42	- negotiation by Wes		x	x	x											
43	- documents by Pieper							x								
44	- annual payments by CDA				x				x							
45																
46	3) Recruit Green Industries															
47	a) local start-ups to produce/assemble parts Wes															
48	- contact school, local businesses Wes					x				x				x		
49	- target revolving loan fund and advertise Wes/Nancy					x			x					x		
50	- attend trade shows Wes/Mayor								x	x	x	x	x			

	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
51	b) read green industry magazines, cold call them and match		x	x	x	x	x	x	x	x	x	x	x			
52	local companies to manufacture and assemble Wes															
53	c) take local business owners along to trade shows Wes								x	x	x	x				
54																
55	4) Grow and Solicit Retail and Downtown Businesses															
56	a) maintain close contact and shop locally all WAED and city		x	x	x	x	x	x	x	x	x	x	x			
57	b) continue R&R program with locals Wes/Irene/mayor		x	x	x	x	x	x	x	x	x	x				
58	c) continue revolving loan - add LB840? Wes/Irene/Nancy															
59	e) begin Main Street Revitalization Plan															
60	- establish grant guidelines for buildings DONE		x													
61	-council application DONE		x													
62	- program admin Lisa with Northeast District		x	x	x	x	x	x	x	x	x	x	x			
63	- environmental review per building Nancy		x	x	x	x	x	x	x	x	x	x	x			
64	-sidewalk replacement and ADA Nancy/Garry/Lowell															
65																
66	f) continue community marketing promotion Nancy/Della/Brian		x	x	x	x	x	x	x	x	x	x	x			
67	- additional funding for TV? LB 840? Wes/ Lowell/Nancy,				x											
68	- develop and change website links, promotions Brian/Wes					x	x	x	x	x	x	x	x			
69	- meet with new business prospects Wes and Team		x	x	x	x	x	x	x	x	x	x	x			
70																
71	<b>5) Conduct WSC focus groups with students to ID future wants/needs</b>															
72	<b>a) what does community lack for students? mayor/Lowell</b>															
73	<b>- retail</b>															
74	<b>-housing</b>															
75	<b>- part-time jobs to pay for education</b>															
76	<b>-entertainment</b>															
77	<b>b) what career opportunities are here/lacking? mayor/Lowell</b>															
78	<b>c) business start-up opportunities here? mayor/Lowell</b>															
79	<b>d) add results into S.T.A.R.T. Plan?</b>															
80																
81	<b>6) Conduct community leadership "Think Tank" on ED mayor/Lowell</b>															
82	<b>a) business leaders focus group</b>															
83	<b>-invitations or volunteers?</b>															
84	<b>-facilitate by professional</b>															
85	<b>-add into S.T.A.R.T. group plan?</b>															
86																
87																
88																
89																
90																
91																
92	<b>Marketing the Community</b>															
93	1) develop and purchase new website DONE															
94	f) better use of polling on front page Lowell/mayor/Brian	x	x	x	x	x	x	x	x	x	x	x	x			
95	g) show community accomplishments Brian	x	x	x	x	x	x	x	x	x	x	x	x			
96	<b>h) position Wayne through technology</b>															
97	<b>- market availability of highspeed broadband</b>	x	x	x	x	x	x	x	x	x	x	x	x			
98	<b>- on website Brian/staff</b>	x	x	x	x	x	x	x	x	x	x	x	x			
99	<b>- at trade shows/NPPD/DED trips Wes/Brian/Nancy</b>															
100	<b>- in city services</b>															
101	<b>- complaints received and tracked Brian/staff</b>	x	x	x	x	x	x	x	x	x	x	x	x			







