

Memorandum

TO: City Council Workshop
FROM: Brad Martens , City Manager
DATE: June 15, 2026
SUBJECT: Strategic priorities update
ITEM NUMBER: 1.c
SECTION: GENERAL BUSINESS

REQUESTED MOTION

INTRODUCTION

The city council adopted the 2025-2027 strategic priorities on April 21, 2025. The priorities were developed during two workshops in collaboration with the city council, department leaders, and the city manager. The adopted priorities as well as a report showing the status of these priorities is attached to this report for discussion.

DISCUSSION

Strategic priorities are important for organizations to provide clarity on the prioritization of resources including funds and staff efforts. The 2025-2027 strategic priorities were adopted following the 2024 election which is a typical process for the City of Shoreview. The adopted priorities include three focus areas and five special initiatives:

Focus areas:

- Financial stability
- Exceptional services
- Communications and engagement

Special initiatives:

- Complete the park system master plan
- Develop a climate action plan
- Integrate and implement energy action plan throughout the organization
- Enhance our scholarship program
- Monitor and explore the potential redevelopment of the Shoreview Mall site

The attached status report includes further detail on the priorities including action items, responsible departments, timeline, and performance measures. Each area is then color coded in green, yellow, or red indicating their status as follows:

- Green: complete or planned for completion
- Yellow: in progress but additional work needed
- Red: Work has yet to begin or has not made significant progress

Overall the status report shows that staff has made great progress on the adopted priorities. The city council should review the report and provide any additional direction to staff.

RECOMMENDATION

ATTACHMENTS

[2025-2027 strategic priorities](#)

[2025_-_2027 strategic priorities status report](#)