

**CITY COUNCIL WORK SESSION
STRATEGIC PLANNING
OCTOBER 16, 2025**

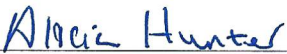
The work session was called to order at 9 am, October 16, 2025, at the Veteran's Memorial Coliseum, 2nd Floor, 20 West State Street. Present was: Melisa Fonseca, Barry Kell, Mike Ladehoff, Mark Mitchell, Greg Nichols, Jeff Schneider, Gary Thompson.

Susan Parker from Sparker Solutions facilitated the Strategic Planning Session for the City Council, City Administrator, and Department Directors. The city mission and value statements were reviewed and no changes were suggested. A SWOT analysis was completed by making revisions to the city's strengths, weaknesses, opportunities and threats. There was a review of the current priority statuses. The council then brainstormed new goals and discussed in small groups. They then voted on their top priorities in each of the goal categories which are expand and improve development in the community; enhance Marshalltown's public image; continually improve and sustain the city's infrastructure, organization, and services; and partner with citizens, for-profit, non-profit, and others to improve quality of life. Carol Webb, City Administrator, will finalize the plan and bring forward to council for adoption.

ADJOURNMENT

The meeting adjourned at 2:21 pm.

Respectfully Submitted,



Alicia Hunter, City Clerk

CITY OF MARSHALLTOWN, IOWA



Joel Greer, Mayor

ATTEST:



Alicia Hunter, City Clerk