

STAFF VISIONS/ISSUES

1. Growth in Business/Industry
2. Enhanced relations/support/team work between City Council and City Staff
 - Council and Staff not seen as the enemy or adversarial to the other group
 - More collaborative City leadership team
 - Staff and council respectful of the other's role
3. Support financial needs of public safety
4. Support needs of departments
5. Clean rivers – banks – water quality
6. Improve recreation assets
7. By-pass - completed
8. Vibrant downtown businesses
9. New revenue sources
10. Positive, respectful, proactive, progressive, open-minded Council
11. More jobs/employment in City
12. Development/planning - PROACTIVE RATHER THAN REACTIVE
13. Improved Quality of Life in the Community (“Big Picture”)
14. Countryside development is completed
15. Developed a more positive attitude - retail – etc.

16. Better schools – standards – programs - facilities
17. New/expanded library
18. Wal-Mart is here
19. Council sees the “Big Picture” for entire community – not specific groups
20. Lower crime
21. Jefferson has become a “Destination Place”