

**2012
FRANKENMUTH CITY COUNCIL**

Gary Rupprecht, Mayor
Richard Galsterer
Art Loeffler
Rich Meyer
Vickie Schmitzer
Carl Schoenow
Gary Zeilinger

with assistance from

Charlie Graham, City Manager
Phillip Kerns, City Clerk
& Assistant City Manager
John Deterding, City Treasurer
Randy Braeutigam, DPW Superintendent
Birt McKendree, WWTP Superintendent
Ken O'Brien, Water Superintendent
Daren Kaschinske, Parks & Rec Director
Don Mawer, Police Chief
Sheila Stamiris, Downtown Development
Authority and Economic Development
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CITY OF FRANKENMUTH

STRATEGIC PLAN

EXECUTIVE SUMMARY

CONFIRMED MARCH 12, 2012
ORIGINAL APPROVED 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.

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.**

THERE IS REAL
MAGIC IN ENTHUSIASM.
IT SPELLS THE
DIFFERENCE
BETWEEN MEDIOCRITY
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.

LEADERSHIP
IS THE
CAPACITY
TO TRANSLATE
VISION
TO REALITY.
WARREN G.
BENNIS

VISION 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.
- E. Resolve long-term water and sewer needs in the community.

IT'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