East Troy Town Board Communication Ad Hoc Committee Meeting

Meeting Date:  Tuesday, June 22, 2021

6:30 pm -8:00 pm

Place: East Troy Town Hall Meeting Room

N9330 Stewart School Road

East Troy, WI 53120

Co-Chairs: Jess Dynek, Linda Johnson-Dynek

Members: John Jacoby, Michele Reyes, Bob Rice, Mary Schmitendorf, John Stoss, Andy Szymanski, Bill Wucherer

Agenda:

1. Review and approval of minutes – Meeting 1 – 6/8/21

2. Discuss Website and Municipal Communication Research

a. Share findings

b. identify strengths/challenges

c. apply to ET communications improvement

3. Continue analysis of Problems/Challenges, Strengths/Opportunities

4. Mission/Vision Statement Overview

a. use 5 question strategy to analyze at least 2 other community mission statements.

i. What do we do?

ii. How do we do it?

iii. Whom do we do it for?

iv. Why do we do it?

v. What value do we bring?

b. Look at current ET Mission Statement drafts

i. apply 5 question strategy to develop idea

c. Then create a one paragraph Mission Statement that orders the importance of our responses

d. Vision Statement development

i. related to mission

ii. extension that connects present to future

iii. answer the question- What is our main goal for the future of the Town of East Troy?

5. Members sign up for finalizing Mission/Vision work OR extended website analysis – due 7/13/21

6. Closing - overview of what was accomplished, next steps.

a. next meeting 7/13/21 – 6:30-8:00