



Board of County Commissioners Agenda Request

10C
Agenda Item #

Requested Meeting Date: November 25, 2025

Title of Item: Information Only. Strategic Plan- Revitalization Update

<input checked="" type="checkbox"/> REGULAR AGENDA <input type="checkbox"/> CONSENT AGENDA	Action Requested: <div style="display: flex; justify-content: space-between;"><div><input type="checkbox"/> Approve/Deny Motion <input type="checkbox"/> Adopt Resolution (attach draft) <input type="checkbox"/> Hold Public Hearing <i>*provide copy of hearing notice that was published</i></div><div><input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input checked="" type="checkbox"/> Information Only</div></div>
Submitted by: Mark Jeffers	Department: Economic Development
Presenter (Name and Title): Mark Jeffers, Economic Development Coordinator	Estimated Time Needed: 15 minutes
Summary of Issue: Economic Development staff will present an update on Revitalization and Strategic Plan projects.	
Alternatives, Options, Effects on Others/Comments: 	
Recommended Action/Motion: Information only	
Financial Impact: <div style="display: flex; justify-content: space-between;"><div><i>Is there a cost associated with this request?</i> <i>What is the total cost, with tax and shipping? \$</i> <i>Is this budgeted?</i></div><div><input type="checkbox"/> Yes <input type="checkbox"/> No</div><div><input checked="" type="checkbox"/> No <i>Please Explain:</i></div></div>	

AITKIN COUNTY STRATEGIC PLAN UPDATE

Mark Jeffers

Aitkin County Economic
Development Coordinator



Naturally Better.

Strategic Plan

	Goal #	# Completed	Completion %
Annual Goals	20	15	75%
Goals to be completed by December 2025	9	7	78%
2025 YTD	29	22	76%
Goals to be completed by December 2026	6	0	0%
Goals to be completed by December 2027	1	0	0%
Totals	36	22	61%



- 7 goals yet to be completed for 2025.
- 6 of the 7 are end of year measurements.
- All goals for 2025 and annual are in progress.

Strategic Plan

Community Engagement & Economic Development	Goal	Start Date	Timeline	Status
Foster Business Growth	Track # of new business with 10%+ goal annually	2025	Annual	In Progress
	Annual Tax Base growth on new development annually	2025	Annual	In Progress
Elevate Long Lake Conservation Center	10% increase of student participation in each year	2025	Annual	In Progress
	Increase revenue growth to maintain financial solvency	2025	Annual	In Progress
Explore Development of an EMS Taxing District	Present options to the Board of Commissioners on outcomes by December 2025	2025	Completion by December 2025	In Progress
	Hold department-led information sessions quarterly	2025	Annual	In Progress
	Increase annual savings identified in GE Workouts year over year	2025	Annual	In Progress



- 7 goals yet to be completed for 2025.
- 6 of the 7 are end of year measurements.
- All goals for 2025 and annual are in progress.

Strategic Plan Highlights

Community Engagement & Economic Development	Goal	Start Date	Timeline	Status	Who
Optimize Land Use Ordinances	Review a minimum of three current ordinances for refinement per year	2025	Annual	Complete for 2025	Andrew Carlstrom
	Completion of an economic impact study for Northwood ATV Trail System in 2025	2025	Completion by December 2025	Complete	Dennis Thompson/ Mark Jeffers
Unified Approach to Effectiveness	Goal	Start Date	Timeline	Status	Who
Showcase County Value & Resources	Weekly podcast distribution throughout strategic plan timeline	2025	Annual	Complete for 2025	Mark Jeffers
Talent Acquisition, Development & Well-being	Goal		Timeline	Status	Status
Showcase the Aitkin County Advantage	Completion of a recruiting video by December 2026	2025	Completion by December 2025	Complete	Bobbie Danielson
Modernize Onboarding for Efficiency	Complete a GE Workout on the onboarding process	2025	Completion by December 2025	Complete	Bobbie Danielson
Transform Review into Mentorship	Launch Career Coaching pilot in 2025	2025	Completion by December 2025	Complete	Bobbie Danielson



Community Engagement & Economic Development	Goal	Start Date	Timeline	Status	Who
Foster Business Growth	Track # of new business with 10%+ goal annually	2025	Annual	In Progress	Mark Jeffers
	Annual Tax Base growth on new development annually	2025	Annual	In Progress	Mark Jeffers Kathleen Ryan
Develop Senior & Workforce Housing	Create tracking of new housing developments	2025	Completion by December 2025	Complete	Mark Jeffers
	Utilization of the Housing Trust Fund (50% expended by year 2)	2026	Completion by December 2026	2026	Mark Jeffers
Optimize Land Use Ordinances	Review a minimum of three current ordinances for refinement per year	2025	Annual	Complete for 2025	Andrew Carlstrom
Drive Growth while Preserving Natural Resources	Increase ATV annual visits	2025	Annual	Complete for 2025	Dennis Thompson
	Completion of an economic impact study for Northwood ATV Trail System in 2025	2025	Completion by December 2025	Complete	Dennis Thompson/ Mark Jeffers
Elevate Long Lake Conservation Center	10% increase of student participation in each year	2025	Annual	In Progress	Dennis Thompson/Dave McMillan
	Increase revenue growth to maintain financial solvency	2025	Annual	In Progress	Dennis Thompson/Dave McMillan
Explore Development of an EMS Taxing District	Present options to the Board of Commissioners on outcomes by December 2025	2025	Completion by December 2025	In Progress	Administrator
Enhance Community Engagement & Responsiveness	Develop and pilot customer/community survey by December 2026	2026	Completion by December 2026	2026	Sarah Pratt/Mark Jeffers
Empower Senior Engagement	Present investigation of senior volunteer network to the Aitkin County Board of Commissioners by December 2025	2025	Completion by December 2025	Complete	Administrator
Promote Community Identity	10% increase annually in viewers, followers and general social media engagement	2025	Annual	Complete for 2025	Mark Jeffers

Unified Approach to Effectiveness	Goal	Start Date	Timeline	Status	Who
Develop Strategic Dashboard	Development of the Dashboard in 2025	2025	Completion by December 2025	Complete	Mark Jeffers
	Quarterly updates to the Board of Commissioners on progress of County Initiatives	2025	Annual	Complete for 2025	Mark Jeffers
Foster Interdepartmental Learning & Cohesion	Hold two annual County-wide events	2025	Annual	Complete	Wendie Bright/Department Heads
	Hold department-led information sessions quarterly	2025	Annual	In Progress	Revitalization Core Team
Showcase County Value & Resources	Weekly podcast distribution throughout strategic plan timeline	2025	Annual	Complete for 2025	Mark Jeffers
	Distribute the economic development newsletter throughout the strategic plan timeline	2025	Annual	Complete for 2025	Mark Jeffers
	Quarterly submission of articles to local newspapers by departments	2025	Annual	Complete for 2025	Administrator/Department Heads

Talent Acquisition, Development & Well-being	Goal		Timeline	Status	Status
Showcase the Aitkin County Advantage	Completion of a recruiting video by December 2026	2025	Completion by December 2025	Complete	Bobbie Danielson
	Attend at least one regional career fair per year	2025	Annual	Complete for 2025	Bobbie Danielson
	Update Human Resources webpage by December 2025	2025	Completion by December 2025	Complete	Bobbie Danielson
Modernize Onboarding for Efficiency	Complete a GE Workout on the onboarding process	2025	Completion by December 2025	Complete	Bobbie Danielson
Transform Review into Mentorship	Launch Career Coaching pilot in 2025	2025	Completion by December 2025	Complete	Bobbie Danielson
	5 or more departments in 2026	2026	Completion by December 2026	2026	Bobbie Danielson
	8 or more departments in 2027	2027	Completion by December 2027	2027	Bobbie Danielson
Empower Strength-Based Growth	100% leadership team participation in Gallup Strengthfinder training by December 2026	2026	Completion by December 2026	2026	Bobbie Danielson
	Incrementally increase the number of employees who have completed Gallup Strengthfinder training	2026	Completion by December 2026	2026	Bobbie Danielson
	Include Gallup Strengthfinder training into the onboarding process for new employees	2026	Completion by December 2026	2026	Bobbie Danielson
Support Employee-Driven Process Innovation	Launch second group of GE Workout training in 2025, 3rd group in 2026	2025	Annual	Complete for 2025	Revitalization Core Team
	Respond to GE Workout requests within 5 days of submission	2025	Annual	Complete for 2025	Revitalization Core Team
	Increase annual savings identified in GE Workouts year over year	2025	Annual	In Progress	Revitalization Core Team
Prioritize Leadership Development	Require Department Heads and Supervisors to attend a leadership training once every 3 years	2025	Annual	Complete for 2025	Bobbie Danielson
	Offer at least one half-day (or longer) onsite leadership and potential leaders training program annually	2025	Annual	Complete	Bobbie Danielson
	Complete survey of employees to determine if we are creating an innovative & supportive work culture	2025	Annual	Complete	Bobbie Danielson