

# **VOS 2013 STRATEGIC PLAN – GOALS & OBJECTIVES**

## **APPROVED 6/3/2013 – VILLAGE BOARD**

### **GOAL ONE – MAINTAIN & ENHANCE RURAL CHARACTER**

#### **OBJECTIVES**

1. Maintain & enhance existing parks  
Enhance and improve access points to the Bay of Green Bay and Suamico River
2. Promote and market the use of Barkhausen, Sensiba, NEW Zoo, Idlewild and Calavera Park
3. Support and Acknowledge the agricultural component of Suamico
4. Install landscaping enhancements along major roadways and intersections

### **GOAL TWO – MAINTAIN/ENHANCE VOS OPERATIONAL EFFICIENCIES**

#### **OBJECTIVES**

1. Analyze all departments, operations and services provided annually
2. Work collaboratively with other Brown County municipalities
3. Investigate/explore new technology
4. Engage in collaborative work efforts with the HSSD, UWGB, SNC and NWTC

### **GOAL THREE – MAINTAIN AND BALANCE STABLE AND REASONABLE GENERAL FUND TAX AND UTILITY RATES**

#### **OBJECTIVES**

1. Approve and manage VOS budgets using the 5 year CIP as a guide
2. Review and approve the 5 year CIP annually

### **GOAL FOUR – PUBLIC PARTICIPATION PROCESSES – IMPROVEMENT & ENHANCEMENT**

#### **OBJECTIVES**

1. Better and more use of public informational meetings
2. Greater efforts to disseminate/share information with the public
3. Village website content management enhancement efforts
4. Better Village wide promotion efforts  
Use of productive forums to garner citizen input
5. Increased participation of volunteer/service groups

### **GOAL FIVE – ENHANCE & ENCOURAGE COMMERCIAL/BUSINESS CREATION AND EXPANSION THAT IS SUSTAINABLE**

#### **OBJECTIVES**

1. Identify core development areas/develop high quality design standards
2. Superior service reputation development  
Update the VOS Comp Plan on a regular basis

3. Expand use of TIF and other financial assistance efforts
4. Develop VOS advertising/marketing efforts

GOAL SIX – PROMOTE BALANCED HIGH QUALITY GROWN TIF & SPECIFICALLY ENCOURAGE RESIDENTIAL, COMMERCIAL AND MIXED USE DEVELOPMENT IN THE UTILITY SERVICED AREAS

OBJECTIVES

1. Review and promote development core areas that provide high end tax base
2. Plan and promote high quality residential subdivision development with appropriate amenities
3. Create & utilize TIF districts that are fiscally sound and justifiable