

City of Muscatine
Councilmember Goal Setting Session
12:00 PM October 12, 2022
Musser Public Library Conference Room

Present: Mayor Brad Bark, Councilmember Nadine Brockert, Councilmember Dennis Froelich, Councilmember Peggy Gordon, Councilmember Dewayne Hopkins, Councilmember John Jindrich, and Councilmember Jeff Osborne. Also present were City Administrator Carol Webb, Administrative Secretary Cinda Hilger and Facilitator Kim Warren.

City Administrator Webb gave an overview of the purpose of the goal setting session.

- Receive clear guidance from Council as to their goals
- Helps to communicate priority goals to staff
- Essential for allocating resources for future projects
- Critical for moving City of Muscatine forward

Kim Warren, Align Impact Muscatine Director, introduced herself and shared information about her career.

Ms. Warren asked City Council members to create a meeting agreement prior to starting. These items included:

- Listen
- Have open discussion
- Be respectful of others
- Focus on what is best for Muscatine
- Ask questions
- Speak in turn

Councilmembers were asked to review metrics from the community survey and then there was discussion regarding what stood out from the results.

- More positive than expected
- How can we raise above the standards we are currently
- Discrepancies between facts and perception
- Comparison of National Standards rather than like size communities
- Disappointment in Natural Environment score – felt like Muscatine puts a lot of effort into the environment (Recycling, leaf pickup, organic recycling, water quality)
- Public not receiving the information that the inside circle gets

City Administrator Webb reviewed the status of the 2022 goals and Councilmembers discussed each category.

Vibrant Community

- Local Investors interested in helping with smaller projects on Riverfront
- Events on Riverfront have grown justifying the need for amphitheater
- Losing ground on property demolitions – Being posted faster than we can demolish.
- Annexation – involuntary vs voluntary

Safe Community

- Fire Station #3 – Move forward or put on hold

Healthy Community

- No new additions to Weed Park

Councilmembers listed accomplishments over the last year in priority areas.

Safe Community

- Key Card Access to City Hall
- Updated Fire/Police Equipment
- Animal Ordinance Update
- Overpass Grant Application
- Public Safety Response time improving

Reliable Infrastructure

- Grandview Avenue Construction
- Capital Improvement Plan
- Park Avenue Construction
- Snow Emergency Ordinance Amendment
- Carver Corner Progress
- Downtown Streetscape
- West Hill Sewer Separation Project
- Weekly Contractor Meetings

Healthy Community

- South end Park Improvements
- Trails
- Unity Point Clinic
- Kent Stein Softball/Baseball complex
- Working together with School District

Vibrant Community

- Small Business Grants
- Carver Corner
- Kent-McKee
- Riverboat access to Muscatine
- Housing
- Riverfront activities
- Art Center Upgrades
- Love's Development

Customer Service

- Monthly metrics
- Joint meetings
- New Application process
- Permit software
- Agenda Software

City Councilmembers broke into small groups to discuss and identify goals for the upcoming year.

Customer Service

Start

- Implementation of SeeClickFix (Improve response time to customers questions and complaints, able to track metrics)
- Process Improvements for Paper flow items
- Parking Study***
- More Marketing of Muscatine amenities and services
- Staff need study and employee retention/attribution assessment (\$15,000 approved in budget, actual cost of wage study \$60,000. Looking at ways to do parts of study in house) (Use resources we have to attract employees)
- Department organizational assessment

Continue

- Succession Planning
- Staff Training
- Website Update

Stop

- Wasting resources
- Closing for lunch hours
- Management of Individual complaints

Safe Community

Start

- Wayfinding –(funding approved)
- Grad separation-overpass/underpass Dick Drake Way

Continue

- Hiring of EMS and Fire personnel
- Updates on Animal Regulations

Stop

- Fire Station #3 (keep on back burner)
- Keyless entry (Does not service customers)

Reliable Infrastructure

Start

- Houser Roundabout
- Extend Sewer to outlying annexed areas
- Work on Fulliam Street

Continue

- Isett Avenue Reconstruction
- Grandview Avenue Reconstruction
- City Building Upgrades
- West Hill Sewer Separation

Healthy Community

Start

- Enforcing Building Code on downtown business

Continue

- Investing in Bike Trails and Sidewalks
- Kent Stein Softball/Baseball Complex

Vibrant Community

Start

- Updated Housing Study
- Fund Public Art
- Business License Process
- Economic Development Policy

Continue

- Small Business Loans
- Amphitheater
- Nuisance Abatements

Stop

- Involuntary Nuisance Abatement

City Councilmembers were given time to vote on 5 items in each category that they felt would be the best goals to move forward with for the following year. Following are the top in each category.

Vibrant Community

- Downtown Revitalization
- Small Business Forgivable Loans
- Funding for Public Art
- Riverfront Amphitheater Development
- Housing development
- Carver Corner

Customer Service

- Parking Study
- Wage Compensation Study
- Online Customer service improvements
- Marketing/Branding Muscatine
- Balance Budget
- Funding staff training

Safe Community

- Wayfinding
- Security Cameras at City Parks
- Grade separation- Overpass on Dick Drake Way
- Community Policing
- Hiring Firefighters and EMS personnel

Reliable Infrastructure

- Houser Street Roundabout
- City Building Upgrades
- Fulliam Street Construction
- Pursue Grants for Infrastructure Improvements
- Extend Sewer to Annexation area
- Isett Construction

Healthy Community

- Building Codes Businesses
- Trails & Walkability
- Kent Stein
- Pool (retained from last year)

Meeting adjourned at 5:00 p.m.

Mr. Callahan directed City Councilmembers through multiple exhibits consisting of City Accomplishments, Issues and Concerns, Trends.

Mr. Callahan Reviewed the rankings identified by Councilmember and staff through a premeeting worksheet regarding Programs, Policies and Initiatives.

There was discussion on each topic for clarification and revisions and then Councilmembers had the opportunity to select their top 5 priorities to focus on.

Mr. Callahan then used the same process in order to determine priority of City Council regarding Capital Projects.

There was a short discussion on working together as a team for the betterment of the City of Muscatine.

City Administrator Webb asked for clarification on the City Council's stand regarding the Riverfront amphitheater and Fire Station #3 that are in the works. Ms. Webb stated she did not want any more staff time to be spent on these projects if the Council was not in support. There was a consensus to move forward gathering information regarding both projects.

The session concluded at 3:00 pm.

Carol Webb, City Administrator