

# CITY COUNCIL STUDY SESSION

**TO:** Mayor and City Council  
**FROM:** Mari E. Macomber, City Manager <sup>MEM</sup>  
**SESSION DATE:** November 2, 2009  
**TIME:** 5:00 p.m.  
**PLACE:** Second Floor Conference Room

We will be in the Second Floor Conference Room on Monday for the Study Session and will need to adjourn by 5:50 p.m.

## **AGENDA:**

- **PREFERRED FAMILY REPORT**
- **KREDI UPDATE AND 2010 WORK PLAN**
- **NEWSLETTER REVIEW – October 30, 2009**

## **PREFERRED FAMILY REPORT**

Preferred Family is a comprehensive behavioral health non-profit organization providing substance abuse treatment/prevention and mental health services. At its inception, Preferred Family Healthcare operated only one adult alcohol and drug abuse residential program, with 13 employees and an annual budget under \$200,000. Today, Preferred Family Healthcare offers a wide array of services in numerous locations, employs nearly 500 individuals, and operates an annual budget over \$20 million.

Kirksville serves as Preferred Family Healthcare's corporate headquarters with two facilities, one on LaHarpe and the second on Jamison. Preferred has over 30 locations with operations in Missouri, Kansas and Texas.

Mike Schwend, Chief Executive Officer and President of Preferred Family Healthcare will be in attendance at the City Council meeting on Monday to share information about his company. Preferred Family and Northeast Regional Medical Center were two businesses that the City Council identified as ones vital to the economic success of our community.

### Recommended Action:

Receive the report from Mr. Schwend, and thank him for the community leadership and economic impact he and his company have on our Kirksville community.

## **KREDI UPDATE AND 2010 WORK PLAN**

The City Council discussed their plans to renew the agreement between the City and KREDI for an additional three year period. During those discussions the Council identified a few areas where improvements where the Council wished for KREDI to expand its service and operations. Phil Tate Director of Job Creation has put together a work plan for 2010 that includes many of the additions the City Council requested. This document is included with this Study Session packet. The highlighted ***bold and italics*** text reflects the additions based on City Council direction.

The KREDI Board discussed the changes the Council has requested, and has suggested that the agreement be modified to include the work plan as an attachment to the agreement. This makes sense. The agreement will also need to be changed to reflect the new agreement term and address KREDI's efforts to solicit support from other governmental agencies. One of the things that KREDI has asked is that the development of their web presence be incorporated into the City's website, as opposed to a stand alone site. This is certainly doable, and since our staff will be responsible for any upkeep and maintenance it would make it easier. Any costs associated with this part of the website will be paid for by KREDI.

On Monday, Mr. Tate will be attending the City Council meeting to discuss the current status of the work being performed by KREDI and the proposed 2010 work plan.

Recommended Action:

This is an opportunity to discuss with Mr. Tate the Council's vision and interest in expanding the mission of KREDI beyond industrial prospects.

**NEWSLETTER REVIEW – October 30, 2009**

Attachments

Information on Preferred Family from website – pgs 3-4  
2009-2010 KREDI Goals and Work Plan – pgs 5 -7

## About Preferred Family Healthcare

### Mission Statement

Preferred Family Healthcare Continually Strives to be a Dynamic, Caring Organization United to Assist Others in Achieving Their Potential.

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### Milestones ...

1979-A local group of citizens in Kirksville, Missouri (including current Missouri State Representative Rebecca McClanahan) establishes Bridgeway House (now Preferred Family Healthcare). The mission is to provide long-term substance abuse treatment services to adults.

1982-The doors open to the residential program serving the first clients in Kirksville.

1984-PFH wins a substance abuse prevention contract covering 33 counties in northern Missouri known as the Missouri Institute for Prevention Services. Services include team training, school-based prevention activities, and an annual Regional Teen Institute.

1991-The St. Joseph Adolescent Treatment Program opens providing outpatient and residential treatment services to adolescents. The residential treatment component is a group home in the community with the ability to serve 8 consumers.

1992-The Kirksville Adolescent Treatment Program opens providing solely outpatient services until 1993 when an 8-bed group home is added for residential services.

1993-PFH opens a day treatment program in Kirksville for those with problems related to mental illness, the Community Psychiatric Rehabilitation Center (CPRC). Eventually, the program expands to include services in Hannibal and Trenton.

1997-PFH acquires a 57-bed residential care facility (RCF) located in Kirksville. The RCF focuses on supporting individuals with mental illnesses.

2000-The St. Charles and Jefferson City outpatient and residential adolescent programs open. St. Charles supports a 16-bed residential environment and Jefferson City supports one 8-bed group home.

2000-PFH acquires two St. Louis adult substance abuse programs offering social setting detoxification, residential treatment, and outpatient services.

2000-PFH opens an adult outpatient treatment program in Liberty.

2001-PFH opens an adult treatment program with both outpatient and residential services in Trenton. The residential services support 16 consumers.

2002-The Substance Abuse Prevention, Intervention, and Resource Initiative (SPIRIT) opens in the Knox County School District. It is a school-based prevention/intervention program.

2003 - PFH acquires an adult outpatient program opens in St. Louis city.

2003 - PFH acquires an adolescent outpatient and residential treatment center in Kansas City. The residential aspect supports 16 consumer beds.

2004 - The adult residential and outpatient treatment program in Jefferson City opens. This program is one of the few adult programs in the State of Missouri offering modified medical detoxification.

2005 - The adolescent program opens outpatient services in Washington and Wentzville and establishes Teams of Concern to the St. Charles schools.

2006 - Preferred Family Healthcare opens its first office outside Missouri--an outpatient program serving both adolescents and adults in San Antonio, Texas.

2006 - An urban adolescent treatment program opens for both residential and outpatient program in St. Louis supporting four residential consumers at any given time.

2007 - PFH develops a tobacco cessation program that serves northern Missouri employers/employees.

# K-REDI 2009-2010

## LONG RANGE PRIMARY GOALS

1. The Primary Goal of K-REDI is to Create New Jobs in Kirksville and the Surrounding Region (through both attraction and retention)
2. *Support our existing business and economic base in the manufacturing and service industries*
3. Sustain a High Quality Job Creation Organization, recognized and respected in our state and nation.

## ACHIEVEMENT

### Continued Collaboration and Partnership with City of Kirksville

- Monthly Activity Reports
- Collaboration on new City-Owned DNA Facility

### Work with Consultants

- Site Selection Network Member
- Missouri Partnership Partner
- North East Missouri Partnership
- RMDA
- Continued Mailings direct to Consultants
- Consultant contacts through State of Missouri

### Advertising

- Directory Listings with Economic Development Publications
- Selected Print Advertising in Economic Development Publications

### Professional Organizations and Contacts

- Missouri Department of Economic Development
- MEDC (Missouri Economic Development Council)
- CoreNet—annual attendance and participant and supporter of Mo DED

## MEASUREMENTS

- Number of Local Media Contacts/Events
- Number of Beyond Local Media Contacts/Events
- Number of Lead Contacts
- Number of Prospect Visits to Kirksville
- Number of Jobs Committed and Created
- Amount of Investment Produced

## 2009-2010 WORK PLAN

- I. INCREASED FOCUS ON JOB RETENTION
- II. INCREASED K-REDI MEMBERSHIP INPUT
- III. IMPROVED K-REDI MEMBERSHIP TRACKING
- IV. *ADD SERVICE BASED INDUSTRIES TO OUR JOB RETENTION AND CREATION EFFORTS***
- V. *DEVELOP ENHANCED PRESENCE OR SEPARATE WEB SITE FOR K-REDI***
- VI. *DEVELOP STRATEGY FOR FUTURE INDUSTRIAL SITE ACQUISITION***
- VII. *EXPAND EFFORTS OF IMAGE COMMITTEE***
  - a. Increased Focus on Job Retention
    - 1. Two luncheon or appointment meetings per month with current manufacturer in Kirksville or Region
    - 2. Continued Industry Appreciation Events
    - 3. Continued services rendered ( i.e. Entry Wage Survey )
  - b. Increased Focus on K-REDI Membership Input
    - 1. Two luncheon meetings per month with K-REDI Board or member to solicit new ideas, potential leads and input. At least one luncheon will include a past K-REDI member. More than one member or former member can be included in one meeting.
    - 2. Two calls per month with a K-REDI member or Board member to solicit new members.
    - 3. Increase efforts to attract new membership and broaden and increase the membership base
  - c. Improved K-REDI Membership Tracking and Records Keeping
    - 1. Explore, evaluate, and select new software that can facilitate our K-REDI membership record keeping with automated reports, invoicing, and networked access by appropriate K-REDI personnel with the intent of reducing time consuming daily recording tasks.
- VIII. *ADD SERVICE BASED INDUSTRIES TO OUR JOB RETENTION AND CREATION EFFORTS***
  - a. Identify Service Based Industries/business***
  - b. Develop contact program for same***
  - c. Include in industry appreciation events***
- IX. *DEVELOP ENHANCED WE PRESENCE OR SEPARATE WEB SITE FOR K-REDI***

- a. Work with Truman State in collaborative effort*
- b. Possible use of WEDA in Texas at cost of \$ 3,500*

***X. DEVELOP STRATEGY FOR FUTURE INDUSTRIAL SITE ACQUISITION***

- a. Explore purchase or options on future site or sites*
- b. Identify future building sites for development*

***XI. EXPAND EFFORTS OF IMAGE COMMITTEE***

- a. Identify areas of community improvement*