

## **MEMORANDUM**

**To:** MCWD Board of Managers  
**From:** Becky Christopher, Lead Planner  
**Date:** January 25, 2016  
**Re:** Vision, Mission, Guiding Principles, Goals

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### **Purpose:**

At the January 28, 2016 Board Meeting, staff will present draft vision, mission, guiding principles, and goals as revised based on input received from the Board and the appointed task force.

### **Background:**

At the January 14, 2016 Board workshop, the Board reviewed draft statements for District vision, mission, guiding principles, and goals. These statements were developed based on a synthesis of past policies and input from Manager interviews, staff, Planning and Policy Committee (PPC), and Citizen Advisory Committee. The Managers were generally in support of the themes captured in the statements but expressed a desire for the vision and mission language to be more compelling and unique to the organization. The Board voted to appoint a task force of Managers Miller and Olson to work with staff on final revisions.

A work session was held on January 21, 2016 with the task force members, legal counsel, Himle Rapp, District Administrator, and Planning staff. The group reached consensus on revised statements for the vision, mission, and guiding principles and provided direction for final refinements to the goal statements. The results of the work session were reviewed at the January 21 PPC meeting with Managers Calkins, Miller, Shekleton, Olson, and White. The majority of the attending managers expressed support for the revised statements.

A primary theme that appears in all four elements is the District's unique approach to integrating land and water management through meaningful partnership. It was discussed at the task force work session that the mission should remain focused on the District's central purpose of protecting and improving the watershed, while the vision can be farther reaching and speak to the District's role in a broader vision of creating vibrant communities. It was thought that this

message would resonate well with District cities and other prospective partners who are a key audience for these statements.

The following is a summary of notable changes that were made based on feedback received at the January 14 Board meeting and the January 21 work session:

- Mission and Vision:
  - Retained same themes but refined language for both
- Guiding Principles (formerly Values):
  - Changed “Leadership” to “Excellence” and revised statement to focus on the outcomes produced rather than the organization itself
  - Revised statement for “Service” to include reference to accountability and careful stewardship of public funds
  - Eliminated “Strategic Focus”
- Goals:
  - Changed “Engaged Communities” to “Thriving Communities” to better represent the Balanced Urban Ecology philosophy. A revised statement was drafted by staff based on direction received at the work session.

The revised statements are attached for Board consideration.

### **Next Steps:**

Staff is seeking Board direction to finalize the statements for vision, mission, guiding principles, and goals. Once these statements are adopted by the Board, staff will proceed with the next phase of the strategic planning process to evaluate and align the District’s programs.

If there are questions in advance of the meeting, please contact Becky Christopher at 952-641-4512 or [bchristopher@minnehahacreek.org](mailto:bchristopher@minnehahacreek.org).

## Draft Statements for Vision, Mission, Guiding Principles, and Goals

January 28, 2016 Board Meeting

### Vision:

- A landscape of vibrant communities where the natural and built environments in balance create value and enjoyment.

### Mission:

- We collaborate with public and private partners to protect and improve land and water for current and future generations.

### Guiding Principles:

- **Partnership** - We seek to understand the goals of others so that we can meaningfully integrate our work to add broader value to the community.
- **Innovation** - We are flexible and creative in our approach and strive for continuous improvement.
- **Excellence** - We commit to work that achieves outstanding results and honors our partners.
- **Sound Science** - We are a trusted source of scientific data and analyses that provide the foundation for wise decisions.
- **Service** - We are responsive and accountable to our communities and careful stewards of public funds.

### Goals:

- **Water Quality** – To preserve and improve the quality of surface and ground waters.
- **Water Quantity** – To manage the volume and flow of stormwater runoff to minimize the impacts of land use change on surface and ground waters.
- **Ecological Integrity** – To restore, maintain, and improve the health of ecological systems.
- **Thriving Communities** – To promote and enhance the value of water resources in creating successful, sustainable communities.