

## 2007 FRANKENMUTH CITY COUNCIL

Gary Rupprecht, Mayor  
Richard Galsterer  
Art Loeffler  
Richard Meyer  
Susan Piesko  
Carl Schoenow  
Gary Zeilinger

*with*

Charlie Graham, City Manager  
John Deterding, Assistant City Manager  
Phill Kerns, City Clerk  
Randy Braeutigam, DPW Superintendent  
Birt McKendree, WWTP Superintendent  
Ken O'Brien, Water Superintendent  
Mary Chasseur, Wickson Library Director  
Daren Kaschinske, Parks & Rec  
Don Mawer, Police Chief  
Sheila Stamiris, DDA/EDC Director

*For more information, contact*

CITY MANAGER CHARLES GRAHAM  
CITY OF FRANKENMUTH  
240 W. GENESEE STREET  
FRANKENMUTH, MICHIGAN 48734.1398  
989.652.9901  
[www.frankenmuthcity.com](http://www.frankenmuthcity.com)



CITY OF FRANKENMUTH

# STRATEGIC PLAN

## EXECUTIVE SUMMARY

CONFIRMED APRIL 3, 2007  
ORIGINAL APPROVAL MAY 6, 2003

***T***O RULE IS EASY;  
TO GOVERN DIFFICULT.  
**GOETHE**

## BACKGROUND

In the Fall of 1998, Frankenmuth City Council convened a strategic planning session to create a planning tool to guide municipal services. Four years later, Council agreed it was time to update the initiatives of this original plan and create a new blueprint for municipal services.

Recently, the seated Council revisited the plan, finding it sound and on target.

***T***HE LOFTIER  
THE BUILDING,  
THE BIGGER  
THE  
FOUNDATION  
MUST BE.

**THOMAS A.  
KEMPIS**

Participants agreed to **establish a framework** that encourages new ideas, outside input, and priority setting, to **link the decision-making process to a thorough and meaningful strategic plan**; and to **take responsibility to understand issues**. The Goal? **To build trust** between participants and decision makers supporting a **welcome environment** for input and consequently, **good decision-making**.

In a series of meetings in the Fall 2002, the Council, with its professional staff and with representatives of the DDA, the EDC and the Planning Commission, gathered to consider the goals and initiatives for the City of Frankenmuth in the coming years. With the adoption of this Strategic Action Plan, the City will

- **Communicate expectations** for City initiatives;
- **Continually review action strategies**;
- **Circulate the plan** with those whom the plan impacts;
- **Regularly review progress and communicate results**; and
- **Promote** this process and the commitment the City Council has made to it. Only through a process of self-assessment can members truly function as an *excellent* and effective Council.

The Frankenmuth City Council enthusiastically adopts this newest and updated version of the City of Frankenmuth Strategic Plan.

Collectively, we have undertaken a significant effort to identify and discuss strategic issues, articulate long term goals and develop action strategies to guide Council decision making over the next several years. The task is not done; this is the start of the process, not the end.

***I***F YOU DON'T KNOW WHERE  
YOU ARE GOING, YOU MIGHT END  
UP SOMEPLACE ELSE.

**YOGI BERRA**

***N***EVER DOUBT THAT A SMALL  
GROUP OF THOUGHTFUL,  
CONCERNED CITIZENS CAN CHANGE  
THE WORLD. **INDEED, IT IS THE  
ONLY THING THAT EVER HAS.**

**MARGARET MEAD**

# THE ACTION PLAN

The Action Plan prioritizes three major goals:

1. **Strengthen and diversify the economy;**
2. **Plan for new and replacement infrastructure to accommodate the community's future; and**
3. **Continue to strengthen relationships with neighboring governmental units to address mutual problems and strengthen the greater community.**

***T***HERE IS REAL  
MAGIC IN ENTHUSIASM.  
***IT*** SPELLS THE  
DIFFERENCE  
BETWEEN MEOCURITY  
AND ACCOMPLISHMENT.  
NORMAN  
VINCENT PEALE

**Goal: Strengthen and diversify the economy.**

- A. Conduct a business recruitment effort, and market Frankenmuth as a location for development;
- B. Build/develop the business park to build new City tax base and create new jobs;
- C. Develop a marketing plan for *all* development opportunities within the City;
- D. Provide infrastructure where appropriate to support new business development;
- E. Re-evaluate the zoning of developable areas within the Urban Limit to accommodate desired businesses; and
- F. Develop a long-range Economic Development Plan consistent with the Master Plan.

***L***EADERSHIP  
IS THE  
CAPACITY  
TO TRANSLATE  
VISION  
TO REALITY.  
WARREN G.  
BENNIS

***V***ISION WITHOUT ACTION IS A  
DAYDREAM; ACTION WITHOUT VISION  
IS A NIGHTMARE.  
ANCIENT JAPANESE PROVERB

**Goal: Plan for new and replacement infrastructure to accommodate the community's future**

- A. Develop a Capital Improvements Plan inclusive of maintenance, replacement and new infrastructure financing and scheduling;
- B. Draft pre-development engineering plans within the Urban Limit to better anticipate how the city can serve currently underserved/undeveloped areas;
- C. Connect trails/paths on bridges and the dike to permit pedestrian movement through the community; and
- D. Complete a feasibility study to identify methods to address congestion in the main corridor; engage the community in the discussion.

***I***T'S  
NOT THE PLAN  
THAT'S  
IMPORTANT,  
***IT'S***  
THE PLANNING.  
GRAEME  
EDWARDS

**Goal: Continue to strengthen relationships with neighboring units of government to address mutual problems and strengthen the greater community.**

- A. Continue to meet with regional municipalities and townships to create active dialogues between neighbors;
- B. Encourage ongoing communication between the City, its boards and commissions, township governments and the Frankenmuth School Board, and;
- C. Include Frankenmuth Township representation on the EDC, the Parks and Recreation Commission and the Transportation Advisory Committee.
- D. Continue to support the City and Township Master Plan and to update the Plan every five years.

***A*** GOOD PLAN TODAY IS BETTER  
THAN A PERFECT PLAN TOMORROW.  
GEORGE S. PATTON