



CITY CLERK'S OFFICE

2023-2025 STRATEGIC PLAN



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OVERVIEW

WHERE ARE WE NOW?

The City Clerk's Office provides administrative and leadership services for the City Council, departments and the public. These audiences rely on us for information about the operations and legislative history of the City. We issue business licenses and coordinate with police, fire and code enforcement for compliance. The City Clerk is also the Elections Administrator for the City and assists potential candidates and voters. We:

- Carry out the statutory duties of the City
- Maintain communications between the City Council, boards and commissions, employees and the public
- Refine processes and procedures for efficiency and effectiveness
- Implement online licensing system

WHERE ARE WE GOING?

To continue to create great experiences in our organization and community, we will focus on connecting people with the access and information they need by:

- Successfully executing the 2024 elections process
- Making improvements to our business licensing process
- Making Improvements to our records management process

To accomplish our goals, we will focus on:

- Enhancing community engagement efforts
- Improving communication with businesses
- Developing clear policies and procedures that allow people to be their best



POLICIES

PROCEDURES

A strategic plan provides clarity and alignment between our work and our strategic priorities across the organization. It helps us ensure we are doing the right things at the right time for our community.

WHERE ARE WE NOW?

The City Clerk's Office is a primary access point to connect community members with local government; works to provide information and support to the City Council, City staff and the public; responsible for conducting elections with the highest integrity; effectively managing all official City records; and issuing business licenses to protect the health, safety and welfare of the community.

HOW DO WE SERVE THE COMMUNITY?

The City Clerk's Office serves as a key liaison to the public to help communicate, explain and streamline many parts of the local governmental process. More specifically, we:

- Provide a great voting experience for our residents through absentee voting and election day voting
- Provide an online licensing and renewal system for enhanced customer service
- Provide access to official documents and advise the public how to access the City Council and commissions



HOW DOES OUR SERVICE ALIGN WITH OUR STRATEGIC PRIORITIES?

Our strategic priorities are our commitments to the community. We align our service with our strategic priorities to best meet the community's needs.



SAFETY

We issue business licenses to protect the health, safety and welfare of the community.



COMMUNITY ENGAGEMENT

We provide transparency to local government practices and connect the community to local government by assisting with access to local officials and removing barriers for voters.



ORGANIZATIONAL CULTURE

We focus on the strengths of our team and promote growth and development from within.



COMMUNITY VIBRANCY

We support and facilitate the Code Review Task Force as they review our City Codes to refresh aging language and remove barriers to the community.



INFRASTRUCTURE

We preserve historical records documenting the legislative history and action of the City.



SUSTAINABILITY

We implement processes to promote efficiency, leverage resources and provide a community-focused strategy for providing service.

WHAT'S GOING WELL AND WHAT ISN'T?

Over the past few years, staff in the City Clerk's Office have focused on streamlining processes, updating organizational documents and solidifying election practices to create confidence in our election system.

We are proud of the work we have done in elections to connect with the public and create transparency with the processes. We will continue to encourage voters to be educated on the security systems and practices that ensure every vote is properly counted.

WHAT'S GOING WELL?

1. We have promoted community engagement and transparency in the election process.
2. We have streamlined the business license application and appeals process to be completely online.
3. We facilitate partnerships to improve support and communication with other departments.
4. We facilitate quarterly licensing meetings with multiple departments to ensure a comprehensive approach to licensing and enforcement.
5. We have revitalized the Laserfiche committee to better use and capitalize on efficiencies that Laserfiche can provide across the organization.
6. We coordinate across departments to prepare and distribute materials for City Council meetings.
7. We provide support to the Code Review Task Force, which is improving communication with staff and residents by updating and simplifying the language in the City Code and removing language that creates unnecessary barriers.
8. We connect with the community to recruit election judges and advisory board appointments.

We also aspire to provide more educational opportunities for staff from all departments on best practices for records management, agenda management, and data requests.

Our new licensing software has enabled our license holders to apply for or renew a license completely online. However, over the past year, a significant number of licensees did not complete the process on time, so we will seek out opportunities to improve the licensing process.

WHAT'S NOT GOING WELL?

1. Skepticism among the public regarding the security of elections continues to increase.
2. Peak workloads during elections puts stress on staff.
3. Participation of student election judges has significantly declined.
4. Data requests are increasing in frequency and complexity.
5. Improvements are needed to the processes and practices for compiling City Council meeting materials.
6. Improvements are needed for the applicant response process for license renewals.
7. Organizational training for internal agenda systems and records management systems is needed.
8. Council policies should be updated to ensure they reflect current practices and direction.

WHERE ARE WE GOING?

To continue to create great experiences in our organization and community, we will focus on connecting people with the access and information they need.

WHAT ARE THE THREE MOST IMPORTANT THINGS WE WANT TO ACCOMPLISH?

1 Successful Execution of 2024 Elections

We will implement new election requirements for the 2024 elections (see more below); hold a Presidential Nominating Primary (PNP) in addition to the primary and general election; begin absentee voting in January 2024; partner with Dakota County to provide better mail service for absentee voters; and engage the community to increase voter participation and education.

2 Improvements to Business Licensing

We will continue to cross-train staff to create continuity of operations and facilitate improvements to the licensing renewal process to improve response and completion times.

3 Focus on Retention, Access and Efficient Storage of Information

We will complete our review of the City code with the Code Review Task Force; conduct a comprehensive update to our policies and procedures; update and simplify our records retention schedule and train staff; leverage Laserfiche for collection, retention and access of official records and improve process efficiencies; implement new functions in our data request system; and provide record management support to departments

WHAT CHANGES DO WE EXPECT TO ELECTIONS IN 2024

Some important facts to know about the 2024 election cycle and new legislative requirements:

- A Presidential Nominating Primary (PNP) will be held on March 5. Starting in 2020, this replaced the historical caucus process for nominating a presidential candidate for major political parties.
- In-person, direct balloting was expanded from 6 days to 18 days and includes some evenings and additional weekend days
- Voter pre-registration is lowered to 16 years of age
- Translators/translated instructions will be required in precincts when more than 20 percent of the total voting-age population speaks a minority language
- Health care facility voting has been expanded
- There is an option to no longer record write-in candidates when they receive less votes than a ballot candidate
- Partnership with Dakota County will provide improved mail ballot services to voters
- Implementation of true “Early Voting” is expected to begin in 2026

HOW DO THE THREE MOST IMPORTANT THINGS ALIGN WITH OUR STRATEGIC PRIORITIES?

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	SUCCESSFUL EXECUTION OF ELECTIONS	IMPROVEMENTS TO BUSINESS LICENSING	FOCUS ON RETENTION, ACCESS AND EFFICIENT STORAGE OF INFORMATION
 Safety	Ensuring voter information is protected and election systems and ballots are secure provides peace of mind to voters.	Ensure licensed businesses are compliant with access (age restrictions) and best practices ensures safety of our business applicants.	Implementing new data request tools help protect HIPPA information and allow in-system redaction of protected information.
 Community Engagement	Engaging and educating voters at community events increases the number of voters.	Providing 24 hour service through an online application and renewal process helps businesses better engage with the City.	An enhanced data request system provides the public with access to information.
 Organizational Culture	Developing staff and election judges through training and events helps us ensure staff and judges are knowledgeable and prepared.	Encouraging collaboration among licensing departments brings diverse skillsets together.	Providing training for staff helps us to better manage and retain records.
 Community Vibrancy	Providing in-person and mail options for the public to vote enhances the voter experience.	Ensuring licensed businesses are operating at expected standards so they can provide a vibrant experience for the community.	Securing accurate records to provide a reliable source for data-informed decision making.
 Infrastructure	Testing and securing voting systems and voter access databases ensures our voter infrastructure is strong.	Testing and securing our licensing system to provide a historical record of businesses.	The Laserfiche repository stores official documents that require both temporary and permanent retention
 Sustainability	Engaging more student judges will encourage civic volunteerism of future generations.	Cross training staff provides a continuity of service to the community.	Continuing to utilize online processes replaces paper-intensive work.

HOW DO WE GET THERE?

To accomplish our three most important things, we will focus on collaboration within the department and beyond. We will support the team through periods with high workloads during elections, developing action plans and organizational training tools, and leverage the strengths of all that contribute to the process.

To accomplish our three most important things, there are many things we plan to do:

- Continue community engagement initiatives to educate voters
- Expand partnership with Dakota County to facilitate better mail services for absentee voters
- Establish partnerships with local high schools to engage more student election judges
- Create staff training courses for record retention and iCompass agenda management
- Improve communication for the licensing renewal process

WHAT SPECIFIC ACTIONS WILL WE TAKE?

To be successful, our immediate actions focus on enhancing community engagement efforts, improving communication with businesses, and clear policies and procedures that allow people to be their best.

YEAR 1 | 2023

YEAR 2 & 3 | 2024 - 2025

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SUCCESSFUL EXECUTION
OF 2024 ELECTIONS

- Enhance community engagement efforts
- Expand early voting from 6 days to 18 days
- Partner with Dakota County to provide improved mail service for absentee voters

- Evaluate 2024 election processes and prepare for 2026 election cycle
- Prepare for “early voting” to begin in 2026

2

IMPROVEMENTS TO
BUSINESS LICENSING

- Improve communication of renewal licensing process
- Prepare for cannabis licensing requirements, including community engagement initiatives

- Roll-out new licensing procedures for retail cannabis products
- Continue to evaluate the online licensing system for efficiencies

3

FOCUS ON RETETNION,
ACCESS AND
EFFICIENT STORAGE
OF INFORMATION

- Provide organizational training for data practices, record retention and agenda management systems
- Leverage Laserfiche resources to create efficiencies

- Set regularly scheduled trainings for agenda management, data practices and record retention
- Continue to leverage Laserfiche resources to create efficiencies

HOW ARE WE USING OUR RESOURCES?

We deliver projects and experiences to the organization in ways that utilize our individual strengths while providing great service to our organization and community.

› CITY CLERK

RESPONSIBILITIES

- Provide administrative and technical support to the Mayor and Council members
- Serve as Election Administrator
- Serve as the Records Management Administration
- Prepare minutes of the proceedings of all City Council meetings
- Coordinate ordinance amendments, city code updates and serve as liaison to the Code Review Task Force

› DEPUTY CITY CLERK

RESPONSIBILITIES

- Serve as Licensing Administrator and manage online licensing system
- Process City Code updates
- Assist with Code Review Task Force meetings and related ordinance amendments
- Maintain and update policies and procedures
- Assist with elections, including absentee voting, machine testing and election judge training

› ASSISTANT CITY CLERK

RESPONSIBILITIES

- Schedule public and internal meetings
- Serve as liaison for the Laserfiche Committee
- Administer the data request portal and train department staff
- Prepare and publish official notifications
- Update the record retention schedule
- Assist with agenda preparation and meeting management
- Assist with elections, including recruiting, onboarding, training election judges, procuring polling locations and organizing distribution materials/equipment

› ADMINISTRATIVE CLERK

RESPONSIBILITIES

- Process incoming/outgoing correspondence
- Reconcile purchase cards for City Clerk, Administration, and City Council
- Assist with agenda preparation and meeting management
- Process invoices and approval process
- Purchase materials and supplies
- Assist with elections, including ePollbook updates and training and issuing/accepting absentee ballots





Burnsville

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