

City of Osage Beach

Agenda Item Summary

Date of Board of Aldermen Meeting: 08/16/18

Originator: **(Name/Title)** Richard Ross/Alderman

Date Submitted: 08/08/18

Agenda Item Title:

Discussion - Vision and Strategic Planning

Presented by: (Name/Title) Richard Ross/Alderman

Requested Action:

- ☐ Motion to Approve
☐ First Reading of Bill # _____
☐ Second Reading of Bill # _____
☐ Resolution # _____

- ☐ Proclamation
☐ Public Hearing
☒ Other (Describe)

Discussion

Ordinance Reference for Action: (i.e. RSMo Section, Ordinance # & Title)

N/A

Deadline for Action: YES ☐ NO ☒

If yes, explain:

Fiscal Impact:

Not Applicable ☒

Budgeted Item: YES ☐ NO ☐

If no, provide funding source: _____

Budget Line Item/Title: _____

FY____ Budgeted Amount: \$ _____

Expenditures to Date _____: (\$ _____)

Available: \$ _____ 0.00

Requested Amount: \$ _____

Attachments: YES ☐ NO ☐

If yes, list attachments:

Alderman Ross' Strategic Initiatives

Department Comments and Recommendation:

N/A

City Administrator Comments and Recommendation:

Discussion - What macro-level initiatives should drive the mission statement and assist in setting priorities at the Board level as well as at the Staff level? What goals, initiatives, or principles should pull together the tasks identified during each of the Advanced Sessions and the principles in the Mission Statement to better provide direction and strategy in overall decision making?

Visioning and strategic planning for the City on a macro-level ideally should assist in setting the tone for the City's operating budget and drive the process of allocating resources and strengthening operations. This level of planning assists in setting and identifying overall priorities.

At the highest level the City's Mission Statement guides us and identifies the following principles:

- *Provide Superior Municipal Service
- *Conduct all Business with Openness and Integrity
- *Be recognized as a Safe and Appealing Place
- *Be a Supportive Environment to Conduct Business
- *Be a Premier Visitor Destination

At a more micro-level, the Board has participated in two Advanced Sessions in which several tasks and priorities were identified. At the recent Advanced Session in June 2018 the Board of Aldermen discussed the following and identified tasks and time lines associated with each.

- 1) Economic Development - Market Assessment (city-wide)
- 2) Taxing Options (revenue source) - Use Tax Information
- 3) Internal Reporting and Sharing of Information
- 4) Departmental Metrics as it relates to departmental performance, development, and output
- 5) Strategic Annexation Efforts - For Enhanced Revenue
- 6) Citizens Input Strategies - Utilization of Committees and Outreach Efforts

At the Advanced Session in 2017 the Board of Aldermen discussed the following and identified tasks and time lines associated with each. Many of these items are multi-year issues and continue to be worked on and was discussed again at this year's session.

- 1) Economic Development and Market Assessment (city-wide)
- 2) Asset Planning (city-wide)
- 3) Career Development (invest in our employees' development)
- 4) Project Planning - Efficiencies, Staffing, etc.
- 5) Parkway West Plan Initiatives
- 6) Revenue Options
- 7) Reduce General Fund drain by Airports and Ambulance by 30%
- 8) Code Review for Practice and Process Enhancements

RR 2018 Strategic Initiatives First Draft

1. Develop Economic growth Tools and Assets that target revenue growth at twice the level of State growth rates.
2. Aggressively pursue Voluntary Annexation that provides opportunities to broaden services the City of Osage Beach can provide.
3. Expand City Employee Capability at all levels. Osage Beach Employees will be viewed as the “Best of the Best” by their peers and the industry.
4. Develop innovative methodologies to interact with the Citizenry to drive its input deeper in the planning and implementation processes.
5. Develop Department Level metrics that demonstrate the Progress and Performance of City Services.
6. Effectively partner with the Osage Beach Special Road District to improve the City Transportation system and reduce the quantity of Private Roads in Osage Beach.
7. Utilize the Budget Process to drive fiscal responsibility and prioritize Capital investments.