

## MUSCATINE CITY COUNCIL



### MAYOR

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Term expires: December 31, 2023



### AT-LARGE

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Term expires: December 31, 2025



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Term expires: December 31, 2023



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Term expires: December 31, 2023



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Term expires: December 31, 2025



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Term expires: December 31, 2023



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Term expires: December 31, 2023



## 2023 City Council of Muscatine Goals & Priorities

Adopted November 3, 2022

### VISION STATEMENT

Muscatine is a vibrant river community where a rich tradition of community pride and entrepreneurial spirit has created an outstanding environment to live and work. Muscatine values its history, has a strong sense of community, is rich in cultural and economic diversity, and has strong global connections. Muscatine resident, businesses, and its local government are engaged and achieve goals through valued partnerships.

### MISSION STATEMENT

Provide effective municipal services, excellent customer service, and sound fiscal management that improves quality of life and ensures a sustainable economy.

### CORE VALUES

Safety	Wellness	Integrity
Professionalism	Fiscal Responsibility	Innovation
Respect	Excellence	Customer Service

### ONGOING OPPORTUNITIES

- Attract employees that work in Muscatine, but do not live in Muscatine. Focus on new employees entering the Muscatine workforce.
- Partner with local organizations and governments to combine services or cooperate where feasible and appropriate. Explore opportunities for joint meetings.
- Position the city to address potential shortfalls in revenue due to state and federal mandates, work to leverage local funding with grants, and increase the city's General Fund balance.
- Work to retain Tax Increment Financing (TIF) as a municipal economic development tool.
- Increase community awareness and engagement (tell Muscatine's story).

**City of Muscatine Mission, Values, & Behaviors can be found at:**

[\*\*Value Definitions with Behaviors 2023\*\*](#)



# Muscatine City Council

## Goals for 2023

Adopted November 3, 2022



### Customer Service

- Continue City Staff training (including leadership training and customer service training)
- Continue joint meetings with Muscatine Community School District and Muscatine County Boards
- Study the parking system in the central business district and implement identified improvements
- Continue developing key metrics for City operations
- Continue implementation of SeeClickFix (citizen request tracking system) to improve response time to customer inquiries
- Develop a succession plan for key city staff positions
- Continue updating the City's website
- Implement online customer service improvements (e.g. eliminating paper processes, providing the ability for customers to transact business online, etc.)
- Invest resources in marketing and branding the City of Muscatine
- Conduct a staffing assessment, wage compensation study, and assess employee retention and attraction strategies
- Develop a balanced budget
- Continue pursuing grants to leverage City funds.

### Safe Community

- Continue Wayfinding Implementation
- Continue keyless entry and other safety measures at City facilities
- Continue installing security cameras in City Parks
- Continue pursuing a grade separation at Dick Drake Way
- Continue community policing efforts
- Continue efforts to recruit firefighters and EMS personnel

### Vibrant Community

- Continue efforts on Downtown Revitalization
- Continue addressing nuisance properties and pursuing property demolition
- Continue Small Business Forgivable Loan programs
- Evaluate opportunities for funding and pursuing more public art
- Continue efforts on Riverfront Amphitheater
- Update the Housing Study
- Develop an Economic Development Policy
- Update the City's Comprehensive Plan
- Continue efforts related to housing development, including Carver Corner

### Reliable Public Infrastructure

- Continue work on Isett Avenue Reconstruction
- Complete Grandview Avenue Reconstruction
- Continue work on West Hill Sewer Separation Project
- Continue upgrades to City facilities
- Pursue Houser/Fulliam Roundabout
- Pursue Fulliam Avenue Reconstruction
- Evaluate extending sewer to unserved areas in the City limits

### Healthy Community

- Continue efforts to construct trails and improve the walkability of the community (e.g. sidewalk construction and maintenance)
- Continue partnership with School District at Kent-Stein Park
- Evaluate opportunities to add new amenities to Weed Park Pool