



**CLINTON CITY COUNCIL
COMMITTEE OF THE WHOLE**

July 14, 2015

CITY HALL COUNCIL CHAMBER

ROLL CALL:

- 1. Strategic Plan – Goal 1 – Jessica Kinser**
- 2. Strategic Plan – Goal 2 – Jessica Kinser**
- 3. Mayor & Council Member Updates**

ADJOURN



City Administrator

Phone: 563-242-2144 Fax: 563-244-3426
611 South Third Street
P. O. Box 2958
Clinton, IA 52733-2958
www.ci.clinton.ia.us

To: Mayor Vulich and the City Council
From: Jessica Kinser, City Administrator
Date: July 10, 2015
RE: Review of Strategic Plan Goal 1

The Mayor and City Council did not get a chance to review the Strategic Plan goals and objectives at the May 21st planning session, and in order to get the process underway, the goals will be presented and discussed individually at various Committees of the Whole.

The first goal, to maintain and improve the strong financial position of the City, is one where there have been some significant accomplishments over the last year:

- A Finance Committee was created and will begin meeting soon
- Financial reporting has improved greatly
- The City's bond rating has been maintained

There is still a great deal to do however, and many of my recommendations are to continue the existing items into the next work plan with minor adjustments (noted in the far right column).

The Finance Director and I also met to review this goal and are recommending the addition of the following objective to the second objective:

- Continue aggressive utility collection efforts

Nothing related to utility collections was included in the first plan, and we believe this statement encompasses numerous efforts underway or continuing (income offset, collection agency, water shut off). We are proposing an ongoing timeframe, with an annual measurement of a reduction in the accounts receivable balances older than 120 days.

The Finance Director has also put a time frame on "timely" in the third item under the first objective, and would like the statement to read "provide budget and financial information to the Council monthly."

These are fairly minor changes that are presented, and I am looking for feedback on the goal in total, the recommendations and feedback on additions or deletions. Once feedback is received, I will recompile the goal and bring back to a future COW for further review with timeframes established for each item.

City of Clinton
2014-2015 Strategic Plan Annual Review
Projected
Completion

Goal 1: Maintain and Improve the Strong Financial Position of the City	Update	Recommendation
Objective 1: Maintain current processes and implement new strategies to retain a balanced budget.		
Create and implement a Finance Committee to review monthly reports.	6/30/14: Ongoing	Finance Committee was created on 7/22/14; outside applicants were difficult to find even with a 90-day posting period. Appointments were made at the 3/24/15 meeting; Committee is set to meet on 5/20/15 for first time.
Adopt a budget calendar and adhere to established timelines.	Ongoing	Council adopted a budget calendar following 11/5/14 pre-budget workshop on resolution 2014-473.
Provide budget and financial information to the Council in a timely fashion.	Ongoing	The Finance Department has been providing monthly GP status reports since Jan. 2014, bank reconciliation reports since May 2014, and continues to expand the number of reports provided to the Council on a monthly basis. With Finance Committee meeting, reports will go to the Committee and then to the Council for approval.
Council reviews information and strategies regarding health costs.	4/30/15	This is not complete, but is still a priority.
The health management plan is fully implemented and maintained.	Ongoing	A health management plan has yet to be developed but is still a priority.
Council considers a compensation/classification system for non-bargaining employees.	12/15/14	This did not happen for the FY16 budget, but a proposal will be made prior to the FY17 budget for the Council to consider to implement.
Objective 2 : Develop proactive long-term financial projections and plans.		
The Capital Improvement Plan (CIP) is updated and utilized in the budget process.	Ongoing	The CIP process started late for FY16, but was utilized as part of the FY16 budget process. This will continue for the FY17 budget process.
Create an Equipment Replacement Plan.	7/31/14	This is not complete, but is a priority for the Finance Department.
Council reviews fund balance policies.	9/30/14	Policies will be sent to the Finance Committee first, with recommendations to come to the Council in 2015.
Create and update 5-year revenue and expenditure projections.	12/31/14	This is not complete, but is a priority for the Finance Department.
Council reviews tax levies of comparable and regional cities.	Ongoing	This information is provided as part of the pre-budget workshop.
Council reviews equity of revenue sources.	10/31/14	This was completed as for building permits and rental inspection costs as part of the FY16 budget process; Recreation revenues will be reviewed by Augustana in this fiscal year.
Objective 3 : Maintain or improve bond ratings.		
Council adopts a balanced budget.	Ongoing	The FY2016 budget, which is balanced, was adopted on 3/12/15.
Communicate with bond rating agencies as scheduled.	Ongoing	Staff has gone through two bond ratings and communicated new information to Moody's in the last year.



City Administrator

Phone: 563-242-2144 Fax: 563-244-3426
611 South Third Street,
P. O. Box 2958
Clinton, LA 52733-2958
www.ci.clinton.la.us

To: Mayor Vulich and the City Council
From: Jessica Kinser, City Administrator
Date: July 10, 2015
RE: Review of Strategic Plan Goal 2

The Mayor and City Council did not get a chance to review the Strategic Plan goals and objectives at the May 21st planning session, and in order to get the process underway, the goals will be presented and discussed individually at various Committees of the Whole.

The second goal, to maintain and enhance communication with citizens, employees, and other stakeholders, is one where there has been progress over the last year, with more to be done as part of the Augustana projects:

- A new website has been launched
- 14 residents participated in the first Citizen's Academy

While details are still being worked out, Augustana faculty and students are likely to be able to complete a citizen survey, an employee survey (was scheduled with a faculty member, but a change has put this project back in limbo), and potentially the development of a communications plan (believe a faculty member is interested, but have not met yet). This will be a great deal of communications work happening in 2015-2016, in addition to continuing work on the website, a citizen's academy, and more.

I am recommending the removal of a few items due to a lack of specificity (informational meetings and options for Council communication with citizens), because completed (website), or due to a lack of data to support an action at this time (channel 18 programming, which should be revisited after the results of the citizen survey).

This goal is one that is rather lengthy in terms of items to accomplish on an on-going basis or with a set timeframe. Therefore, I am not recommending any additions in the area of communication.

These are fairly minor changes that are presented, and I am looking for feedback on the goal in total, the recommendations and feedback on additions or deletions. Once feedback is received, I will recompile the goal and bring back to a future COW for further review with timeframes established for each item.

City of Clinton
2014-2015 Strategic Plan Annual Review
Projected
Completion

	Update	Recommendation	
Goal 2: Maintain and Enhance Communication With Citizens, Employees, & other Stakeholders			
Objective 1 : Evaluate, improve and better utilize existing communication tools.			
Council considers a Communications Plan.	12/31/14	A plan has not been developed; CITIZEN SURVEY will have questions designed to gather data on how to communicate with certain groups.	Continue in 2015.16 Strategic Plan
Council considers RFPs to re-do the City's website.	5/31/14	An RFP was issued and a contract awarded to Revize. While behind schedule, the site is launched, with minor content yet to be developed. A community launch is planned for May 29th. Complete.	Remove from 2015.16 Strategic Plan
Council considers a Facebook policy for the City and departments.	8/31/14	Policy has been drafted by Lynch Dallas and is planned to be presented with technology policies	Continue in 2015.16 Strategic Plan
Council considers a plan to go paperless.	1/31/15	Initial research has started.	Continue in 2015.16 Strategic Plan
Positive City stories are promoted.	Ongoing	Stories related to employee philanthropy and community projects have been highlighted.	Continue in 2015.16 Strategic Plan
Informational programming is developed for Channel 18.	Ongoing	No action has taken place here. It is recommended that we determine through surveying how many people utilize Channel 18.	Remove from 2015.16 Strategic Plan; potentially include again if CITIZEN SURVEY shows citizen desire for programming.
Objective 2 : Implement new strategies for communicating with citizens.			
Citizen's Academy is implemented.	9/30/14	The first Citizen's Academy was held in the Fall 2014; plans are in process for a Fall 2015 class.	Rephrase to state "Continue to offer a Citizen's Academy annually"
Council considers a citizen survey.	6/30/15	AUGUSTANA PROJECT	Continue in 2015.16 Strategic Plan
Informational sessions are held monthly.	6/30/14; Ongoing	These sessions have not happened due to time constraints. The Citizen's Academy seemed to fill this gap in the last fiscal year.	Remove from 2015.16 Strategic Plan
Council considers a citizen complaint policy and procedure.	10/15/14	This is in process. With launch of new website, initial policy ideas have changed.	Continue in 2015.16 Strategic Plan
Council considers a policy regarding the use of closed session meetings.	7/31/14	This policy has not been developed.	Continue in 2015.16 Strategic Plan
Other options for Council communication with citizens are investigated.	Ongoing	No new options have been presented.	Remove from 2015.16 Strategic Plan unless this can be more specific. Potential to gather info in CITIZEN SURVEY.
Objective 3 : Implement new strategies to maximize communication with employees.			
An electronic method of communication with all employees is implemented.	12/31/15	An employee intranet was developed with the City's new website; work is underway by the shared IT staff person.	Continue in 2015.16 Strategic Plan
Council considers an employee survey.	6/30/15	AUGUSTANA PROJECT	Continue in 2015.16 Strategic Plan
Council considers an employee recognition program.	2/28/15	Current recognition of service pins in 5 year increments have continued; no proposal developed.	Continue in 2015.16 Strategic Plan
Management holds brown bag lunches with employees.	Ongoing	These informal meetings have not occurred.	Continue in 2015.16 Strategic Plan
Union-Management Committees meets regularly.	Ongoing	This group has not met in the last year.	Continue in 2015.16 Strategic Plan
The Employee Health Insurance Committee meets regularly.	Ongoing	This group has not met in the last year.	Continue in 2015.16 Strategic Plan
Council members are appointed as liasons to employee committees.	12/31/14	Appointments have not been suggested or made mostly due to groups not meeting.	Continue in 2015.16 Strategic Plan

City of Clinton
 2014-2015 Strategic Plan Annual Review
 Projected
 Completion

<i>Objective 4: Implement methods of communicating with other stakeholders.</i>	Update	Recommendation
Council meets separately with the Airport Commission and Library Board.	Ongoing The Council has not held joint meetings with Airport or Library Commission.	Continue in 2015.16 Strategic Plan
Regional government meetings are held regularly.	Ongoing This group has not met; Mayor Vulich is taking over coordination of meetings.	Continue in 2015.16 Strategic Plan
Council meets with other stakeholder groups.	Ongoing Other stakeholder groups should be defined; no special meetings have been held.	Continue in 2015.16 Strategic Plan
Staff meetings with the School District staff are held regularly.	Ongoing City staff has not met with the School District since late 2014; meetings are being planned for the summer.	Continue in 2015.16 Strategic Plan