



West Branch City Council  
City Administrator's Report  
11/06/17

**Pending Action Items:**

The Wastewater Task Group – There are no updates at this time.

**F44 290th St. Concrete Resurfacing**

*290th Street is re-open for all traffic from West Branch to 334 290th Street. The project is considered to be completed. Questions, Comments, or Concerns are to be forwarded to the:*

Cedar County Road Department  
563-886-6102

**Report from the Desk of the City Administrator:**

- The International City / County Manager Association (ICMA) provided a great focus on issues facing smaller communities. For this reason, I will be releasing several presentations that were highlighted at the conference this year. The topic matter shall be the following:
  - \* Small Town Economic Development
  - \* Organizing a Premier Community
  - \* Making Small Towns Cool
  - \* Disaster Preparedness
  - \* Retail Trends
  - \* Modernizing Budget Planning
  - \* HR Costs to Staying Competitive
  - \* Benchmarking

**Follow up / Reminder Items:**



- The DEA sponsored the drug turn event nationwide. West Branch Police hosted the West Branch drug turn in event. The event was on Saturday 10-28-2017 from 10 am to 2 pm. WB Police Reserve Lynn Lovetinsky managed the program for West Branch. This event usually occurs twice a year, with this year collecting about 40 pounds of drugs. The Police department would like to thank everyone that participated in this program.

**Set Goal Setting Date:**

- Goal Setting was set for this evening the presentation is attached.

**Events / Scheduled Meetings:**

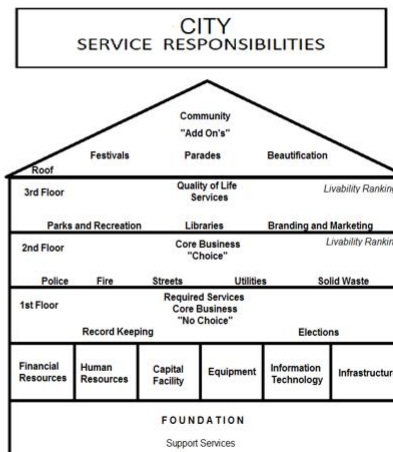
- The City Administrator will be the guest speaker for the November 1, 2017 Lions Club meeting held at the Community State Bank on Herbert Hoover Highway. The City Administrator is expected share information on his background and early thoughts / plans for the city organization.

# Goal Setting

CITY OF WEST BRANCH

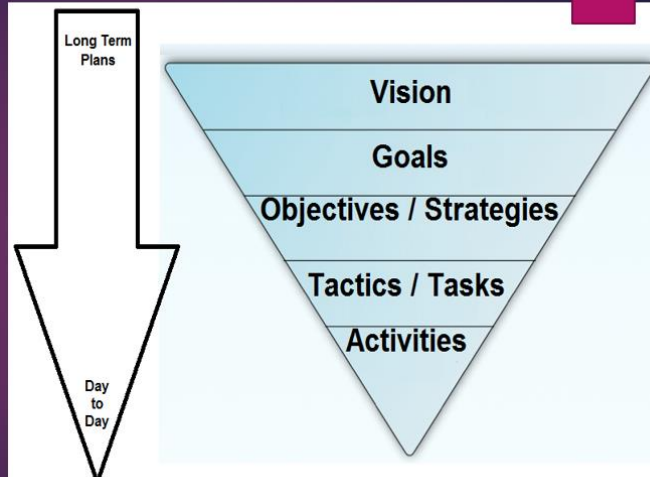
# Service Priorities

CITY OF WEST BRANCH



# Vision

CITY OF WEST BRANCH



# Teamwork

"COMING TOGETHER IS A BEGINNING;  
KEEPING TOGETHER IS PROGRESS;  
WORKING TOGETHER IS SUCCESS."  
CITY OF WEST BRANCH

## CITY AS A TEAM

Residents and Businesses

### City Council "What"

(Policy, Vision, Direction)  
(timely, courageous decisions)

### Listening !!!

- Community Needs / Desires
- Community Expectations
- Community Feedback

### City Management "How"

(develop recommendations)  
(Implement Plans)  
(develop employees)  
(adjust as needed)

### Team GLUE

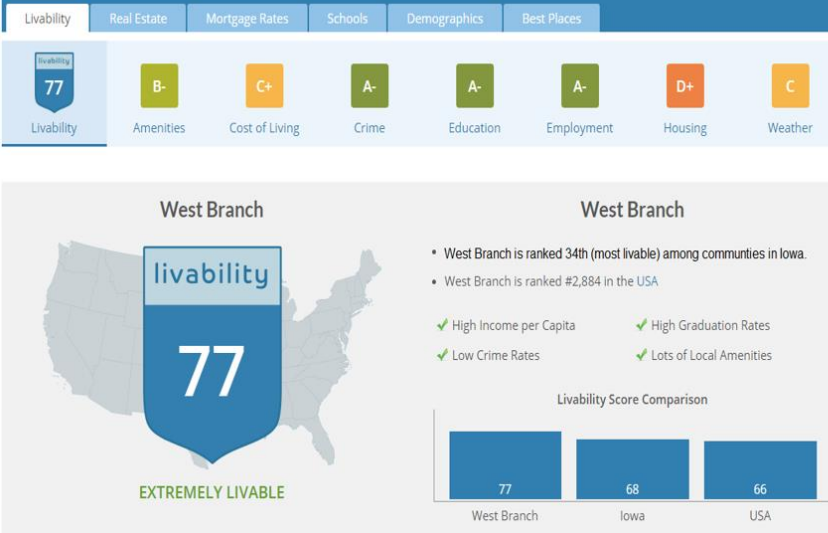
"The WD40 that keeps the city  
machine operating smoothly"  
- Redmond Jones  
City Manager

### Employees "Actions"

(operational plans)  
(organize Work Units)  
(quality services)

**Results !!!  
Impact !!!**

## West Branch, IA Livability



- Cost of Living Index is 7% higher than Iowa
- Total Crimes are 69% lower than Iowa
- High School Graduation rate is 5% higher than Iowa
- Median household income is 19% higher than Iowa
- Median home value is 12% higher than Iowa

## Goal:

"Promote Quality of Life Including: Public safety, Community Pride Events, Strong Citizen Involvement, Park and Recreation Opportunities and Investment."

CITY OF WEST BRANCH

Goal: Promote Quality of Life Including: Public safety, Community Pride Events, Strong Citizen Involvement, Park and Recreation Opportunities and Investment.

- ▶ Cubby Park
- ▶ ~~Park & Rec Phase I Improvements~~
- ▶ **West Branch Village Trail Project**
- ▶ Beranek Parking Lot Improvements and Shelter Refurbishment
- ▶ ~~Hoover's Hometown Days~~
- ▶ ~~MLK Annual Event~~
- ▶ Christmas Past
- ▶ CDG Festivals (Spring, Summer, Fall)
- ▶ Spring and Fall Clean-up Days
- ▶ NPS Fireworks Permit
- ▶ Music on the Green
- ▶ ~~Park and City Camera Project~~
- ▶ City Facebook Page
- ▶ Cable Access Microphone Upgrades
- ▶ **Updated City Council Tablets and Repurpose the old tablets for other city uses**

Goal:

"Develop, maintain and rebuild safe, clean, diverse, healthy, neighborhoods, including partnering with the school district."

CITY OF WEST BRANCH

Goal: Develop, maintain and rebuild safe, clean, diverse, healthy, neighborhoods, including partnering with the school district.

- ▶ **College Street Bridge Project**
- ▶ Orange Street, 4<sup>th</sup> to 5<sup>th</sup>
- ▶ ~~North First Street Improvements~~
- ▶ ~~Main Street Sidewalk - Phase 4~~
- ▶ ~~Sanitary Sewer Lining/Grouting - Phase 2~~
- ▶ Main Street Water Main Improvements
- ▶ ~~Salt Shed Project~~
- ▶ Housing Trust Fund
- ▶ Downtown East Redevelopment Project
- ▶ ~~Hilltop Development Project~~
- ▶ ~~Meadows Subdivision, Phase II~~
- ▶ Meadows Subdivision, Phase III
- ▶ Housing Incentive Program
- ▶ ~~Lynch Height Subdivision~~
- ▶ ~~West Branch High School Improvements (Ace Building)~~
- ▶ National Park Service Stormwater Project

Goal: Develop, maintain and rebuild safe, clean, diverse, healthy, neighborhoods, including partnering with the school district.

Continued

- ▶ ~~School Resource Officer Program~~
- ▶ Police Department Evidence Facility
- ▶ Urban Chicken Policy
- ▶ Bethany Parking Lot Sweeping Agreement
- ▶ ~~Sidewalk Inspection Program~~
- ▶ ~~Wireless Emergency Notification System~~
- ▶ Nuisance Abatement Program
- ▶ West Branch Village Water / Sewer System
- ▶ Joint School Board / City Council Work session
- ▶ Floodplain Manager / Issues

Goal:

"Develop inviting high profile visually impactful projects; including gateways establishing destination, branding and other activities that reflect sound use of tax dollars."

CITY OF WEST BRANCH

Goal: "Develop inviting high profile visually impactful projects; including gateways establishing destination, branding and other activities that reflect sound use of tax dollars."

- ▶ Town Hall Remodel
- ▶ I-80 Widening Project
- ▶ County Line Rd / Main Street Intersection
- ▶ ~~Croell Redi-Mix Site Plan~~
- ▶ ~~Rummells Farms 26-acre Project~~
- ▶ Rummells Farms Back 50 Project
- ▶ ~~Wayfinding Signage~~
- ▶ ~~Website Re-design~~
- ▶ Lions Field Creek Restoration Project
- ▶ Develop / Build Fund Balance Reserve Policy
- ▶ ~~Trees Forever Grant Projects~~
- ▶ ~~P&G, Phase 3 TIF Termination Agreement~~



Goal:

"Establish a sound and sustainable government supported by professionalism, progressive thinking and modernizing the organization."

CITY OF WEST BRANCH

Goal: "Establish a sound and sustainable government supported by professionalism, progressive thinking and modernizing the organization."

- ▶ Annual Budget Process
- ▶ ~~Series 2017 General Obligation Bonds~~
- ▶ TIF Debt Certifications
- ▶ ~~Street Finance Report~~
- ▶ Employee Handbook Revisions
- ▶ ~~Drug and Alcohol Testing Program~~
- ▶ Health Insurance Renewal Date Project
- ▶ ICAP and IMWCA Insurance
- ▶ Annual Urban Renewal Report
- ▶ Debt Report
- ▶ Annual Finance Report
- ▶ ~~Fire Pak Insurance Policy~~
- ▶ ~~Wastewater Treatment Process~~
- ▶ Dave's Welding Dirt Removal / Replacement and Cookson Street Stormwater Improvements
- ▶ ~~ECIA Council Membership~~
- ▶ ~~Certified Local Government Application~~
- ▶ ~~Annual ICAD Presentation to Council~~
- ▶ Information Technology Training

Goal: "Establish a sound and sustainable government supported by professionalism, progressive thinking and modernizing the organization."

Continued

- ▶ Comprehensive Plan Update
- ▶ ~~Historic Preservation Plan~~
- ▶ Urban Renewal Plan Updates
- ▶ City Office Router and Server backup
- ▶ **Floodplain Manager / Issues**
- ▶ ~~USGS Stream gages & Modeling~~
- ▶ Stormwater BMP Reimbursement Program
- ▶ ~~Lower Cedar River Watershed Authority~~
- ▶ ~~Fire Township 28E Agreements~~
- ▶ Law Enforcement MOU with NPS
- ▶ Fire Protection MOU with NPS
- ▶ **Build / Develop Fund Balance Reserve Policy**
- ▶ NPS Snow Plow Agreement
- ▶ ~~Safety Committee / Program~~
- ▶ Cedar County Clerks Meeting
- ▶ Council / Mayor Effectiveness Training
- ▶ **Updated City Council Tablets and Repurpose the old tablets for other city uses**
- ▶ Staff Work Plan
- ▶ ~~Records Retention & Destruction~~