

STRATEGIC PLAN 2012
ISSUES/IDEAS

A. COMMUNICATIONS				
1. Resident Communication Options				
Blackboard Connect	Telephone contact to each resident and business			
Village blast email	Subscriber based information			
Village Blog	Along with use of Facebook			
USPS mailings				
Cable TV				
Website Upgrades	2012 start of total revamping of existing website			
2. Community Marketing of Vernon Hills retail and events				
Promo material	Information in different media to promote shopping in Vernon Hills			
Smart phone application				

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B. POLICY				
1. Continue to follow legislation issues, including sales tax				
2. Revenue discussion of long range financial needs	Reviewed five year plan as part of capital and pension costs			
3. Identify initiatives to promote new and existing business	Continue to evaluate sales tax sharing agreements. In 2012, reviewing the proposal for sales tax sharing with Westfield			
4. Shared Services- Continue to explore shared services with adjacent taxing bodies – purchasing, snow removal, public safety, senior programming (with Park District and Pathway), building inspection services, emergency telecommunications, etc.	Brought Libertyville into Police/Fire Telecommunication Center. Public Works has participated in Glenview consortium.			
5. Senior Bus Operations- Review of overall operations	Meeting with PACE to review options for coordination of transit services.			
6. Due to aging community, adult senior services are becoming more important. Such things as senior day care, housing subsidies, home aides, etc.	Exploring options			
7. Review authority and issues allowed under home rule				
8. Sustainability - Establish and support policies encouraging sustainable development – use of wind and solar, alternative energy vehicles, recharging stations. Apply sustainable practice to all public buildings, i.e. solar panels for electrical service, hybrid vehicles, green practices, tree planting programs, expanded recycling, etc.				
9. Define Village mission as a mature community and identify the size of the organization to address mission - organization development				
10. Much attention is given to youth based services and facilities such as VHAC, etc. but adults seem to be forgotten in the mix	Explore options for adult based recreation activities			
11. The solar panel issues need to be addressed by the Village				

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C. PLANNING				
1. Targeted proactive economic development/redevelopment with focus on (1) Westfield Mall and (2) Hawthorn Commons	2012 is the start of a new process			
2. Target priority business that the community desires in whatever location that is viable.	We continue the sales tax sharing agreements for businesses that the Board determines are a priority.			
3. Working jointly with Loyola, develop long term master plan for Loyola/Cuneo property which balances the preservation of the historic mansion and gardens with the need to create an endowment for the long term maintenance/operation of the mansion/gardens. The endowment would be sustained through the development of property. Explore Lake County Forest Preserve interests in participating in the process. Seek to insure the financial success of the banquet facility. Seek long term lease of the light show on this property.				
4. Initiate discussions with Buffalo Grove regarding a boundary agreement for lands north of Indian Creek along Buffalo Grove Road				
5. Incentive Agreements in context with what "normal" is going to be for centers and uses that Village desires.				
6. Work to attract a better variety of specialty stores. It's great when everything we need is on "Route 60."				
7. GL North Commercial Property - Request that Lake County change the Annexation Agreement to allow mixed use development which includes residential units				
8. More restaurants or even a "restaurant" mall with a better variety - family friendly				
9. NE Corner Routes 60+21 – Request that Lake County change the Annexation Agreement to allow mixed use development which includes residential units				
10. Develop long term plan for Metra Triangle property				
11. An outdoor mall space like Deer Park, Lincolnshire or Old Orchard				

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D. EVENTS	Important community events that are operated, coordinated or assisted by the Village			
1. Light Show				
2. 4th of July				
3. Fishing Derby				
4. SWALCO				
5. Ribfest	Village assists Park District in this effort			
6. Summer Celebration				
7. Fine Arts Cultural Events				
8. Law Enforcement Expo				
9. Oktoberfest				
10. National Night Out				
11. Public Works Open House				
12. Police Department Open House				
13. Miss Vernon Hills Pageant				
14. Make Summer Celebration, Oktoberfest, etc. NON-SMOKING as Buffalo Grove and other suburbs have.				

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E. PUBLIC FACILITIES				
1. Emerald Ash Bore Strategy	We continue to work on a multi-year program of removal and replacement of different species.			
2. Dug-out roofs- Fields 5 & 6 (VHAC)	To be completed in 2012			
3. Pave bikepaths (VHAC)				
4. Spectator Shade Canopies- Fields 5 & 6 (VHAC)				
5. Use of fields/ scheduling (VHAC)	Stakeholders meeting schedule for end of 2012			
6. Irrigation system metering (VHAC)				
7. Bridges/path to soccer fields (VHAC)	Work has started in 2012			
8. User fee considerations (VHAC)				
9. Additional storage building with comfort stations (VHAC)				
10. Seating for various sports (VHAC)				
11. Vernon Hills Golf Course Maintenance Storage				
12. Playground improvements with gazebo (grant opportunity) (VHAC)				
13. Lighting for soccer fields (VHAC)				
14. Video security cameras – Metra/Sports fields/Public buildings				
15. Algae Control – Policy and Approach	We continue a program to engage residents and Homeowners Associations to cost share improving the aesthetic quality of our ponds			
16. Route 60 landscape enhancements				
17. Metra – comfort stations				
18. Route 60 and 21 lighting and signage streetscape enhancement				
19. Harvey Lake improvements – nature trail and bridge/porous pavement parking lot				
20. Outdoor basketball court, play ground and more trees (to reduce wind) on VHAC				
21. Remodeling Police Facility existing spaces in original Police Department and eventually connect the two buildings Police Station and Communications Center	Planning has been completed in 2012			
22. Indian Creek streambank stabilization – confluence with Seavey to Route 21				
23. Route 21 landscape enhancements from Route 60 to EJ&E				
24. Indian Creek dam removal adjacent to River Grove				
25. Create a park and play ground designed as an interpretive venue for schools and families to use and enjoy while learning about the history of Vernon Hills				

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26. Route 60/Butterfield Road monument signs				
27. Gregg's Parkway/Route 21 monument signs	Sign and landscaping near completion			
28. Route 45 landscape enhancements at Metra Station frontage				
29. Neighborhood Signs				
30. Olde Grove Farms open space enhancement				
31. Sullivan Woods Wetland Restoration at Confluence of Indian Creek and Seavey slough				
32. Port Clinton open space enhancement				
33. Stormwater basin retrofits reducing mowing of turf areas				
34. Senior Center facility for recreation and care of senior residents in the Village				

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F. TRANSPORTATION IMPROVEMENTS				
1. Route 53 expansion (State and Federal)	We continue to engage the Illinois Tollway			
2. Lakeview and Fairway capacity improvement including Route 60 and Hawthorn Parkway (Village)	Have proceeded to the engineering stage			
3. Route 60 additional 3rd eastbound lane/Butterfield Road to Route 21 (State and Federal)				
	Phase I - lights and median			
	Phase - II - intersection geometrics			
4. Route 45 sidewalk/bikepath extension				
5. Fairway Drive capacity improvement (Village)				
6. Cuneo/Route 21 bikepath from EJ&E to Ring Drive				
7. Late night and weekend trains				
8. Aspen Drive right turn lane onto eastbound Route 60 (Village)				
9. Bikepath extension from White Deer Run Maintenance Building to Lakeview (northside of EJ&E)				
10. The remaining sections of the bike paths should be completed from Butterfield Road to Route 21. The Village obtaining state grants.				
11. Gregg's Parkway and Lakeview roundabout (Village)				
12. Huntington and Gregg's Parkway intersection improvement/roundabout (Village)				
13. Create right turn lanes around the schools so that cars waiting for pickup/dropoff don't block the streets - dangerous for kids trying to cross and cars not seeing them because of the long line of cars in the right lanes.				
14. Develop road connecting Lakeview Parkway, via American Way, to Milwaukee Avenue through American Hotel Register and its signalized intersection (Village)				
15. Route 21 and CDW Way traffic signal and roadway improvements (State and Federal)				
16. Bikepath extension from Butterfield to Indianwood - southside of EJ&E				
17. Woodlands Parkway bikepath connection from Route 45 to Route 21				
18. Improve streets and curbs in New Century Town				
19. Get Milwaukee Avenue repaved				
20. A suggestion - Milwaukee Avenue should be six lanes from Gregg's Landing to Lake Cook Road				