

MINUTES

Dane County Cities' and Villages' Association

October 22, 2016

ATTENDANCE:

Belleville:	Administrator Brian Wilson
Black Earth:	
Blue Mounds:	
Brooklyn:	
Cambridge:	
Cottage Grove:	
Cross Plains:	Administrator Caitlin Stene
Dane:	
Deerfield:	
DeForest:	President Judd Blau
Edgerton:	
Fitchburg:	Mayor Steve Arnold
Madison:	Government Relations Officer Nick Zavos
Maple Bluff:	
Marshall:	
Mazomanie:	
McFarland:	President Brad Czebotar, Administrator Matt Schuenke
Middleton:	Finance Director Bill Burns
Monona:	Mayor Bob Miller
Mount Horeb:	Administrator Nicholas Owen
Oregon:	
Rockdale:	
Shorewood Hills:	
Stoughton:	Mayor Donna Olson
Sun Prairie:	Mayor Paul Esser, Administrator Aaron Oppenheimer
Verona:	Mayor Jon Hochkammer, Administrator Jeff Mikorski
Waunakee:	Administrator Todd Schmidt
Windsor	President Bob Wipperfurth
Others Present:	Forbes McIntosh and Ann Gryphan, GPS/DCCVA Moderator Pat Cannon Visitors/guests: Sovannka Chheng from Cambodia and Pamela Tham from Singapore

1. **Call to Order.** The DCCVA strategic planning retreat was called to order by DCCVA President Mayor Jon Hochkammer at about 8:10 a.m. at Sun Prairie Council Chambers in City of Sun Prairie. A quorum was present with 14 member communities represented. Sun Prairie Mayor John Esser welcomed everyone to the retreat. The purpose of today's strategic planning retreat is to discuss more in-depth the future of DCCVA, goals, legislative platforms or identify any other association changes that might need to be made.
2. **Mission Statement.** The current DCCVA mission statement is: "A partnership to promote the improvement of the Dane County region by serving as an advocate for common goals." The membership spent more than an hour discussing different ideas for revising the mission statement and went through different drafts. The final agreed-upon mission statement is: "To promote the mutual interests of Dane County cities and villages by leading advocacy, education and communication to strengthen healthy communities."
3. **Strengths, Weaknesses, Opportunities, Threats.** The membership then broke up into four groups to create lists describing the association's strengths, weaknesses, opportunities and threats. The groups then shared their lists with everyone.
4. **Recurring Discussion Points.** Some of the topics that came up frequently during the retreat were:
 - a. The lack of ability of DCCVA Executive Committee to act quickly in response to arising issues due to infrequency of membership meeting and a lack of a written legislative platform. Jon Hochkammer said the Executive Committee has generally been cautious about taking actions or positions without a platform or a directive from the membership.
 - b. Not enough broad membership participation. Suggestions were made to leverage technology such as Skype to allow members to participate in meetings remotely, create a private YouTube channel to post videos of meetings, and do more outreach to communities who are not participating in or engaged in DCCVA activities.
5. **Other Discussion Points.**
 - a. **Use established relationships to further DCCVA goals.** It was suggested that DCCVA develop and maintain a list of DCCVA members and key individuals who they have close relationships with, so DCCVA could ask them to use their contacts as issues arise.
 - b. **Executive Committee powers.** Review the Executive Committee's powers, authority, decision-making, responsibilities related to decision-making – and how decisions are communicated with DCCVA members.
 - c. **Developing legislative platforms.** Some topics could be: planning/zoning, water, transportation, public safety (jails?), mental health, poverty, homelessness, RTAs, criminal justice, levy limits, state mandates, preemption – areas that are ripe for

us to have a dialogue and decide if we have a common interest and advance them.

- d. **Regionalization.** What are we going to work on regionally together? This could include consolidation, coordination and sharing of services.
- e. **Branding.** Do city/village websites show they're members of DCCVA, a way to publicly recognize cities/villages that belong to DCCVA or that they represent DCCVA as well as their community?
- f. **Guest speakers/member resources.** The members discussed a new online platform for collecting feedback and attitudes about policy issues/legislative proposals from residents/constituents called Polco. It is led by David Worzala and was suggested that he be invited to a future DCCVA meeting to do a demo of this product and how it can be used by municipalities – perhaps something we can negotiate a group price for for DCCVA members. Bob Miller suggested inviting Jason Vargo from UW-Madison to talk about the UniverCity Year program, which Monona is participating in. This program is a partnership that pairs academic courses, faculty, staff and students with projects identified by the community.
- g. **DCCVA as a resource.** Hochkammer said it should be a goal of DCCVA to have the people we work with – at the county and state levels of government – see us as a resource and knowledge base.
- h. **DCCVA staffing/shared services.** The members discussed whether DCCVA needs to add more staff or resources to accomplish more goals and provide more services to DCCVA members. One idea was to collective hiring staff to contract out with city/village members to save them money on hiring their own staff for certain positions. However, it was noted that this could require additional DCCVA membership dues, impacting municipal budgets.
- i. **Delivery of regional services.** Possibly look at studying the funding of regional services, fair share payments by towns for services such as public safety/sheriff patrol and Dane Com, as well as how MMSD fees for usage are decided. Transit/Metro is one example of where things are working well, transit costs are allocated to communities that participate. Possibly commission a study to make sure there is equitable funding for delivery of regional services.
- j. **Regional goals.** Nick Zavos said DCCVA should consider setting some goals as a region.
- k. **Training opportunities.** Jon Hochkammer suggested DCCVA offer more training opportunities for its members, such as board of review trainings, parliamentary procedures training, legal updates from Michael Best & Friedrich or other trainings for new elected officials.
- l. **Other items.** Other ideas brought forward:
 - o Doing more things for the common good of members, such as the compensation study that was done last year.
 - o Using DCCVA as a vehicle for sharing expertise, such as an energy analyst.
 - o Partnership with Madison Chamber of Commerce on initiatives that benefit the region.

- Sharing of best practices or innovative programs.

6. Action Items:

- a. Bylaws review. The Executive Committee will review the bylaws to see if any changes need to be made, especially relating to Executive Committee authority, electronic voting or member participation via Skype or other technology means. – To be completed by Nov. 16 meeting.
- b. Communications. Todd Schmidt of Waunakee will work with Forbes McIntosh and Jon Hochkammer on a first draft strategy. It will examine four kinds of communications: Executive Committee to membership, critical information to membership, critical information to the public, basic information to unengaged members. It will include a review of the communication tools that could be used. – To be completed in two months.
- c. Legislative platforms. Forbes McIntosh will put out a call to members to assist with developing DCCVA's legislative platforms on various issues. Todd Schmidt suggested LWM might be willing to help with the platforms, and could also be done in consultation with Nick Zavos/City of Madison. – First draft to be completed by first DCCVA meeting in 2017 (January).
- d. DCCVA resources/staffing. Jon Hochkammer will confer with Forbes McIntosh on possible staffing needs changes or possible increased resource needs. To be completed by Nov. 16 meeting.
- e. DCCVA finances/resources/staffing. Any changes to DCCVA finances, staffing and resources will be put on hold until after other reviews are conducted.
- f. Key relationships list. Ann Gryphan will send a request out to chief elected officials and administrators asking that they let DCCVA know about close professional relationships they have – such as with county board members, state legislators, state agency officials – so that DCCVA may develop and maintain a master list that could be utilized as issues arise.

7. Adjourn. The strategic planning retreat adjourned at 12:40 p.m.