

**WAYZATA CITY COUNCIL
WORKSHOP MEETING MINUTES
October 10, 2023**

4:30 p.m. Review and Provide Feedback on Draft Bar and Grill Assessment Report by Delaney Consulting

Mayor Mouton called the meeting to order at 4:30 p.m. Council Members present in-person in the community room at City Hall offices: Iverson, MacDonald, Parkhill, and Plechash. Also present: City Manager Jeff Dahl, Deputy City Manager Aurora Yager, Public Works Director/City Engineer Mike Kelly, Community Development Director Emily Goellner, Wayzata Bar & Grill Manager Jeff Pietrini, and Michael Bitzer of Delaney Consulting.

City Manager Dahl provided background noting in June, the Council approved a Professional Services Agreement with Delaney Consulting to assess Bar and Grill operations, similar to the assessment completed in 2022 for Wine and Spirits. The scope of work, which meets the overall objective to maximize operations, highlights the main components of the assessment. Those components are:

- Survey of customers, employees, community members, and Council on current level of service;
- Roundtable of customers;
- Restaurant specific insight from the City's food vendor—Preferred Food Services;
- A timeline of 3 months; and
- Recommended steps to explore growth opportunities for both front and back of the house operations as well as marketing.

A workshop was held on September 19th to go over feedback received thus far and get specific feedback from the Council. The final phase of this assessment process is to review the preliminary report and recommendations and receive feedback which will ultimately be incorporated into the final report.

Mr. Bitzer went through the draft report and the Council discussed its findings. Ultimately, there was comfort with the six major recommendations:

1. Meaningfully and deliberately evolve the City's business operating model and support to its municipal businesses.
2. Develop and deploy a Bar Program.
3. Improve the employee lifecycle and role delivery.
4. Enhance and enable right-sized marketing capability.
5. Strengthen your dominant value propositions in your food.
6. Upgrade your facility and update your environment.

City Manager Dahl noted that the final report will need to be accepted by the Council at a future meeting and once it is accepted, staff will be working on putting a more detailed implementation plan.

5:15 p.m. Discussion of the Draft 2024-2026 Strategic Plan

Ms. Yager provided background on the Strategic Planning sessions the City Council and members of the City's senior leadership team attended from August 14 to 16. Based on those sessions, three new strategic priorities were identified:

1. Diversify Revenue
2. Achieve and Sustain Operational Excellence
3. Sustain Community Character and Safety

Since the last strategic planning session in August, staff have been tasked with identifying specific initiatives and timelines to create an implementation plan for the next three years. Attached is a draft of the 2024-2026 Strategic Plan which includes updates to the mission, vision, and values. It also includes a summary table of the strategic priorities, desired outcomes and targets, and a list of specific initiatives. A

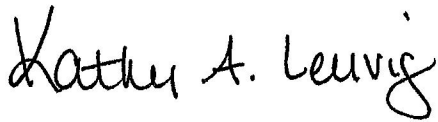
1 Gantt Chart has also been created so the Council can visually understand the anticipated initiation and
2 completion of each of these initiatives.

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4 The Council was supportive of the mission statement as drafted and proposed a few changes to the draft
5 vision statement including replacing reputation with history and making some other grammatical fixes.

6
7 The Council reviewed the proposed strategic initiatives and noted that the number of initiatives was more
8 than they were anticipating. Direction was given to staff to reevaluate the timelines to ensure they were
9 realistic. Consensus from the Council was to move up the Public Art Committee initiative one year, delay
10 the Develop Community Engagement Plans initiative one year, and delay the Pursue a Food and Beverage
11 Sales Tax initiative two years.

12
13 Ms. Yager noted that staff would make those changes and give the list of initiatives one more review to
14 ensure timelines were realistic and determine if any other initiatives could be removed. An updated draft
15 will be brought before the Council for adoption before the end of the year.

16
17 Respectfully submitted,

A handwritten signature in black ink that reads "Kathy A. Leervig". The signature is written in a cursive, flowing style.

18
19 Kathy Leervig, City Clerk