



MEMORANDUM

Comfort Lake-Forest Lake Watershed District

Date: April 3, 2024
To: CLFLWD Board of Managers
From: Mike Kinney, District Administrator
Subject: Strategic Planning Proposal



District Wide

Background/Discussion

The purpose of this agenda item is to consider directing staff to submit a grant application to the Board of Water and Soil Resources (BWSR) Performance Review and Assistance Program (PRAP) for strategic planning assistance. The Board may also authorize the administrator to contract with Cultivate Advisors, if the grant is awarded. The PRAP grant program offers up to \$10,000 for professional services (facilitation, mediation, or consulting) related to organizational improvement strategies. There is no minimum match, but the District may propose staff and manager time as in-kind contribution.

Cultivate Advisors attended the April 25th regular board meeting and described how it may assist the District in strategic planning. Enclosed is a scope of work from Cultivate Advisors for assistance. Staff recommends applying for a PRAP grant to fund this effort.

The District may include support from the District Engineer, EOR, in this effort as well. The 2024 budget contains \$82,536 in line item 1-004-4337 Consultant/Professional Services to be broken out as follows: Salary Survey (\$10K) + Building Design Consultant (\$52K). Ongoing HR Support (\$20K). The District may utilize some of the building design consultant budget for the strategic planning effort, as this effort will ultimately serve to strategize for the new office space. District staff will discuss this with EOR and provide a recommendation during the June 13th meeting.

Recommended Motion

Manager _____ moves to direct staff to submit an application to the PRAP grant program for strategic planning, and if awarded, to execute the grant agreement and to enter into an agreement with Cultivate Advisors in accordance with the May 31, 2024, scope of work and in an amount not to exceed \$10,000. Seconded by Manager _____.

Attached

Cultivate Advisors Proposal

CLFLWD Strategic Growth Plan



CLFLWD
WATERSHED DISTRICT



Cultivate Advisors®

May 31, 2024

Outcomes

- A co-designed Strategic Growth Plan with the CLFLWD Team and Cultivate Advisors.
- Plan will be formatted in a “dashboard” format with sections for Vision, Macro Goals, Key Performance Indicators, Initiatives, and Keys to Initiative Implementation
- All access to full suite of Cultivate Advisors resources throughout the project timeline

Included in Scope

- *Month 1:* Deep Dive Discovery, Vision Clarity
 - Review current growth plan and refine vision / identify gaps to solve for.
 - Setup framework for completed growth plan.
- *Months 2-4:* Strategic Growth Plan Buildout
 - Macro Goals - work backwards from long term vision to identify top 3-5 annual benchmarks to achieve to be on track for macro goals.
 - Key Performance Indicators - identify the most important leading and lagging indicators to measure in CLFLWD to achieve growth goals.
 - Initiative Selection - identify the core initiatives to execute and by when to achieve growth goals. These can be “moment in time” initiatives such as “obtain new office space” or more long term initiatives such as how to process through the administrator succession planning.
 - Keys to Initiative Implementation - collaborate with the CLFLWD team to select which initiatives they’d like the most strategic on how to implement and build out more detail and context on the “how” to execute said initiatives.

CLFLWD to Provide

- 4 live hours/month for 4 months (2 hours bi weekly - to work a Senior Cultivate Advisor on the Strategic Growth Plan).
- Access to current systems + plans + key stakeholders needed to communicate with throughout the process.

Investment

- \$10,000 for strategic plan creation over a 4 month period of Two 120 minute meetings/month. In between these meetings there will be an open line of communication for quick calls/texts/emails as needed, and all materials created during this time together will be the property of CLFLWD to keep after the project period has elapsed.