

CITY COUNCIL STUDY SESSION

TO: Mayor and City Council
FROM: Mari E. Macomber, City Manager *MEM*

SESSION DATE: April 21, 2008
TIME: Immediately Following Special City Council Meeting at 5:30 p.m.
PLACE: Second Floor Conference Room

AGENDA:

- **Discuss Council Goals and Objectives**
- **Newsletter Review – April 18, 2008**

DISCUSS COUNCIL GOALS AND OBJECTIVES

Each year as the kick-off to the budget process, the City Council meets to establish its goals and objectives. During that same meeting, the Council identifies issues and items that they wish to discuss over the course of the next year.

Since the City's fiscal year begins in January, there are four months of the current fiscal year that have already occurred prior to the April City Council election. We use the time immediately following the April election to review the established goals and objectives and discuss whether the Council wishes to include other items.

To help facilitate this process there are several documents that should be reviewed.

- o 2007 Council Goals – with summary of accomplishments
- o 2007 Department Status Report – report showing work completed by each department that specifically ties back to a Council Goal. The items contained in this report are not necessarily ones identified by the Council during the planning retreat
- o 2008 Council Goals – as approved by Council
- o 2008 Department Status Report – 1st quarter

The Council will want to spend sometime reading these documents to know the work that has been done, expectations of future accomplishments and maybe additional thoughts and ideas will be generated.

For example one area that seems to come up time after time is communicating to get information out to the targeted audience. We use press releases, cable channel 3, website, brochures, flyers, direct mail, public meetings, public hearings, face-to-face conversations and more recently telephone calling through our automated telephone notification system, yet the information still does not get out there. I believe part of the issue might be trust and another may be where people are getting their information. The Council may want to add communication or citizen contact as a stand alone goal or incorporate it into another area.

Recommended Action: It is recommended that the Council review the information that is included and discuss whether or not to expand on the ideas already listed, to add new items, or to leave the goals and objectives as they are listed. Council will also need to determine if there are any other topics that the City Council specifically wishes to discuss. I have added a few based upon conversations with Council members.

NEWSLETTER REVIEW – April 18, 2008

Enclosures

- 2007 Council Goals
- 2007 Department Status Report
- 2008 Council Goals
- 2008 Department Status Report