

# CITY COUNCIL STUDY SESSION

**TO:** Mayor and City Council  
**FROM:** Mari E. Macomber, City Manager <sup>MSM</sup>

**SESSION DATE:** November 10, 2008  
**TIME:** 5:30 p.m.  
**PLACE:** Second Floor Conference Room

## AGENDA:

- **Mission Statement**
- **Budget Review**
- **Newsletter Review – November 7, 2008**

## MISSION STATEMENT

During the Council Retreat, the Council was asked to review the City's Mission Statement and to decide if you wanted to make any changes. Aside for a few changes, as a Council you were in support of the Mission Statement. Following is the Mission Statement with those changes.

### MISSION STATEMENT

*The City of Kirksville promotes a high quality of life through democratic, proactive customer-oriented local government practices and citizen services which protect life and property, enhances safe and efficient infrastructure, and strongly supports economic development, and provides environmental, recreation, and related services not readily available through the private or non-profit sector.*

This statement includes a lot of information and is reflects all of the things that are important to the City. One of the things the Council talked about after modifying the Statement was an effort to better promote the statement, and include in more places.

When I solicited ideas from City staff, I received ideas about posting the mission statement in each of the City's buildings, posting it on the website, putting it on the City's letterhead and including it in all policy documents. Along with the ideas there were some comments and questions. Here are a few: The Mission Statement is really long, and does not easily fit into documents and other printed materials. Who is the Mission Statement really for? Who can recite and remember the Mission Statement?

The comments and questions raised more questions. Is our Mission Statement really a Mission Statement, or is it a combination of Mission and Value Statement?

A **mission statement** is a brief statement of the purpose of a company, organization, or group. Companies sometimes use their mission statement as an advertising slogan, but

the intention of a mission statement is to keep members and users aware of the organization's purpose.

The following are some examples of mission statements from real enterprises.

**3M**

"To solve unsolved problems innovatively"

**Mary Kay Cosmetics**

"To give unlimited opportunity to women."

**Merck**

"To preserve and improve human life."

**Wal-Mart**

"To give ordinary folk the chance to buy the same thing as rich people."

**Walt Disney**

"To make people happy."

Instead of it being something that we think about one time each year, it should be thought of on a daily basis. It was pointed out to me that the Mission Statement should not be something that is an isolated document that is hung on a back wall somewhere and forgotten, but something that everyone within the City should be able to recite. I should be able to ask any employee what is our mission is and get an answer. The Mission Statement should be tied to performance and a target for which we should aim.

It was suggested that an effective Mission Statement would be one that included input from employees, citizens and other stakeholders. I am bringing this to the Council 1) to ask the Council to consider reevaluating the Mission Statement; and 2) to consider asking for community input possibly through the work of the Kirksville Image Committee on a Mission Statement. Later in this report, I provide you with four very simple mission statements, maybe we start with these, or have a contest of some sort.

Following are Mission Statements from some other communities.

**CITY OF DES MOINES MISSION STATEMENT**

"To provide and maintain essential services that meet the collective basic needs of the citizens of Des Moines and to identify and seize opportunities for a higher quality of life."

**SPRINGFIELD MISSOURI**

"Working with the Community  
The people of our community are the only reason we are here."

Therefore, We are committed to WORKING WITH THE COMMUNITY to provide ethical and responsible local government so that everyone can enjoy the benefits of living and working in Springfield."

**CITY OF NORTHVILLE, MI**

"The mission of the elected officials, volunteers, and staff of the City of Northville is to provide quality public services in partnership with its citizens, businesses, schools, and other governmental agencies."

Following are Mission Statements from several local organizations.

**TRUMAN STATE UNIVERSITY**

"To offer an exemplary undergraduate education to well-prepared students, grounded in the liberal arts and sciences, in the context of a public institution of higher education."

**ATSU - KCOM**

"To educate osteopathic physicians and related health professionals and to preserve and advance osteopathic principles, practice, and philosophy."

**KIRKSVILLE RIII**

"All students will achieve their potential and become productive citizens."



**HOLLISTER INCORPORATED**

"To help healthcare professionals deliver better products and services, and to make life more rewarding and dignified for those who use our products."

**PREFERRED FAMILY HEALTH CARE**

"To be a Dynamic, Caring Organization United to Assist Others in Achieving Their Potential."

The City's Mission Statement seems to contain things that we value or believe to be important, which are important and can be incorporated into possible value statements that should emphasize the mission of the organization.

- Protection of life and property
- Enhances safe and efficient infrastructure
- Strongly supports economic development
- Provides services not readily available through the private or non-profit sector

Following are some potential Mission Statements that could be considered.

**Sample 1 using current statement: Our Mission is to promote a high quality of life through democratic, proactive customer-oriented local government practices and citizen services**

**Sample 2 very basic: Our Mission is to serve the citizens of Kirksville**

**Sample 3: Our Mission is to strive to improve the overall quality of life for our community**

**Sample 4: Our Mission is to enforce the laws, maintain the peace, protect life and property and promote the quality of life for citizens of Kirksville.**

#### Recommended Action

I would ask the Council to discuss the mission statement again to determine does it really reflect what you want it to say, and if not would you be willing to entertain options to developing a new Mission Statement.

### **2009 BUDGET REVIEW**

On Monday, the City Council will be given the proposed 2009 Budget book. This booklet contains the revenues and expenditures for each of the City's funds and sets out the proposed plan to meet the City Council Goals.

We have scheduled the budget meetings to take place on Monday, November 17 starting at 3:00 p.m. and running until the Council meeting at 5:30 p.m. and then continuing again on Tuesday, November 18 at 3:00 p.m. and concluding by 7:00 p.m.

To help prepare you for the budget meetings, I will be giving you an overview of the budget book, and will answer any questions the Council may have regarding the budget and the budget process.

#### Recommended Action

It is recommended that the City Council review the basic details of the budget book and budget process to make sure that you have the information you need to make decisions regarding the expenditure of funds of the City of Kirksville.

### **NEWSLETTER REVIEW – November 7, 2008**