

Memorandum

TO: City Council
FROM: Brad Martens , City Manager
DATE: April 21, 2025
SUBJECT: 2025 - 2027 Strategic Priorities
ITEM NUMBER: 10.c
SECTION: GENERAL BUSINESS

REQUESTED MOTION

Approve the 2025 - 2027 strategic priorities.

INTRODUCTION

The city council typically establishes a list of priorities for the city every other year, following the most recent election. This practice was continued in 2025 with the city council holding workshops on February 10 and March 24 to establish new priorities for the coming years. The purpose of this item is to approve a set of strategic priorities for 2025 - 2027.

DISCUSSION

The process for establishing strategic priorities began with a workshop led by Dr. Dave Webb to discuss the following items:

- What about the City of Shoreview is working well?
- What about the City of Shoreview is not working as well as it could?
- What ideas can we brainstorm to make the City of Shoreview even better?

The result of this first workshop was a list of ideas for potential inclusion in the final document.

In between the first workshop and the second workshop, a ranking survey was completed by the city council to further refine priorities for consideration. Items in the top half of the ranking were then grouped into similar themes.

The second workshop focused on refining those themes and selecting final priorities for inclusion. The final areas of focus are as follows:

- Financial stability
- Exceptional services
- Communications and engagement
- Special initiatives

The attached document further outlines these items in detail. It is requested that the city council formally adopt the drafted 2025 - 2027 strategic priorities.

RECOMMENDATION

Consider a motion to adopt the 2025 - 2027 strategic priorities for the City of Shoreview.

ATTACHMENTS

[2025-2027 strategic priorities.pdf](#)