

**Addenda  
Minnetonka City Council  
Strategic Planning Session  
Meeting of Sept. 1, 2020**

**ITEM 2 – Review of mission, vision, guiding principles and strategic goals**

Attached is a change memo from the city manager providing additional information on the guiding principles and vision statement.



14600 Minnetonka Blvd. | Minnetonka, MN 55345 | 952-939-8200 | eminnetonka.com

**TO:** Minnetonka City Council  
**FROM:** Geralyn Barone, City Manager  
**DATE:** Aug. 31, 2020  
**SUBJECT:** Change memo for Sept. 1, 2020 strategic planning session

---

### **Guiding Principles**

At the Aug. 25 strategic planning session, Councilmembers Calvert and Coakley volunteered to prepare a draft of the guiding principles.

#### *Current Guiding Principles*

- *We will focus on excellent **customer service** by striving to do the right thing, at the right time, for the right reason to meet the needs of our customers.*
- *We will set the standard for **innovative leadership** by forging collaborative partnerships, adopting new technologies and promoting effective service delivery.*
- *We will foster **open and inclusive communication** to encourage community involvement, and to maintain the trust and respect of those we serve.*
- *We will live our **shared values** of authentic communication, contagious enthusiasm, shared success, outcome focused teamwork, adaptable learning and innovation, and healthy human relationships.*

#### *Proposed Guiding Principles*

See the attached email from Councilmembers Calvert and Coakley outlining suggested language.

### **Vision Statement**

At the same meeting, Mayor Wiersum and Councilmember Schack volunteered to prepare a draft vision statement. See below for the proposed update.

#### *Current Vision Statement*

*Minnetonka will be the **community of choice** where people live, work, play and conduct business in a **naturally beautiful environment**.*

*Proposed Vision Statement*

*Minnetonka is an inclusive community committed to excellence where all visitors, workers and residents are welcome in a sustainable, natural setting, supported by quality, dependable city services.*

## Geralyn Barone

---

**Subject:** FW: Draft New Guiding Principles

**From:** Kissy Coakley <kcoakley@minnetonkamn.gov>

**Sent:** Monday, August 31, 2020 12:01 PM

**To:** Deborah Calvert <dcalvert@minnetonkamn.gov>; patrick@gettingbetterallthetime.com; Geralyn Barone <gbarone@minnetonkamn.gov>

**Subject:** Re: Draft New Guiding Principles

Thanks Deb for sending this over.  
Geralyn I think it is good to go out.

---

**From:** Deborah Calvert

**Sent:** Sunday, August 30, 2020 5:45 PM

**To:** [patrick@gettingbetterallthetime.com](mailto:patrick@gettingbetterallthetime.com); Geralyn Barone; Kissy Coakley

**Subject:** Draft New Guiding Principles

Hi Patrick Geralyn and Kissy,

Kissy and I talked, and she agreed I should send something to you and copy her. We took the Mayor at his word, so the changes are significant- bold, and more action oriented. As Kissy and I discussed before hanging up, she may have some additional comments to make because I made a few small changes, or she may have additional thoughts.

We needed to address our values as they are the concepts which inform our guiding principles which inform the vision and mission. This felt a little backward, although Patrick felt values and guiding principles could be thought of as one and the same. And because these should inform the Vision and Mission as well, having other people working on a Vision Statement separately felt a little disjointed. BUT . . . We did put something together. Below are some words we both felt reflected what we heard from our colleagues as values

Values

Affordability

Sustainability

Equity

Inviting

Equality

Belonging

Nimbleness

Excellence

Courage

Inclusivity  
Diversity  
Responsiveness  
Respect  
Action oriented/Decisiveness  
Transparency  
Engagement  
Ethics  
Stability  
Innovation  
Resiliency

Below are our draft guiding principles:

We believe that a beautiful, sustainable, and healthy environment is vital to a healthy, stable, prosperous, and thriving community. (not an action statement)

Perhaps: We are committed to a beautiful, sustainable and healthy environment as a vital part of a healthy, stable, prosperous and thriving community.

We will deliver excellent public service and affordable, accessible opportunities, to meet the needs of all those we serve.

We will nimbly lead our city into the future by (embracing necessary change, and) forging collaborative partnerships with all sectors of society and community members from all walks of life.

We will anticipate community needs, and deliver efficient and effective services through innovation and the adoption of new technologies.

We will build a cohesive, inviting community through proactive, inclusive community ( or public?) engagement, and open, transparent, respectful communication between the City and all those we serve.

We will live our shared values of authentic communication, accountability, community,? inclusion, equity, outcome focused teamwork, adaptable learning and innovation and healthy, respectful human relationships.

We will build and maintain community trust through ethical, effective governance, strong? (decisive? Courageous?) and engaged leadership, and the careful, deliberate, and informed stewardship of our financial, natural, and capital assets. (Somewhat lifted from Susan's non-profit WCA values . . . )

We felt “doing the right thing, at the right time for the right reasons “ although I understood it as intending courage to do what is right but isn’t popular, could be taken the other way - it seemed subjective.

The values in the last bullet hadn’t been explored much, and seemed internal and not focused on the community, so “contagious enthusiasm” has been removed and more current concepts added.

We added a principle around the environment and sustainability.

We added one around building trust through aspects of accountability.

We understand it is a lot. But we were encouraged to be bold.

Deb Calvert  
Minnetonka City Council At Large Seat A