

**CITY OF OWOSSO
SPECIAL MEETING OF THE CITY COUNCIL
TUESDAY, SEPTEMBER 28, 2021
6:00 P.M.**

**Meeting to be held at City Hall
301 West Main Street**

AGENDA

**PLEDGE OF ALLEGIANCE:
ROLL CALL:**

ADDRESSING THE CITY COUNCIL

1. Your comments shall be made during time set aside for that purpose.
2. Stand or raise a hand to indicate that you wish to speak.
3. When recognized, give your name and address and direct your comments and/or questions to any City official in attendance.
4. Each person wishing to address the City Council and/or attending officials shall be afforded one opportunity of up to five (5) minutes duration during citizen comments and questions.
5. In addition to the opportunity described above, a citizen may respond to questions posed to him or her by the Mayor or members of the Council, provided members have been granted the floor to pose such questions.

CITIZEN COMMENTS AND QUESTIONS

ITEMS OF DISCUSSION

1. Strategic Planning. City Council will participate in a guided discussion to develop outcomes and measures based on the overarching goals found in the Master Plan. (Facilitated by Patrice Martin)

NEXT MEETING

Monday, October 04, 2021

BOARDS AND COMMISSIONS OPENINGS

Brownfield Redevelopment Authority – term expires June 30, 2022
Building Board of Appeals – Alternate - term expires June 30, 2022
Building Board of Appeals – Alternate - term expires June 30, 2024
Downtown Historic District Commission – term expires June 30, 2022
Owosso Historical Commission – 2 terms expire December 31, 2021
Owosso Historical Commission – term expires December 31, 2022
Owosso Historical Commission – term expires December 31, 2023
Planning Commission – term expires June 30, 2022
Zoning Board of Appeals – Alternate – term expires June 30, 2024
Zoning Board of Appeals – term expires June 30, 2023

ADJOURNMENT

The City of Owosso will provide necessary reasonable auxiliary aids and services, such as signers for the hearing impaired and audio recordings of printed materials being considered at the meeting, to individuals with disabilities at the meeting/hearing upon seventy-two (72) hours notice to the City of Owosso. Individuals with disabilities requiring auxiliary aids or services should contact the City of Owosso by writing, calling, or emailing the following: Owosso City Clerk's Office, 301 West Main Street, Owosso, MI 48867; Phone: (989) 725-0500; Email: city.clerk@ci.owosso.mi.us. The City of Owosso Website address is www.ci.owosso.mi.us.

PLEASE TAKE NOTICE THAT THE FOLLOWING MEETING CAN ONLY BE VIEWED VIRTUALLY

The Owosso City Council will conduct an in-person meeting on September 28, 2021. Citizens may view and listen to the meeting using the following link and phone numbers.

**OWOSSO CITY COUNCIL
Tuesday, September 28, 2021
at 6:00 p.m.**

The public joining the meeting via Zoom CANNOT participate in public comment.

- **Join Zoom Meeting:**
<https://us02web.zoom.us/j/86902897012?pwd=WklrUGhJNVdOakYzdUZtdUNqUTQ2UT09>

- **Meeting ID: 869 0289 7012**
- **Password: 635025**

- **One tap mobile**
 - +16465588656,,86902897012#,,,,*635025# US (New York)
 - +13017158592,,86902897012#,,,,*635025# US (Washington DC)

- **Dial by your location**
 - +1 646 558 8656 US (New York)
 - +1 301 715 8592 US (Washington DC)
 - +1 312 626 6799 US (Chicago)
 - +1 669 900 9128 US (San Jose)
 - +1 253 215 8782 US (Tacoma)
 - +1 346 248 7799 US (Houston)

- **For video instructions visit:**
 - o Signing up and Downloading Zoom <https://youtu.be/gsy2Ph6kSf8>
 - o Joining a Zoom Meeting <https://youtu.be/hlkCmbvAHQQ>
 - o Joining and Configuring Audio and Video <https://youtu.be/-s76QHshQnY>

- **Helpful notes for participants:** [Helpful Hints](#)

- **Meeting packets are published on the City of Owosso website** <http://www.ci.owosso.mi.us>

Any person who wishes to contact members of the City Council to provide input or ask questions on any business coming before the Council on September 28, 2021 may do so by calling or e-mailing the City Clerk's Office prior to the meeting at (989)725-0500 or city.clerk@ci.owosso.mi.us. Contact information for individual Council members can be found on the City website at: <http://www.ci.owosso.mi.us/Government/City-Council>

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City of Owosso Master Plan Roles & Responsibilities

INSTRUCTIONS: For each of the following, broad-based Master Plan Goals, indicate who within the City of Owosso has **primary** responsibility: the City Council, the City Manager, City staff, or whether the responsibility is shared.

Complete your list individually, then share and discuss how you made your choices with your partner.

- CC = City Council**
- CM = City Manager**
- S = Staff**
- J = joint/shared**

GOAL	PRIMARY RESPONSIBILITY
1. Protect the health, safety and general well-being of the community.	
2. Provide excellent customer service to residents and investors.	
3. Maintain fiscal responsibility and sustainability.	
4. Identify, preserve and enhance the community's character.	
5. Increase quality of life and quality of place for all.	
6. Boost the local economy.	
7. Strengthen public and private partnerships.	

City of Owosso

PLANNING SESSION I
AUGUST 5TH, 2021



Welcome and Introductions

- Please introduce yourself
- Your role with the City of Owosso
- Share something you *want* from this session



Tonight's purpose

- Clarify desired outcomes
- Explore the 2021 City of Owosso Master Plan
- Evaluate roles and processes



Inclusion Activity

- ❖ Pair up – one council member with one staff member
- ❖ Interview one another with the following questions:
 - ❖ What attracted you to join the City of Owosso?
 - ❖ What keeps you engaged?
- ❖ Next, share with your partner a story of when you felt the most proud of, or most connected to the work of the City.



A typical strategic plan defines...

- Where are we now?
 - *Current state*
- Where are we going?
 - *Desired Future State and Objectives*
- How will we get there?
 - *Goals and Action Plans*
- How will we know?
 - *Measures of Success - Outcomes*
- How will we measure and report success?
 - *Managing the plan*



What it looks like...



Your Master Plan...

- Unify the community behind a common vision, goals & policies
- Address the desires/needs of residents, businesses and property owners to preserve/enhance relevant qualities of the community
- Provide a land use pattern resulting in a sustainable community
- Present an urban framework and future-oriented land use map
- Ensure the city remains a highly desirable community (live/work/visit)
- Provides a legal basis for zoning and other regulations for the type, intensity and timing of development
- Addresses the status and needs of infrastructure, recreational amenities and public services



Key Areas of Focus

Neighborhoods - Focuses on the importance of Owosso's neighborhoods and provides strategies for preserving the aspects that make the city a great place to live

Economic Development Strategy - Focuses on the City's strengths and opportunities related to the local economy and redevelopment, including strategies to strengthen existing assets and attract and retain talent. Includes specific strategies for the Westtown Commercial District

Downtown Plan - Focuses on the heart of the City: Downtown Owosso. Discusses opportunities for preservation, placemaking, open space amenities, small business support, and the redevelopment of key sites

Future Land Use - Provides a framework for the City's physical land use and development character.



Master Plan Goals

GOAL 1. PROTECT HEALTH, SAFETY, AND GENERAL WELL-BEING OF THE COMMUNITY

GOAL 2. PROVIDE EXCELLENT CUSTOMER SERVICE TO RESIDENTS AND INVESTORS

GOAL 3. MAINTAIN FISCAL RESPONSIBILITY AND SUSTAINABILITY

GOAL 4. IDENTIFY, PRESERVE, AND ENHANCE THE COMMUNITY'S CHARACTER

GOAL 5. INCREASE QUALITY OF LIFE AND QUALITY OF PLACE FOR ALL

GOAL 6. BOOST LOCAL ECONOMY

GOAL 7. STRENGTHEN PUBLIC AND PRIVATE PARTNERSHIPS



What it looks like...



Clarity of roles

Create clear expectations and a shared understanding of the mutually supportive and complementary roles of the Council, the City Manager and the City's departments/staff

Master Plan Implementation



Information processing



Break – 5 minutes





The secret of change is to focus all of your energy – not on fighting the old – but on building the new.

Dan Millman, *Way of the Zen Warrior: A Book That Changes Lives*

How it works

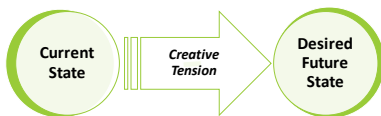


How might you use your Master Plan?

Reflect individually
Share with the group



Where we are – Where we want to be



Current State Reflection

Purpose: *To document and reflect on your current reality to ensure that everyone is working from the same pool of information.*

Guiding questions:

What do we know to be true?

What is our current reality?

How do we know? What data/information supports our beliefs?

Future State Reflection

Purpose: *To define and describe the destination you are striving for, guiding your direction and decision-making.*

Guiding questions:

As you envision the processes and systems of the City Council, what does it look like?

What is different?

What is the same?

Measures of Success

Answers "what happens if we achieve our vision?"

Identify indicators of performance

Encourage and allow for adjustment



Guiding questions

- What do we expect to be different?
- What specifically do we expect to accomplish?
- What are some benchmarks, or incremental changes we might expect to see?
- How might we measure performance or progress?



Monitoring and Evaluating

Chart goals and monitor progress (Scorecard)

Communicate (Dashboard)

Celebrate

Ask for feedback and advice

Adapt/Adjust your strategies



Next Steps

- Schedule Session II – Council and City Manager
- Review and refine processes/systems for using the Master Plan
- Schedule Session III – Council, City Manager, City staff
- Develop Measures of Success, Monitoring Evaluating and Reporting



Wrapping up...

Reflect individually, then share with the group...
Something you *got* from this session.