



Legislation Text

File #: 17-980, **Version:** 1

City Council Meeting Date: September 5, 2017

To: Mayor and City Council

From: City Administrator

Consideration of Approval of City Vision and Mission Statements.

Action Requested:

Staff recommends a motion to approve the following vision and mission statements:

Vision Statement: “Northfield is an open, safe, and welcoming community, recognized for its world-class colleges and historic riverfront downtown, and is dedicated to sustainably enhancing and preserving its vibrant culture, celebrated arts, strong economy and an excellent quality of life where all can thrive.”

Mission Statement: “The City of Northfield works for the common good of our residents and businesses and the improvement of our community by providing excellent innovative municipal services that carry out the City's vision for a high quality of life for all.”

Summary Report:

The proposed vision and mission statements are included in the recommendation above. The following are the current vision and mission statements:

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.

Adopted 4/6/2009

Existing Mission Statement

The City of Northfield is dedicated to providing effective and responsive public services to develop and enhance a livable, vibrant community - adopted 2/5/2007

The following is the initial draft vision and mission statements from consultant Rapp along with some other additional words that were used in the development received from input during the strategic planning process:

Rapp's Initial 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 from Strategic Plan Process Related to Vision:

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

Rapp's Initial 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 from Strategic Plan Process Related to Mission:

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

Staff would welcome any comments related to revisions or final wordsmithing in an effort to approve the vision and mission at the Council meeting.

Alternative Options:

Amendments to either vision or mission as may be determined appropriate from council.

Financial Impacts:

None.

Tentative Timelines:

No additional action proposed after this evening.