

**City of Kirksville
2008 GOALS (Jan-April)**

Economic Development
Job Creation

- 1) **Continue to work with the Kirksville Regional Economic Development Incorporated (K-REDI) to market the community**
 - a) Staff support
 - b) Office space
 - c) Property Listings
 - d) Development of flyers, brochures, etc.
 - e) Data gathering for website
 - f) Maintenance of Community Profile
 - g) Airport services and improvements
- 2) **Continue to work with K-REDI on recruitment efforts as prospects are identified**
 - a) Identify incentives suitable for presentation to prospects using city resources
 - b) Prepare presentations under direction of Director of Job Creation
 - c) Arrange details of meetings
 - d) Pursue state and federal incentives available for projects as recommended by KREDI and staff
- 3) **Work with Innovation Center Board encouraging entrepreneurial ventures**
 - a) Work to develop bylaws and articles of incorporation that will work to promote job creation
 - b) Explore role of city in relation to available building space for use of Innovation Center activities that would serve as an incubator for start-up businesses
- 4) **Continue to work with the Tourism Office to develop a tourism program expanding the number of visitors to Kirksville**
 - a) City Manager and Assistant serve on Tourism Board
 - b) Work to identify target organizations, events and activities
 - c) Provide City support in planning, organizing and hosting events
- 5) **Work with the State of Missouri, TIF Commission, downtown partners, KDIC, downtown businesses, property owners, residents and the community on DREAM**
 - a) Continue to work with the State of Missouri on DREAM process
 - b) Identify programs and projects that could benefit from DREAM
 - c) Maximize TIF Funds to secure other funds through DREAM
 - d) Identify projects key for collaboration

6) **Expand economic development efforts to include other areas of focus specific to the City's efforts, excluding industrial recruitment and tourism**

- a) Work with local realtors, building owners to market available commercial buildings
- b) Inventory existing businesses to determine gaps in services and work to attract franchising businesses to the community Meet monthly with Chamber of Commerce Economic Development Committee
- c) Develop a low interest loan program that would provide funds to downtown building owners to improve the store fronts/facades of downtown businesses
- d) Include in the City's airport layout plan locations for business development projects
- e) Identify businesses ideal for location at the municipal airport and work to recruit these businesses

Quality of Life

1) **Continue to identify infrastructure needs within existing areas of the City of Kirksville**

- a) Quality of existing streets, water, sewer, storm drainage, and lighting
- b) Identify future needs for each community park
- c) Insure sub standard housing conditions are addressed as identified

2) **Continue to implement and enforce beautification efforts to promote community pride**

- a) Work with Kirksville Image Campaign to encourage a focus on "Community Pride"
- b) Implement a plan to maintain the downtown public spaces
- c) Identify rights of ways that are the City's responsibility to maintain.
- d) Enforce City property maintenance codes
- e) Encourage community groups and citizens to adopt city streets and parks for cleanup.
- f) Use loan repayment funds to provide low interest loans to qualifying home owners for housing renovations including roofs, windows, siding, etc.

3) **Sponsor community-wide events**

- a) Red, White and Blue Festival
- b) Friday Nights on the Square
- c) Back to School Carnival
- d) Art in the Park program
- e) Triathlon
- f) Provide staff and equipment support to Truman, ATSU and public school for special events

Fiscal Responsibility and Efficiency in Government

1) Long Range Planning

- a) Analyze costs compared to benefits for new projects or programs, as part of the research process
 - b) Develop long range plans of 5 years and 10 years plus for all city owned buildings and facilities
 - c) Develop revenue projections for each of the following funds: General, Capital Improvements, Transportation Sales Tax, Airport, Aquatic Center
- 2) Staff Retention
- a) Provide orientation to all new employees including review of personnel benefits and job responsibilities
 - b) Complete performance assessments timely
 - c) Explore incentives for those individuals who perform beyond expectations
 - d) Continue recognition of work by City Manager providing small incentives
 - e) Minimize recruitment and training costs and lost productivity by increasing retention levels of employees through improved wages
 - f) Improve communications at all levels of the organization through newsletters, payroll stuffers, employee meetings, email correspondence, department meetings.
- 3) Build Partnerships
- a) Continue the implementation of joint purchasing for office supplies and building maintenance supplies. Work to identify other possible internal purchases
 - b) Explore with other governmental groups – i.e. school district, county, etc. on potential joint purchasing projects
 - c) Explore technology enhancements that would allow citizens more access to City services online such as bill payments, permit purchasing, license renewals
 - d) Continue partnership meetings with Adair County Commission, Kirksville R-III, Truman State University and ATSU
 - e) Develop partnerships with other organizations – Arts Association, KDIC, Chamber of Commerce, etc.
 - f) Identify other partnerships, hosting meetings to identify shared goals and agendas
 - g) Continue to foster strong relations with existing community partners – Chamber of Commerce, Kirksville Arts Association, KDIC, KBSA, service clubs and other organizations
 - h) Continue to work with State and Federal partners on shared goals and agendas – DNR, MDC, MoDOT, FAA, and state and local representatives
 - i) Build partnerships with citizens on shared issues of concern
 - j) Continue to work within Region B of the state of Missouri

Protect City Owned Assets

- 1) **Asset Inventory**
- a) Determine what are the City's assets – people, property, equipment, services, etc.

- b) Analyze the overall value of experience and training that is currently in place for city positions
 - c) Determine the effectiveness of establishing a city-wide Inventory system to track all city-owned property
 - d) Secure engineering firms to complete a Wastewater Facility Plan Update –
 - e) Secure an engineering firm to work with the City on future Airport projects
- 2) **Asset Protection**
- a) Complete a survey of peer cities including list of services provided to determine how we
 - b) Continue to implement and update long-range plans for capital assets – water, sewer, streets, buildings, parks and airport
 - c) Prepare a comprehensive document that includes the five-year plans for water, sewer and streets, incorporate the long range plans of the City's Comprehensive Plan into this document
 - d) Develop long-range plans for public buildings, parks and airports
 - e) Determine costs of long-range plans, calculate costs and outline funding plans to support efforts
- 3) **Community Pride**
- a) Develop a consistent format for each Department Manager responsible for developing long range plans to include projects, costs, funding sources and timelines
 - b) Communicate capital plans to the citizens through the Kirksville Connection, hosted public venues, website and cable channel 3
 - c) Communicate this information to the general public through City Council meetings, Commission Meetings
 - d) Work with citizen groups to establish ways to address issues that arise through collaborations identifying responsibilities of all concerned and determining appropriate course of action for each

Items to Discuss

- Trade School Concept
- Small business services
- More frequent updates from KREDI
- Trash Service
- Fiscal Responsibility for future councils – addressing utility rates
- Staff Retention – through professional training opportunities
- Presentation of City Initiatives to Professional Organizations – recognition
- Downtown Design Guidelines and Standards
- Certified Local Government
- Marketing Brochure
- Website Development
- Use of Blogs as a communication tool
- Annexation and De-annexation Policy