

EXHIBIT A

VILLAGE GOALS AND OBJECTIVES

2017 Goals

1. Continue to provide a representative system, which identifies and anticipates concerns, problems and opportunities, which are effectively addressed with thoughtful and decisive governmental actions as well as create an environment conducive to economic development.
2. Maintain and improve effective communications and marketing programs for residents
3. Allocate the community's resources which accomplish the Village Mission in a cost effective and equitable manner.
4. Prioritize physical infrastructure improvements to enhance the residents "quality of life".

Goals that have been Accomplished

1. Prioritize potential budget/service cuts before budget talks begin; including revenue alternatives.
2. Have realized a reduction in Public Safety Overtime. Continue to emphasize and monitor, and when feasible reduce public safety overtime.
3. Strengthen the rental housing inspection program.
4. Streamline village department processes in order to be more efficient and operate within the budget funds available that includes restructuring of certain departmental processes within Village Hall.
5. Implement Parks Comprehensive Plan/Carpenter Park Master Plan; to include the Fox River south of the bridge landscaping, and to execute the OSLAD redevelopment for Carpenter Park.
6. Keith Andres: Seek and obtain a 319 EPA funding for storm water management and trail improvements.
7. Social Media Policy must be continuously updated to meet the Village needs and the legal requirements as they evolve.
8. Established Procedures for Consistent Application of Building Codes
9. Implement Employee Recognition Program. Must recognize specific departmental needs.

Short Term Objectives

10. Create marketing materials for Economic Development. Retail and light industries.
11. Continue to systematically recognize businesses that stay and expand.
12. Finalize and complete the Board review of our current comprehensive plan. *1 year and ongoing*

13. Consider options provided in completed Engineering studies that will improve the traffic flow of the Main/Washington Streets, South Lincoln/Main, Route 31/Main, and the Huntley Road Corridor. *2 year goal*

Intermediate Term Objectives

14. Develop funding source to complete upgrades to Old Town street and underground infrastructure. Determine costs to improve Old Town
15. Define costs to complete Old Town infrastructure improvements. (Hiring and Engineering consulting firm to analyze and provide and Engineers estimate)
16. Continue working with outside consultants to develop a marketing plan for the village and provide specific marketing materials for the Economic Development Director to utilize and our efforts to promote the Route 25 Corridor, Route 31 Corridor, and the Randall Road Corridor for both retail and light industry. *3 – 5 year goal*
17. Work with Dundee Township Park District and the Dundee Township to develop a more comprehensive network of Village parks and trail systems throughout the Village. *3 - 5 year goal*

Long Term/Ongoing Objectives

18. Safe pedestrian passage over Randall Road and Main Street (Working within the parameters of other Government agencies and funding to accomplish)
19. Continue sanitary sewer lining program (policy/procedure). Provide metrics to measure at each subsequent budget.
20. Continue to seek methods to improve customer service.
 - a. Ingrain in the Village culture customer service
 - b. Customers are valued and respected.
 - c. Balance the need for efficiency with equity concerns for our citizen tax payers
 - d. Seek best practice methods to evaluate and receive feedback regarding all Village services.
21. Recognize those businesses for community improvements or community involvement
22. Continue to improve the appearance and function of our website. *Ongoing goal*
23. Develop a plan to monitor and react to social media complaints/suggestions. Include reputation management and protection in marketing plan. *Ongoing goal*
24. Continue to emphasize quality of life issues. Recognize that each department will have their own unique issues and solutions. *Ongoing goal*
25. Succession Planning and specific action plans for each major department of the Village. *Ongoing goal*
26. Develop a cost effective plan to revitalize the existing band stage/shell or its complete replacement in order to maximize the full redevelopment of Carpenter Park. *Ongoing goal*