

# Goal Setting

(Open, Agile, and Purposeful Government)



# Goal Setting

The End Toward Which Effort is Directed – *Webster's New World Dictionary*

*Presented by City Administrator Redmond Jones II*

**It Starts with Vision is the Ultimate Purpose**

**Goals help attaining the Vision**

**Objectives steps taken to meet the Goals (the measure)**

**Tactics are the tools used pursuing an objective**

**Activities are the operational patterns deployed that govern tactical execution**



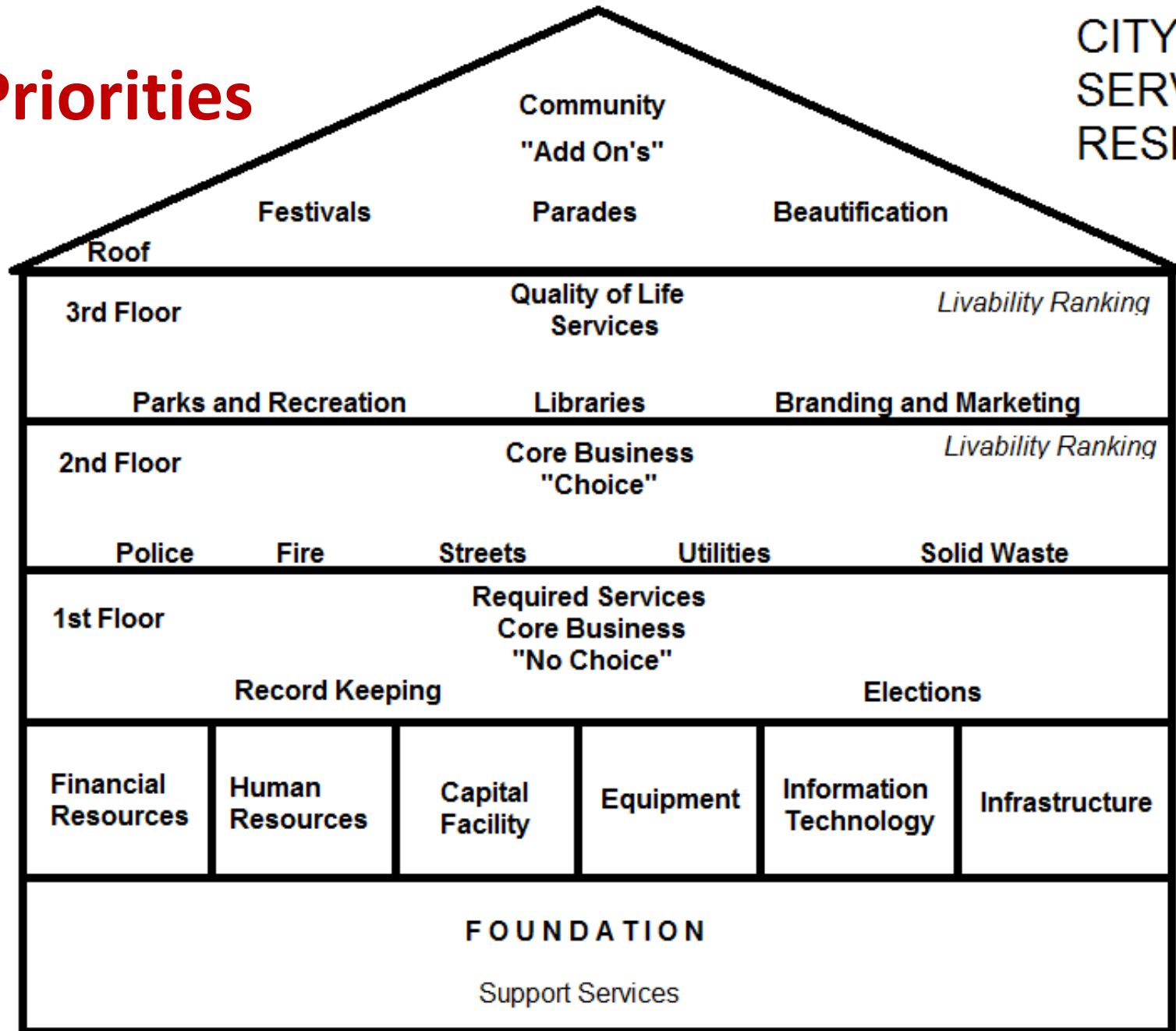
Long Term Plans

Day to Day

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## Service Priorities



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## CITY AS A TEAM

Residents and Businesses



### Listening !!!

- Community Needs / Desires
- Community Expectations
- Community Feedback

### Team GLUE

"The WD40 that keeps the city machine operating smoothly"

- Redmond Jones  
City Manager

**Results !!!**

**Impact !!!**

## Teamwork

**"Coming Together is A Beginning;  
keeping together is progress;  
Working Together is success."**

## Results from Last Year's Goal Setting

### TOP

- o Downstream Widening (24)
- ✓ Cubby Park – Additional Operation Resources (12)
- ~~o Downtown Sidewalks – Phase 5 (11)~~
- ~~o East Side Water Main Investment (11)~~
- o Creek Maintenance (11)

### HIGH

- o Police Department Squad Car (8)
- o Asphalt Shoulder on West Main Street (7)
- ✓ Police Department Reporting Software (7)
- o North Maple Street – Curb and Gutter (small project version 7)
- o Planning Alternative Wastewater and Wetland Research Park (6)
- ✓ 2020 1-ton Dump Box and Snow Plow (6)

## Results from Last Year's Goal Setting

### MODERATE

- o Spring and Fall Cleanup Days (5)
- ~~o Orange Street between 4<sup>th</sup> and 5<sup>th</sup> (5)~~
- o Washing North Water Tower (4)
- o Splash Pad Funding / Contribution to the Fund(3)
- ✓ Additional Town Hall Improvements (2)
  - o Overlay One Alley (1)
  - o CDG Funding and Coordinating / Festivals (1)
- ✓ Renew Building Incentive Program (5)
- o Greenview Connection (4)
- ✓ Trees Forever Grant Project (4)
- ✓ Beranek Park Parking Lot Improvements (2)
  - o Wayfinding Signage for the Industrial Park (1)
  - o Christmas Past – Carriage Rides Funding (1)
  - ~~o Music on the Green Funding (1)~~

### ON THE HORIZON

- o I 80 Widening Project *in progress*
- ✓ Update City Council Tablets and Repurpose old tablets for other city uses.
  - o Housing Trust Fund
  - o Cubby Park Turf Consultant
  - o Naming and Marketing of the Industrial Park *in progress*
  - o Heritage Park – Drainage Issues and Lawn repair (sod) *in progress*

# Goal 1

Goal:

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



## REQUEST FOR COUNCIL CONSIDERATION

<b>MEETING DATE:</b>	November 18, 2019
<b>AGENDA ITEM:</b>	Third (Final) Reading of Ordinance 768 Amending Title “Traffic and Vehicles” Chapter 65 “Stop or Yield Required”.
<b>CITY GOAL:</b>	Promote quality of life including public safety, community pride events, strong citizen involvement, parks and recreation opportunities and investment.
<b>PREPARED BY:</b>	Mike Horihan, Police Chief
<b>DATE:</b>	October 30, 2019

**BACKGROUND:**  
*Recommend a Stop Sign to be Place on Dawson Drive*  
 The Police Department would like a stop sign to be placed on Dawson Drive (south bound) where it intersects with West Main St. Main Street already carries a significant amount of vehicle traffic. When Dawson Drive opens up that also will carry a significant amount of traffic.

Code 65.02 Stop Required  
 Every Driver of a vehicle shall stop before entering an intersection as required herein:  
 On Dawson Street where it intersects with West Main St.

The police department would like to request a stop sign to be placed on Dawson Street where it intersects with West Orange Street, north and south approach. Would like to have a stop sign on West Orange Street where it intersects with Dawson Street, both the east and west approach. Like to make an addition to code 65.02 Stop Required

Code 65.02 Stop Required  
 Every Driver of a vehicle shall stop before entering an intersection as required herein:  
 Dawson Street where it intersects with West Orange Street, north and south approach.  
 West Orange Street where it intersects with Dawson Street, both the east and west approach.

*Please note: A required stop for Sullivan Street where it intersects with Ridge View Drive has been added for the second reading.*

<b>STAFF RECOMMENDATION:</b>	Approve the Third and Final Reading/ Move to Action
<b>REVIEWED BY CITY ADMINISTRATOR:</b>	
<b>COUNCIL ACTION:</b>	
<b>MOTION BY:</b>	
<b>SECOND BY:</b>	



## Goal:

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

- Cubby Park concession adult beverage
- Cubby operations additional staff
- Beranek Parking Lot Improvements (*repair and potential extension*)
- Replacement 1990 dump truck with used dump truck
- Christmas Past (\$3000 Carriage rides)
- CDG Festivals (Spring, Summer, Fall)
- Music on the Green
- Park and City Camera Project
- Water / Sewer Utility Billing Upgrades
- Parks and Recreation Recycling Program



# Goal 2

**Goal:**



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

### REQUEST FOR COUNCIL CONSIDERATION

<b>MEETING DATE:</b>	December 3, 2018
<b>AGENDA ITEM:</b>	<b>Second Reading, Ordinance 761</b> – Rezoning that Certain Parcel of Real Property Located at the Loethen Ridge Estates (formerly known as Pedersen Valley, Part 4 from R-1 Residence District to R-2 Residence District.
<b>CITY GOAL:</b>	Develop, maintain and rebuild safe, clean, diverse, healthy, neighborhoods, including partnering with the school district.
<b>PREPARED BY:</b>	Leslie Brick, Deputy City Clerk
<b>DATE:</b>	November 28, 2018

**BACKGROUND:**

Second Reading of Ordinance 761, rezoning Loethen Ridge Estates, (formerly known as Pedersen Valley, Part4) from R-1 to R-2.

**STAFF RECOMMENDATION:** Approve 2<sup>nd</sup> Reading – Move to Action

**REVIEWED BY CITY ADMINISTRATOR:**

**COUNCIL ACTION:**

**MOTION BY:**

**SECOND BY:**



## Goal:

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

- Orange Street, 4<sup>th</sup> to 5<sup>th</sup>
- Main Street Sidewalk – Phase 5
- Housing Trust Fund
- Replacement of one block seal coat on the east side of town.
- Water main replacement on E College from 4<sup>th</sup> to 5<sup>th</sup> replacing a 4” main with 8” main.
- Splash Pad Funding / Contribution
- Greenview Connection

## Goal 3

Goal:

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

### REQUEST FOR COUNCIL CONSIDERATION

**MEETING DATE:** November 18, 2019

**AGENDA ITEM:** Discussion Item: Consider Funding Storm Water Drainage Design Work for a Privately Owned Downtown Parking Lot which Effects Several Businesses and Buildings Downtown.

**CITY GOAL:** Develop inviting high profile visual impact projects; including gateways, establishing destination, branding and other projects that reflect tax results.

**PREPARED BY:** Roger Laughlin, Mayor

**DATE:** November 13, 2019

#### BACKGROUND:

This downtown Parking Lot experience drainage issues during moderate to heavily rainfall. In some cases parked cars on Main adds to the problems of poor drainage issues of the parking lot marked in red. In the past these issues together has caused flooding in nearby businesses and Appreciation Park (a privately owned park).



**STAFF RECOMMENDATION:** Seeking Direction / Feedback – No Action Needed

**REVIEWED BY CITY ADMINISTRATOR:**

**COUNCIL ACTION:**

**MOTION BY:**

**SECOND BY:**

*"Turning Vision into Reality is our Business"*



## 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
- Cedar Johnson County Road
- Declaration not budget projects unfunded projects.
- Wayfinding Signage for Industrial Park
- Naming and Marketing of the Industrial Park.
- Lions Field Creek Restoration Project
- Downtown East Redevelopment Project
- Parkside Sidewalk or Trail Project (connecting downtown and industrial park).

# Goal 4

**Goal:**

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

## REQUEST FOR COUNCIL CONSIDERATION

**MEETING DATE:** November 18, 2019

**AGENDA ITEM:** Motion to Approve the Claims Report.

**CITY GOAL:** Establish a sound and sustainable government supported by professionalism, progressive thinking and modernizing the organization.

**PREPARED BY:** Gordon Edgar, Finance Director

**DATE:** November 15, 2019

**BACKGROUND:**

These are routine expenditures that include such items as payroll, budget expenditures, and other financial items that relate to City Council approved items and/or other day to day operational disclosures.

**STAFF RECOMMENDATION:** Approve Claims Report – Move to Action

**REVIEWED BY CITY ADMINISTRATOR:**

**COUNCIL ACTION:**

**MOTION BY:**

**SECOND BY:**



## Goal:

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

- Adding an additional full time employee to Public Works. (Anticipated use on Road/Street work)
- City Car Pool Car /Code Enforcement / Parks & Recreation.
- Annexation Plan / Strategy (Rummells Farms Back 50 Project)
- Wayfinding Signage for Industrial Park
- Continue Trees Forever Grant Projects
- Develop / Build Fund Balance Reserve Policy
  - 3 month operating
  - Vehicles / Equipment
- Overlay one alley (annual process)
- Short-term Disability
- Long-term Disability

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## Prioritization Exercise



# Goal Setting