



## City of Saugatuck Blueprint of Key Results Goal Areas Strategic Planning Focus & Priorities

### CITY OPERATIONS

#### **Priority 1: Essential**

- ◆ Conduct council workshops: Quarterly finances, strategic planning, key issues, etc
- ◆ Capture fees (STRs) special events, etc)
- ◆ Staff: onboarding, goals, reviews, development, compensation
- ◆ Dune Ridge litigation
- ◆ STR regulations & policies
- ◆ Trash & recycling
- ◆ Special events
- ◆ Natural resource protection
- ◆ Create a parking master plan

#### **Priority 2: Desirable**

- ◆ Update zoning ordinances
- ◆ Educate residents (res. taxes)

### INFRASTRUCTURE

#### **Priority 1: Essential**

- ◆ Asset management agreement, lead service line replacement
- ◆ Roads
- ◆ Bike trail completion

#### **Priority 2: Desirable**

- ◆ Park Street widening/safety conversations amongst Park Street neighbors
- ◆ Additional parking & commuting opportunities

#### **Priority 3: Acceptable**

- ◆ Restroom repairs – Wick Park, Mt Baldhead (Pump Hose conversations)

#### **Priority 4: Deferrable**

- ◆ Coghlin Park restrooms

## PARKS AND RECREATION

### **Priority 1: Essential**

- ◆ Create a master plan for Oval Beach
- ◆ Oval Beach daily pass increase
- ◆ Create a master plan for Mt Baldhead Dunes
- ◆ Village Square (playground & court)
- ◆ Recycle bins
- ◆ Park Street (non-motorized section)

### **Priority 2: Desirable**

- ◆ Coghlin Park restroom
- ◆ Fish cleaning station
- ◆ Restroom upgrades

### **Priority 3: Acceptable**

- ◆ Airport property
- ◆ Street scape (downtown)
- ◆ Oval Beach Upgrades

### **Priority 4: Deferrable**

- ◆ Community Center
- ◆ DPW: New Building
- ◆ Gondola to cross river

## ECONOMIC DEVELOPMENT

### **Priority 1: Essential**

- ◆ Complete STR policy update

### **Priority 2: Desirable**

- ◆ Increase collaboration with CVB
- ◆ Better broadband access
- ◆ Continue to support local businesses
  - Facilitate local business conversations – What can the city do to help?
- ◆ Attainable/affordable housing
- ◆ Support keeping tourism strong, year round
- ◆ DDA: Collaborate with Douglas and Tri community