

TO: Village Council and Mayor Brown
FROM: Finance Sub-Committee, Rob Bartlett - Chair
RE: Strategic Planning Session
DATE: December 8, 2021

The Finance Sub-Committee met on Wednesday, December 8, 2021 at 3:00 pm to discuss who to recommend lead a strategic planning session for Mariemont. Present at the meeting were Finance Sub-Committee members Rob Bartlett, Kelly Rankin and Randy York, Mayor Bill Brown and council member Marcy Lewis.

Two different organizations submitted proposals: Ohio Plan, and McBride Dale and Clarion. Ohio Plan's proposal is to have one 6 hour session on a Saturday where they will lead a group through a traditional SWOT analysis. Coming out of the session, they will develop a summary report of the discussions, conclusions and recommendations. Total cost would be \$2,850. Ohio Plan provided examples of their recent work for Goshen and Deer Park. McBride Dale and Clarion's proposal was to help the Village develop a planning roadmap that identifies planning and zoning needs. The first phase of this process, which would entail a lot of data gathering and interviews, would cost up to \$10,000. McBride Dale and Clarion provided some examples of their work. The finished product cost could range from \$75,000 to \$125,000.

The committee recommends that the Village contract with Ohio Plan for this work. The cost is more reasonable and the committee also believes that since this will be the first time the Village has developed a strategic plan, it needs more of a working document that can evolve over time versus a glossy finished product.

Ohio Plan is currently available to do a planning session on either March 5 or 12. They recommend that the working group be no larger than 15 people. The committee recommends we target for 12 people. The time commitment would be to participate in a 2 hour prep meeting, the 6 hour Saturday session, and then a 2 hour post meeting to review and discuss the final report. The committee also believes it is important that we have targeted representation in this working group to ensure a variety of demographics are included. Attached is an initial cut at the different groups we recommend be on the working group. Once the report is ready, the committee recommends it be made available to all residents for additional input. Once the strategic plan is finalized, specific action steps should be developed and also the plan should be incorporated into the goals of each Village department.

If council is in agreement with the recommendation to go with Ohio Plan then the Mayor will sign the proposal for services with Ohio Plan and planning will begin.

Respectfully Submitted,

Rob Bartlett, Chairman

Kelly Rankin, Member

Randy York, Member