

RCA FORM (OFFICE USE ONLY)

Bill No. N/A

MEETING/DATE: 02/03/2009

ATTACHMENTS: YES (X) NO()

Report (X) Resolution() Ordinance ()

Request for Council Action

Description: Strategic Planning Update

Recommendation: Staff -- Approve(X) Disapprove()
Board/Committee/Commission -- Approve () Disapprove ()

Summary:

Attached is a Memorandum containing an update on the collective efforts of creating a Strategic Plan for the City of St. Charles.

STAFF RECOMMENDATION: Information Only.
City Council comments/suggestions are welcomed.

Budget Impact: (revenue generated, estimated cost, CIP item, etc.)

N/A

RCA prepared by: DOA Dept. Director _____ Director of Administration M. L. [Signature]

Agenda Item 8D2



OFFICE OF THE DIRECTOR OF ADMINISTRATION

City of Saint Charles, Missouri

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Michael L. Spurgeon, MPA
Director of Administration

Memorandum

To: Mayor Patricia M. York and St. Charles City Council Members

From: Michael L. Spurgeon, Director of Administration

Date: January 30, 2009

RE: Strategic Plan – Famous Past...Fabulous Future

Please accept this memorandum as an update on the collective efforts to create a Strategic Plan (SP) for the City of St. Charles.

Last year, Mayor York and the City Council brought together a group of citizens, community/civic leaders, and interested business people and formed what came to be known as the Strategic Planning Group (SPG). Accordingly, the SPG has designed, facilitated and guided the overall SP process. Collectively, the approximately 30 members of the SPG, along with the Administration and facilitators from the Truman School of Public Policy, have worked tirelessly over the last seven (7) months on our SP process. An Internal City Steering Committee was also formed to prepare a Fact book on current trends and conditions in the City. The efforts of the SPG and Administration have included the following:

- Attendance and Presentations at a number of Community and Civic Organizations discussing the importance of creating a Strategic Plan for our city. Involvement from the community was welcomed and strongly encouraged.
- Held a series of Community Dialogue (CD) Sessions (various on-site meetings throughout the City) soliciting feedback on such important questions as:
 - How can we make a great community even greater?
 - What should the City's Mission and Vision be? What actions are needed to achieve this vision and implement the mission?
 - What are the Top Issues facing our community (strengths and weaknesses of our City and how can we address each)?
- Held a Town Hall Meeting and presented the results of the CD Sessions and requested feedback.
- Formed Issue Groups (consisting of citizens, the Administration, and SPG Members) to study each issue and develop goals and objectives.

HOME OF MISSOURI'S FIRST STATE CAPITOL

The SPG has held four planning retreats and has, again, facilitated the entire SP process. As we enter the final phase of the process, please allow me to outline the remaining sequence of events:

1. Finalize the Vision and Mission Statements. Pre-Final Drafts have been generated for review by the SPG members. Complete for presentation at Town Hall Meeting for comment.
2. Finalize Issue Group Goals and Objectives. Each Group has their Pre-Final Reports for Review and Comment. Presentation at the Town Hall Meeting for review and comment.
3. Final Town Hall Meeting, Saturday, February 28th (10:00 am – Noon) at our Convention Center. Over 200 individuals have participated in the SP process. Each interested party will receive the Executive Summary of the Draft SP and be invited to the Town Hall Meeting to review and discuss findings.
4. Final SPG Retreat. The SPG will hold one last meeting to review the input from the Town Hall Meeting and incorporate comments into the plan.
5. Finalize Strategic Planning Document. Hold Writing Sessions to complete the SP Executive Summary and document. Dr. Wechsler and his team are helping prepare the actual plan document. Internal review will come from Administration and Community Development.
6. Presentation to City Council. It is anticipated that in March the plan will be presented. The Council will be asked to review the plan at a Work Session and consider adoption at a subsequent regular meeting.

Please note that there will need to be discussions and directions regarding implementation. This will be the point that City Council is intricately engaged and your thoughts on implementation are critically important to the overall success of the SP process.

We will certainly continue to keep everyone updated as we move forward. If you have any questions, please do not hesitate to contact me.