

**COUNCIL WORK SESSION
STRATEGIC PLANNING
OCTOBER 8, 2024**

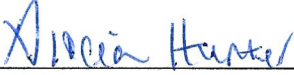
Mayor Greer called the meeting to order at 1:04 p.m., October 8, 2024, at the Veteran's Memorial Coliseum, 2nd Floor, 20 West State Street. Roll call—Present: Fonseca, Kell, Ladehoff, Mitchell, Schneider, Thompson, Nichols (arrived late).

Mark Jackson from Mark Jackson Consulting facilitated the Strategic Planning Session for the City Council, City Administrator, and Department Directors. City Administrator Carol Webb provided a report on the 2023-2024 goals. Mr. Jackson then had the group identify recent accomplishments, issues, concerns, trends, and opportunities. They then identified capital projects, initiatives, services, and programs for the next year. The group then scored the items to identify the list of priorities. The priorities were ranked as follows: hiring a Communications Officer, establishing a garbage, recycling, and composting enterprise fund, developing a Technology Master Plan, establishing a sprinkler incentive program for downtown buildings, allocating outstanding bond funds, remodeling City Hall, and streamlining the economic development process. A discussion on organizational effectiveness between staff and council closed out the session.

ADJOURNMENT

The meeting adjourned at 3:16 p.m.

Respectfully Submitted,



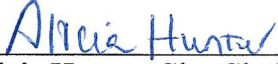
Alicia Hunter, City Clerk

CITY OF MARSHALLTOWN, IOWA



Joel Greer, Mayor

ATTEST:



Alicia Hunter, City Clerk