



# Board of County Commissioners Agenda Request

**5B**  
Agenda Item #

**Requested Meeting Date:** May 12, 2026

**Title of Item:** Information Only- Strategic Plan Update

<input checked="" type="checkbox"/> REGULAR AGENDA  <input type="checkbox"/> CONSENT AGENDA	<b>Action Requested:</b> <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>	<input type="checkbox"/> Direction Requested <input type="checkbox"/> Discussion Item <input checked="" type="checkbox"/> Information Only
<b>Submitted by:</b> Mark Jeffers		<b>Department:</b> Economic Development
<b>Presenter (Name and Title):</b> Mark Jeffers, Economic Development Coordinator		<b>Estimated Time Needed:</b> 15 minutes
<b>Summary of Issue:</b> Mark Jeffers will present the Q1 Strategic Plan update.		
<b>Alternatives, Options, Effects on Others/Comments:</b>		
<b>Recommended Action/Motion:</b>		
<b>Financial Impact:</b> Is there a cost associated with this request? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No What is the total cost, with tax and shipping? \$ Is this budgeted? <input type="checkbox"/> Yes <input type="checkbox"/> No <i>Please Explain:</i>		

# AITKIN COUNTY STRATEGIC PLAN UPDATE

Mark Jeffers

Aitkin County Economic  
Development Coordinator



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# Strategic Plan 2025 YE

	Goal #	# Completed	Completion %
Annual Goals	20	20	100%
Goals to be completed by December 2025	9	9	100%
2025	29	29	100%

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	Start Date	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

# Strategic Plan 2026 Q1

	Goal #	# Completed	Completion %
Annual Goals	20	3	15%
Goals to be completed by December 2026	6	0	0%
2026	26	3	12%

Goal	Start Date	Timeline	Status	Who
Attend at least one regional career fair per year	2025	Annual	completed for 2026	Bobbie Danielson
Respond to GE Workout requests within 5 days of submission	2025	Annual	Completed for 2026	Revitalization Core Team
Offer at least one half-day (or longer) onsite leadership and potential leaders training program annually	2025	Annual	Completed for 2026	Bobbie Danielson



# Strategic Plan 2026 Q1

	Goal #	# Completed	Completion %
Annual Goals	20	3	15%
Goals to be completed by December 2026	6	0	0%
2026	26	3	12%

	Goal	Start Date	Timeline	Status	Who
	Utilization of the Housing Trust Fund (50% expended by year 2)	2026	Completion by December 2026	2026	Mark Jeffers
Enhance Community Engagement & Responsiveness	Develop and pilot customer/community survey by December 2026	2026	Completion by December 2026	2026	Sarah Pratt/Mark Jeffers
Career Coaching	5 or more departments in 2026	2026	Completion by December 2026	2026	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

# Strategic Plan

## 1. Community Engagement & Economic Development

Improving how we connect with the public by being proactive and bringing people together. Focusing on balancing economic growth with preserving traditions, maintaining public safety, sustaining an effective transportation system, and tackling community issues, while protecting our beautiful natural resources.

## 2. Unified Approach to Effectiveness

Building a trusting, smooth-running, flexible organization that sticks together, makes decisions based on solid data, and encourages open talks to quickly reach consensus. The goal is to make Aitkin County Government more efficient and responsive to achieve our mission.

## 3. Talent Acquisition, Development & Well-being

Streamline talent recruitment and retention to maximize efficiency and performance while reducing turnover and associated costs. Empower employees at all levels to continuously learn, grow, and innovate, fostering a supportive work environment that enhances trust, well-being, job satisfaction, and productivity, ultimately driving cost efficiency and exceptional service.



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