

# Jackson Strategic Planning Quarterly Review

## Redefining Our Community Culture

July - September 2023

### Accomplishments

- Block party downtown
- Code enforcement – cleanup has begun
- Monthly revisit of ordinances for review and update
- Animal shelter committee meeting monthly – water and sewer at site now
- Successful parade and discussion on how to improve
- Senior advisory committee and technology updates to the senior center
- Stray relocation program in process
- Ballfield improvements and increased use
- Public works day
- Dog park
- Taking time to review existing amenities

### Victories

- Block party downtown
- Parade
- Dog park
- Stray relocation program
- Getting the message out and responding
- Committee on events for Nationals

### Challenges

- How to build off success in block party, etc.
- How to be informed and engaged while following meeting rules and regulations
- Communication from committees to council
- How to get more volunteers

### Learnings & Recommendations

- Continue better communication
- Continue follow up and how to juggle all of it
- Power of media

### Next Steps

- Continue to build off our success
- Find more community advocates
- Working more with the chamber and help them with ambassadors
- Determining where/what funds can be used for promotion

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## Prioritizing Infrastructure

July - September 2023

### Accomplishments

- Contract award on housing
- Downtown alley project near complete
- Emily St. project successful resolution including electric work
- Plan to fix HVAC at library
- Airport runway project done
- Water filtration project starting
- Second study complete for the pool
- All fiber optic

### Victories

- Employer engagement with executive level managers
- Communication on the projects (media, notices, in person – all of the above approach)
- Building improvement program
- Airport runway
- Senator Klobuchar here for the runway project

### Challenges

- Communicating with employers
- Keeping everyone informed
- Water project communication
- Pool
- Lack of information
- Reimbursement timing for FAA project
- Media exposure
- Financing options
- Overhead to underground policy
- Vacancy in Ambulance Director position
- Litigation with engineer

### Learnings & Recommendations

- Can't use mailboxes to drop off notices
- Being proactive pays off
- Intention on communication was worth it – better to over communicate than under

### Next Steps

- Continue to look forward at 5-10yr infrastructure needs
- Financing plan for infrastructure needs
- Plan for the pool
- Audit of the sewer system
- Resolution of litigation with engineer
- New ambulance director

# Jackson Strategic Planning Quarterly Review

## Enhancing Amenities and Appearance

July - September 2023

### Accomplishments

- Equipment is at hotel site; bid has been awarded and abatement started
- Dog park
- Frisbee golf
- Daycare
- Nuisance abatement committee
- Seeing improvement in properties
- Assessment on coast-to-coast building
- Removal of old Alamo building
- Community gardens
- Council chambers remodel
- Farmer's market and power food program
- Coordination with concerts
- Cruisin' Classics Club

### Victories

- Judgement on hotel
- New equipment at Ashley Park
- Good response rate on park survey
- Dog park
- Shelter process is moving ahead

### Challenges

- Parking near facilities
- Daycare
- Budgeting for abatement
- Nuisance abatement committees (communication to council)
- Inherited properties in process
- Shelter need
- Maintaining all properties
- Communication in working with community groups

### Learnings & Recommendations

- Learn to be flexible and be able to adjust to new needs
- We need to tell the story and communicate these ideas and projects

### Next Steps

- Shelter (warming) house
- Animal shelter
- Picnic shelter plan
- Dugouts
- Research "friends of the ballfield" group
- Research hotel, community center
- Gun club communication

# Jackson Strategic Planning Quarterly Review

## Empowering Development

July - September 2023

### Accomplishments

- Finance committee met with JEDC
- Project list discussions
- Positive political exposure
- Meeting with legislators
- Workforce housing project moving forward
- Occupation ordinance update
- Leadership development opportunities through MNLC, MRES, etc.

### Victories

- Getting a hotel developer to look at us
- Representation from other groups here at planning sessions
- Channel 71 running strong
- Quarterly planning reviews

### Challenges

- Local option sales tax and legislature
- Legalized marijuana
- Getting groups to utilize Channel 71
- Time and resources for scheduling meetings

### Learnings & Recommendations

- Keep trying – it takes many approaches and avenues to reach out
- Reaching out to other communities or MNLC on items to learn and share including SW Mayors group

### Next Steps

- Working with existing restaurant owners
- Reach out to MN West
- Research intern options
- Rocus programs on ALL ages
- Hotel pre-development agreement