



Board of Alderman

Strategic Planning Workshop

Summary

August 11, 2017



The City of Parkville, Missouri held a retreat on August 11, 2017. The purpose of the retreat was to refine Parkville's strategic priorities, identify specific initiatives to advance for the 2018 budget year and beyond, and strengthen the working relationships between and among the members of the governing body. The retreat was facilitated by Kirk Davis, a former longtime City Manager, and Randy Pennington, of Pennington Performance Group.



RETREAT PROCESS

This retreat process focused on developing a vision and prioritized action plan in Parkville for 2017/2018

The Process consisted of three phases:

1. Individual questionnaires from elected officials
2. Staff communications on key issues
3. A facilitated planning retreat. At the facilitated session participants used a consensus-based process to develop a shared vision for the community, identify concrete action steps to realize that vision, and to prioritize the action steps



Retreat Participants

Mayor Nan Johnston
Alderman Kevin Heaton
Alderman Tina Welch
Alderman Brian Whitley
Alderman Dave Rittman
Alderman Douglas Wylie
Alderman Robert Lock
Alderman Marc Sportsman
Alderman Greg Plumb

Joe Parente, City Administrator
Alysen Abel, Public Works Director
Matthew Chapman, Finance/Human Resources Director
Stephen Lachky, Community Development Director
Melissa McChesney, City Clerk
Captain Jon Jordan, representing Police Chief Kevin Chrisman



VISION STATEMENT

Parkville will offer an exceptional quality of life for residents and visitors by embracing opportunities to enhance commerce and economic activity, while preserving the community's historic charm, attractive character, and unique natural environments.

CRITICAL SUCCESS FACTORS

Basic Services

Parkville will be a role model for delivery of City services and will meet citizens on their level with customer service that consistently exceeds expectations.

Infrastructure

Maintain existing infrastructure and construct new facilities that support safety, standards, and aesthetics, using cost efficient and best management practices while thinking strategically.

Economic Development

Parkville employs an economic development strategy that supports community and market needs, provides diverse quality development opportunities, makes strategic use of incentives, and encompasses all areas of the community.

Parks

Our parks are regionally recognized for diverse use and quality facilities that provide residents and visitors an outdoor destination. All neighborhoods will be connected by trail to each other, the City, and regional park systems.

Finances

Stable finances give us a road map for future priorities while guiding staff's allocation of time and resources. Although a finite resource, it emphasizes the need for quality economic development, serves as a positioning tool for strategic partnerships, and allows us to make decisions based on long-term cost efficiencies versus short-term responses.



COMMUNITY OBJECTIVES

While discussing a shared community vision, and 12-18 month goals, participants noted several key community objectives. These issues, subjects, or thoughts included:

historic preservation codes and property maintenance	FF Highway
park sales tax	street improvements
employee compensation	Platte Landing Park
English Landing Park	wetlands
soccer fields	ballfields and lacrosse fields
railroad right of way	community improvement districts
Veteran's Memorial	animal shelter improvements
beautification/cleanup	low water crossing English Landing
street lighting	sidewalk improvements
street program	sewer infrastructure and funding
storm sewer improvements	pickle ball courts
Pocket Park	monuments
safety enhancements at the boat ramp	city festivals
Arts Council	playground equipment
communications with public and Board	a Parkville Museum
railroad quiet zone	annexations and policies
long term debt	Use Tax
streetscape downtown	downtown revitalization
development at 435 and 45	park donations
Highway 9 improvements	organizational development
economic development	neighborhood improvement districts
fiscal responsibility	maintaining quality city services
maintaining positive relationships with community organizations	continue focus on planning



Goals and Priorities

The Board of Alderman established the following goals and priorities over the next twelve to eighteen months:

1. Promote downtown revitalization.
 - A. Continue working on the streetscape and beautification efforts that are the City's responsibility.
 - B. Complete the decorative streetlight project.
 - C. Continue efforts to systematically replace sidewalks that are hazardous to public safety, and discourage walkability.
 - D. Explore development opportunities and analyze financial incentives that may benefit downtown, businesses, and programs that will attract people.
 - E. Analyze a Facade Improvement Program and Economic Development Incentives to help promote it.
 - F. Develop a public Wi-Fi that will allow public access to the internet, and other potential communication devices.

2. Continue to investigate and analyze development options for the intersection of I-435 and Highway 45.
 - A. Present options to make the Southwest corner ready for development, including the option of moving dirt to enhance interest in developing the property, or an alternative access to the tract.
 - B. Continue to utilize all tools available for the purpose of marketing the interchange.

3. Continue to focus on the Highway 9 improvements.
 - A. Begin construction of the improvements funded through the Community Improvement District, and grants for the first two segments.
 - B. Begin engineering of segment 3 improvements, as reflected in the Corridor Study.
 - C. Pursue grants and additional CID financing for segment 3.

4. Conduct an ongoing comprehensive capital improvement plan that will identify priorities, costs, financing alternatives, and a schedule of improvements.
 - A. Storm Sewers
 - B. Sanitary Sewers



- C. Focus on downtown storm sewers and sanitary sewers.
 - D. Continue rating the streets, and looking for funding options.
5. Begin implementing the Compensation Study by recommending funding options and a plan.
- A. Present funding options to the Board of Aldermen during 2018 Budget work sessions.
6. Identify revenue growth options.
- A. Analyze the Use Tax, including revenue projections, election schedules, and potential uses.
 - B. Provide a sewer funding analysis; maintain an updated sewer rate study.
 - C. Explore funding opportunities with the county, including roads, storm water, and park improvements.
 - D. Explore a parks donor program for the athletic field development.
 - E. Explore long-term self-funding of Parks that will ensure the sustainability of the Parks System.
7. Provide additional opportunities for printed and electronic communications to the public.
- A. Maintain, and expand communication opportunities with the public.
 - B. Consider different formats such as more frequent newsletters or a community magazine.
 - C. Look for additional methods for staff communications with the Board.
8. Develop a long term staffing plan to maintain operational excellence and efficiency.
- A. Analyze and identify current and future staffing needs that will help align the workforce with the needs and priorities of the community.
9. Complete the acquisition of Platte Landing Park and related park improvements.
- A. Begin work on the proposed Wetlands Project.
 - B. Focus on the proposed Veteran's Memorial.
 - C. Complete the low water crossing, Phase II of the restroom project, and the park maintenance building in English Landing Park.
 - D. Begin planning for the Lacrosse Field and athletic fields in Platte Landing Park.
 - E. Acquire playground equipment for the parks.
 - F. Complete the Missouri Riverfront Trail Connection