

City of Monticello, Iowa
Strategic Planning and Goal Setting 2019
Final Report

February 27, 2019

Prepared by: Monticello City Admin. Doug Herman dherman@ci.monticello.ia.us

Mayor:

Brian Wolken, Mayor

City Council:

Johnny Russ, Mayor Pro Tem

Dave Goedken

Tom Yeoman

Chris Lux

Rob Paulsen

Brenda Hanken

City Administrator:

Doug Herman

Department Heads:

City Clerk: Sally Hinrichsen

Police Chief: Britt Smith

P.W. Director: Brant LaGrange

Amb. Dir.: Dawn Brus

Park & Rec. Dir.: Jacob Oswald

Library Dir.: Michelle Turnis

Airport Mgr.: Paul Elmegreen

**City of Monticello, Iowa
Strategic Planning and Goal Setting Session
2019**

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City of Monticello, Iowa

Strategic Planning and Goal Setting Session

Introduction: The Mayor and City Council followed the following process during the 2019 Goal Setting:

1. Prior to the Goal Setting meeting the Council was asked to consider a number of categories/topics to be discussed at the Goal Setting Meeting to be held after the regularly scheduled Council meeting on February 18, 2019. Those topics included: Major Accomplishments since the last goal setting (approximately 5 years), Capital Project or Capital Equipment Purchase/Needs, Non-Capital Projects (Significant Initiatives or Programs), and Issues or Concerns.
2. A list of the Major Accomplishments was generated by staff and reviewed during the goal setting session.
3. During the session, the Mayor and Council, and to a lesser extent City Staff, spent time reviewing the Major Accomplishments of the last four to five years, and then worked to compile lists of potential Capital Project/Capital Equipment purchases/needs, Non-Capital Projects (Significant Initiatives or Programs) and Top Priority Issues/Concerns. Once the lists were compiled and reviewed the Mayor and each Council member were allowed to vote for three “Capital Projects/Equipment”, three “Non-Capital / Significant Initiatives or Programs” and three “Top Priority Issues/Concerns”. At the conclusion of the voting the lists, with votes, were reviewed and the decision was made to not have a second round of voting, recognizing that a handful of projects or initiatives stood out after the first round of voting.
4. The goal setting results are being compiled in this Report by the City Administrator and forwarded to the Mayor and City Council for review.
5. The Council will be presented with a Resolution to acknowledge their concurrence with the content of this final report.

Goal Setting Work Session Summary: Mayor Wolken and Council Members Yeoman, Lux, Goedken, Paulsen, and Hanken were present; Russ was absent. The following staff members were present: City Administrator Doug Herman, Police Chief Britt Smith, City Clerk Sally Hinrichsen, and P.W. Director Brant LaGrange. Those present held an informal non-binding work session, compiled lists of priorities, “voted” on said lists, and then reviewed the lists so compiled. Those lists, priorities if you will, are set out below.

I. Capital Improvement Projects/Equipment

- A. Ambulance Purchase (Four Votes)
- B. Public Works Dump Truck (Two Votes)
- C. Community Building Upgrades (Two Votes)
- C. Water Main Looping (Ind. Park Area) (One Vote)
- D. N. Chestnut Street (One Vote)
- E. Varvel/Burroughs Neighborhood (Street Repairs generally) (One Vote)
- F. Schoon Add. Seal Coating (One Vote)
- G. Airport Runway Extension (One Vote)
- H. Public Works Trucks (Pickups/Etc.) (One Vote)
- I. S. Main Street Storm Sewer (Along S. Main / Bus. 151 S.) (One Vote)

Eight other projects were listed that did not receive votes, however, with each elected official only receiving three votes they remain worth mention: S. Main Street Sanitary Sewer Extension, (to serve businesses along S. Main/Bus. 151, primarily on the West side of the road.) Property Annexations on S. end of community to “square” off or make more appropriate boundaries, Continued Manhole Replacements/Improvements, Trail Expansion, Public Works Backhoe Purchase, N. Walnut Street improvements, E. 1st Street Sealcoat / Asphalt improvement project, and Linden Street Sanitary Sewer improvements.

II. Significant Initiatives and Programs

- A. Yard Waste / Tree Waste Site (Three Votes)
- B. Main Street Iowa Program (Three Votes)
- C. Compadres Building (Three Votes)
- D. Continued Econ. Dev. promotion (Three Votes)
- E. Mayor/Council Organizational make up (Three Votes)
- F. Public Works Equip. Inventory and Set Aside (Two Votes)

III. Issues / Concerns

- A. Energy Building / Flood Buyout (Five Votes)
- B. Maple Street Drainage Concerns (Five Votes)
- C. Highway 151 Ramp Lighting (Three Votes)
- D. Birch St. Ditch Cleaning / Drainage (Two Votes)
- E. Cul-de-sac Clearing (Snow) (One Vote)

One other item was noted, Digital Sign Considerations, and did not receive a vote. However, PD Secretary / Local Access Coordinator Madonna Staner made a presentation to the City Council in regard to the potential costs associated with repairing / updating the sign to a good working condition. Although the Digital Sign did not receive a vote the Council is clearly engaged in considering options for the future of the Digital Sign.

IV. Current / Ongoing Projects

During the course of the Goal Setting the Council reviewed current and ongoing projects, specifically removing them from contention for “votes” if you will due to the fact that they were already moving forward, even if in their early stages. Those projects were identified as follows:

- A. N. Sycamore Street Reconstruction
- B. Airport Master Layout Plan Update
- C. Library LED Update
- D. Welter Drive LED Update
- E. Fountain Park Project
- F. Clock Tower “Hail” Repair Project
- G. Wastewater Treatment Plant Planning
- H. Hwy. 38 Sewer Extension (Madalyn Court to rear yards of three N. Cedar homes)
- I. 6th Street Ditch (Continued Planning and implementation)
- J. Code of Ordinance Update

V. Major Accomplishments (Since Spring 2014 Goal Setting)

- A. South St. / S. Main St. Manholes/Sewer Main improvements
- B. Ten T Hangar
- C. Berndes Center Floor
- D. LED Upgrades (Berndes Center and Street Lights)
- E. Trail Commencement
- F. Disc Golf Course / Baty Shelter
- G. Consistent Tax Rate
- H. Lowering Debt
- I. Increase in Tax Base with growth (Boulders, Kardes 151, Orbis for example)
- J. E. 1st Street Bridge Project
- K. Community Building Updates
- L. Hughes Property Acquisitions
- M. Amber Road (Cost Share)
- N. Cemetery Paving
- O. Kraus/Tenley / Welter / Monk Residential and Commercial Condo’s.
- P. Radio Read Water Meters
- Q. Pocket Park / Alleyway / Parking lot project
- R. Water Tower Painting Project
- S. Voluntary Annexation Completion
- T. Golf Course Driveway Project
- U. Berndes Center / YDC Pkg. Lot Project
- V. Hotel/Motel Tax Increase
- W. Ball Diamond Improvements (Bud Johnson, et. al.)
- X. Sign Ordinance Updates
- Y. Dangerous Animal Ordinance Updates

- Z. Hail Storm Damage Repairs
- AA. Sanitation / Recycling Practices
- BB. Updated City Software
- CC. Credit Card Processing at City Hall
- DD. GIS Program for City Infrastructure
- EE. Brick Street Intersection Repairs including infrastructure
- FF. Significant number of Street Repairs throughout town

NEXT STEPS

After a review of this Report, intended to accurately summarize the Goal Setting Session, the Council will be asked to consider a Resolution approving and acknowledging that this report does in fact accurately set forth the results of the Goal Setting Session.

Once approved City Staff will prepare an “Action Plan” to work towards the satisfaction of the priorities identified by the Mayor and Council. The action plan will identify a list of the steps needed to accomplish or satisfy the priority or goal accompanied by a list of any possible pitfalls or issues that may be encountered. The pitfalls/issues should then be further analyzed, with a sub-list of steps being identified, if you will, to overcome the identified pitfall/issue. City Staff will regularly report progress on the Action Plan to the Mayor and Council moving forward.

It is important to note that the priorities identified during the planning session are not “cast in stone.” “Goals” and “Plans” provide direction, however, there will always be the unexpected event that may put a prior “Goal” or “Plan” on the back burner and move something, potentially unidentified at this point, to the forefront. It is entirely appropriate to modify the goals and plans in the event of changed circumstances. In that event it is important for staff and Mayor/Council to recognize that previously approved goals/plans have been modified and that those modifications may impact progress on one or more of the goals/plans identified herein.