

## **City of Northfield—Vision and Mission Statements**

Below are the existing and proposed Vision and Mission Statements for the City of Northfield. The draft statements were designed to reflect comments made at the strategic planning retreat. The comments (ideas/phrases) are included for reference.

### **Existing Vision Statement:**

Northfield values its unique heritage as a mill and college town, and will reflect its community identity by preserving its historic and environmental character and enhancing its citizen's quality of life.

### **Draft Vision Statement:**

Northfield will be a safe, sustainable, and welcoming community. It will be known for its quaint downtown, world-class educational institutions, and commitment to economic and business success. As it grows, Northfield will continue its support of both agriculture and high quality urban living. Its inclusive environment and distinct heritage will attract families and businesses that will be proud to call Northfield their home.

#### **Comments:**

Equity, inclusiveness, heritage/cherished history, welcoming, safe, business friendly, balanced/sustainable growth, downtown, thriving, arts and culture, schools/education, whimsy, river, agriculture/food, world-class, collaborations/partnerships, natural environment

### **Existing Mission Statement**

The City of Northfield is dedicated to providing effective and responsive public services to develop and enhance a livable, vibrant community

### **Draft Mission Statement**

Working together, we will provide for the common good through the innovative delivery of high quality municipal services designed to achieve a safe, sustainable community.

#### **Comments:**

Common good, work together, excellence, safe, sustainable, innovation, engaged, values, building, high quality, mandated services

Background info - from 5/9/17 Council work session minutes:

### **Mission, Vision, Values**

Craig Rapp discussed expectations of Council and City Staff. Described the role of Council to own purpose, direction, definition of success, and accountability; while Staff own action plans, methods, and performance. Both Council and Staff share perspectives, creation, and accountability. Presented an example of a basic strategic plan outline.

Defined Vision – “Comes from heart, is compelling, defines who you are/seek to be, about where you are going.” Mission is “*what* we exist to do.”

Identify key pieces of a vision:

- o Equity
- o Distinct heritage
- o Equity in services, people
- o Inclusiveness/Welcoming
- o Comfortable/Quality of life
- o Cherished history
- o Safe community
- o Balanced and sustainable growth
- o Thriving community
- o Arts town/Culture
- o Whimsy
- o Agriculture/Food
- o World-class
- o River/Natural Environment/Downtown
- o Partnerships/Collaboration
- o Schools/education
- o Innovative/Idea City
- o Businesses
- o Resiliency
- o “Womb to tomb”

What *must* be on the list?:

- o Heritage
- o Equity/Inclusiveness/welcoming
- o Safe community
- o Business friendly
- o Downtown

Deliver great services- internal; Creating great communities/places to live – external

What is Northfield's Value Proposition?

Identify key pieces of a Mission:

- o Common Good
- o Work together
- o Excellence
- o Innovation
- o Services – municipal/required/mandated
- o Safe
- o Sustainable
- o Community – engaged/community values/building
- o High quality

Current Values:

- o Results
- o Strive for win/win
- o Mentoring growth
- o Fun
- o Creative
- o Serving Customer Needs/Customer-Oriented
- o Understand customer service perspective
- o Mentor
- o Attitude of a servant
- o Responsiveness
- o Put interests of others before your own
- o Attack the problem, not the person
- o Believe in people
- o Inclusive/Engagement
- o Fiscal Responsibility