

Review of Previous Advanced Session items

Develop a City-side Market Assessment/Plan

A market assessment for our City would about collecting and analyzing data conditions within are market. This includes taking an inventory of your businesses, collecting data so appropriate considerations can be made on whether critical needs are being met, determining needs to attract businesses where gaps exist in our market. Many resources can be utilized to assess our market and some assessments are done currently, but not at any level of truly determining our gaps in our market. A vendor has been determined that would develop a profile of resident and visitors, assist us in understanding our current retail and restaurant economic condition, recruit new retailers and restaurants, and provide tools to assist in retaining existing retailers and restaurants.

Next steps: Internal determination of ownership of tasks; Board approval of contract.

Comprehensive/Citywide Asset Plan

Depreciation and Replacement Plans are in place for the following:

- General Fund, Ambulance Fund, and LCF & Grand Glaize Airport Funds – Capital Assets and Major Maintenance Items
- Transportation Asset Replacement Plan; D&R Cash Acct Bal. 12/31/17 \$3,227,721
- Water Fund Asset Replacement Plan; D&R Cash Acct Bal. 12/31/17 \$1,118,956
- Sewer Fund Asset Replacement Plan; D&R Cash Acct. Bal. 12/31/17 \$1,316,190

Plan for Investment in our People (employees) / Career Development

Items that have been initiated to move towards this priority:

- Enhanced training availability to employees
- More attention to Goals & Objectives and the Board's expectation of Staff Roles as identified at the August 2017 Advanced Session through the evaluation process
- Department Mission and Vision Statement creation
- Fall of 2018 NeoGov to launch – an online, paperless employee application/onboarding/evaluation/learning mgmt. system

Better Project Planning (Efficiency/Timing/Staffing, etc.)

Items that have been initiated to move towards this priority:

- Processes and practices have been changed to encourage more bidders
- Job duties have been evaluated as movement between jobs have occurred to add efficiency and productivity
- Partnerships have been used to complete projects for cost savings

Implement a Parkway West Plan

The following are items from the Parkway West Plan Study and activity from each.

1. **Case Studies: Evaluate cities similar to Osage Beach that have overcome similar situation, i.e. expressway.** Nothing to report at this time.
2. **Capitalize on Lake of the Ozarks State Park: Evaluate and develop strategies to proactively capitalize on the City's proximity to the State Park; may include development, marketing, infrastructure, and programming strategies.** The Assistant City Administrator and the Parks Manager have been working on this item. They have met with State Park officials on a couple of occasions. Currently, a partnership in marketing and events is being worked on with further details to come to fruition soon.
3. **Capitalize on Arrowhead Centre: Evaluate and develop recommended ways the planned development can be leveraged to grow the parkway west corridor; including infrastructure, wayfinding and connectivity.** In many aspects, this is a long-term strategy and planning continues. The City has been working with the developers as the project develops to make sure infrastructure is designed to be mutually beneficial and that the connectivity to our west side meets the safety needs of our community. In addition, in the KK Overpass Lighting Project (an ongoing partnership project with the Lake Area Chamber) this is being considered in the planning, i.e. lighting to match the development for uniformity.
4. **Infrastructure Improvements: Develop recommendations for transportation and aesthetic improvements to enhance attractiveness as a destination.** 1) This has been an ongoing emphasis with the Public Works Department regarding the improvements to the roadway and ROWs on Osage Beach Parkway, as well as the recent work on Case Road Interchange that was budgeted. 2) The City Planner is researching a wayfinding sign program, an item brought up during the data gathering phase. More information will be brought to the Board on that topic in the near future. And, 3) Staff is working on details to roll out an Adopt-a-Road program, similar to MoDOT's trash pick-up program, to add another layer to better the attractiveness of our roadways.
5. **Market Strategies: Recommended strategies to market Osage Beach.** The City has made many new improvements to our marketing over the last year. We have a newly redesigned website that took 9 months to roll out, we have increased our social marketing footprinted exponentially, as well as continued our already successful cooperative marketing campaigns with the TCLA in efforts to market Osage Beach. Just before this study was completed we had recently completed our first video marketing piece and that has been used extensively! Currently we are developing enhancements to our marketing plan and expanding it to enhance our airports as tasked by the Board during the budget process.
6. **Economic Development Strategies: Determine what kind of development the west side (and the entire City) can support and target development.** The idea is to collect and analyze data conditions of our markets, most likely through a market assessment citywide. This is a budgeted item in 2018 and work is currently being done to move through the process. The City maintains its partnerships and active participation with other civic agencies in our community to enhance our regional economic development efforts; i.e. LOREDC, LOCLG, Chambers, etc.

7. **Departmental Policy Review:** Review City regulations, policies, and procedures to evaluate potential ways to improve our processes for the benefit of the City, its residents, and business owners. For several departments this is currently being done. Over the last year we have seen changes to section involving the parks and building codes. This work continues.
8. **Long-term Maintenance Items:** Develop a long-term maintenance plan for the parkway and other public infrastructure establishing how and when is maintenance performed and the associated costs. The City maintains a Depreciation and Replacement Plan that plans and outlines the funding for a majority of the transportation maintenance items. The Public Works Department is instrumental in maintaining the current plan but also adding and adjusting the items within the plan based on new projects and programs.

Study/Review Revenue Options

This is ongoing research and the following are items related to this priority:

- Use Tax – Tentatively a November Ballot Issue
- Increased Ambulance Fees; Re-bid Ambulance Collection Services
- Continue conversations on partnerships regarding Ambulance Contract Services
- Other various tax research; i.e. Park Tax, Property Tax

Reduce General Fund drain by the Airport and Ambulance Fund by 30%

This is ongoing on both the macro level as well as the micro level. The following is an unexclusive list of items related to this priority:

- Increased Ambulance Fees as of 01/01/18; Re-bid Ambulance Collection Services to enhance revenue
- Staff continues conversations on partnerships regarding Ambulance Contract Services
- Enhanced marketing and PR efforts of the Airports to enhance revenue
- Introduced Jet A fuel sales at Grand Glaize Airport

Investment Plan/Policy for our Cash and Equivalent resources

This is in the works through the City Treasurer's Office.

Compliance and Building Code Sections Review (other code section review to follow)

The Building Department has been reviewing their sections of the City Code and practices and processes have been adjusted to enhance efficiencies. This continues as well as other department are in the process of reviewing their specific sections.