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CITY ADMINISTRATOR

MEMORANDUM

To: Mayor and City Council Members
From: Gregg Mandsager, City Administrator
Date: October 17, 2011
Re: Goals

INTRODUCTION: Tonight the City Council is being asked to review and discuss the proposed goals for the 2012 calendar year.

BACKGROUND: The City Council met on Saturday, October 8th, 2011 to review and discuss the draft goals for this coming year. The attached draft goals are a result of those discussions and include metrics in the form of prospective completion dates.

Additionally, the Annexation item will be brought back to the City Council at a later date. Proposed completion dates for Community Development items (Comp Plan) would need to be amended out should annexation (involuntary) remain top goal for 2012.

RECOMMENDATION/RATIONALE:

Recommend City Council adoption of the attached goals.

BACKUP INFORMATION:

1. Draft Goals

City of Muscatine
Mission Statement, Goals & Priorities
Adoption October ____, 2011

Mission Statement

The City of Muscatine's mission is to provide high quality, effective municipal services; excellent customer service; and sound fiscal management. We engage our community, producing results designed to enhance the well-being and quality of life for our residents and businesses. We are advocates for the City of Muscatine, valuing its history and working to shape its future.

Five-Year Goals (Long-Term Goals)

- Develop effective economic development strategies to encourage local investment and partnership.
- Pursue voluntary and 80/20 voluntary annexation opportunities, specifically North along Hwy 38 and East along Hwy 22.
- Monitor the long term plan to eliminate the accumulated deficit in the landfill fund.
- Work with the County, School District, Municipal Power and Water (MPW), and Chamber to combine services or cooperate where feasible and appropriate.
 - Work to meet a minimum of once per year with the above entities.

Policy Agenda 2010-2012

Top Priority

- Position the City to address the potential shortfall in revenue from the potential loss of commercial property taxes during the next legislative session.
- Develop a city-wide comprehensive plan incorporating Iowa's Smart Planning Principles.
 - Public engagement. April 2012
 - Draft Comprehensive Plan. September 2012
 - Final Comprehensive Plan. December 2012
- Utilize NCS results for policy and budget decisions.
- Develop policies/incentives to encourage in-fill opportunities within the city limits.
 - Present a housing tax abatement plan to the City Council. June 2012
 - Present a historical housing tax abatement plan to the City Council. June 2012

High Priority

- Provide for the City's existing levels of service.
- Prioritize and determine funding sources for capital projects identified in the 5-Year Capital Improvement Plan and for the CSO program.
- Request an extension from the EPA of the City's CSO program. June 2012
- Community Development:
 - Work with the Chamber to implement the economic development strategic plan.
 - Working with the Chamber, implement a sustainable Economic Gardening program. Educate the community on Economic Gardening as an economic development tool to grow local businesses and promote entrepreneurship. Identify resources to sustain a program to provide for this long-term economic development strategy. September 2012

Management Agenda 2010-2012

The 2010-2012 Management Agenda was also established. These issues represent short-term projects for the City Administrator and City of Muscatine staff. Included in the Management Agenda are items that are considered major projects that involve significant city resources and may span more than one year for completion

Top Priority

- Maintain and continually improve the City's new website and maximize its potential as a resource for public communication.
- Complete an update of the City Code. December 2012
- Complete a rewrite of the City's 1974 zoning ordinance following completion of the Comprehensive Plan. December 2013

High Priority

- Evaluate staffing needs and funding mechanisms.
- Evaluate establishing a formal "Lean" program with the City and joining the ILC.
- Provide for ongoing maintenance of the pavement management program
- Complete the following Capital Projects:
 - Cedar Street Reconstruction and Trail in 2012
 - Colorado/Harrison Street Reconstruction in 2012
 - South End Fire Station 2012
 - Mad Creek Levee Project 2012
 - Mississippi Drive Corridor Study 2012
 - Hwy 38/61 Connector Road Study. 2012
 - Soccer Phase 3 (Committee, Plan, and Fundraising)

Discussion Items:

- Annexation: Develop a formal plan for annexation of the areas North of the Hwy 61 Bypass.