CITY OF CAMERON
WORK SESSION MINUTES
July 8, 2020

SPECIAL SESSION

Dennis M. Clark	P
Darlene Breckenridge	P
Becky Curtis	P
Julie Ausmus	P
Roy Estes	P

The City Council of the City of Cameron, Missouri met on Wednesday, the 8th day of July 2020, at 1:00 p.m. at The Elms Hotel & Spa in Excelsior Springs, Missouri for a strategic planning-goal setting retreat.

Facilitator Kirk Davis presided with the following Councilmembers present: Dennis M. Clark, Darlene Breckenridge, Becky Curtis, Julie Ausmus and Roy Estes.

Present were City Manager Steve Rasmussen, City Clerk Shellie J. Blades, Finance Director Carmen Weigand, Community Development Director Tim Wymes, Fire Chief Mike O'Donnell, Police Sgt. Dan Miller (standing in for Chief Bashor), Public Works Director Drew Bontrager, Building Inspector Paul Beckwith, City Attorney Padraic Corcoran, Accountant Jim Shrimpton, Water Plant Superintendent Paul Rinehart (standing in for Utility Director Johnson), EDOC Representative Kent Osborn, Economic Developer Terry Rumery, Facilitator Kirk Davis and invited guest Jack Randall.

AGENDA FOR RETREAT

Facilitator Davis explained the agenda for the day and informed all that the ultimate purpose of the retreat is to establish six to nine goals to be achieved over the next 12-18 months. Mr. Davis explained that goals have a 12-18 month timeline, visions have a 10-15 year timeline and strategic plans a 10 year plus timeline. The ground rules for the day are to respect the opinions of others, this is a 'Council' goal setting session, and the end result should have Council and staff working as a team.

MISSION STATEMENT

The City's Mission Statement was reviewed and the general consensus was that it needs to be updated. After a discussion of the current Mission Statement, a more concise statement was recommended as follows: "We commit to serve our citizens by providing quality services in a spirit that promotes positive community growth."

2019 GOAL UPDATE

City Manager Rasmussen gave an update of the goals established at last year's retreat. Most of the goals from 2019 are completed or in progress and nearing completion. The goal of completing a utility rate analysis was delayed due to the closing of Crossroads Correctional Facility but is now in progress and should be completed soon.

COUNCIL QUESTIONNAIRE

The results of the questionnaire which was completed by Council prior to the meeting were reviewed. Complete details of the Council Questionnaire are available in the Facilitator's report.

KEY ISSUES

The Key Issues as identified by the City Manager were reviewed. Quality of Life (pool, ballfields, economic development tax), Infrastructure (GNWWC pipeline, street improvements), Economic Development (Business Park) and Code Enforcement (code enforcement and building inspections) were the key issues identified.

STAFF REPORTS

Several of the attending staff members gave brief reports regarding their prospective issues. A brief overview of those reports is included herein, complete information is included in the Facilitator's packet.

PUBLIC WORKS
Lack of funding for maintenance
Understaffed-need clerical help
Equipment needed
US36/BFG Rd Intersection
Airport Runway Expansion
Griffin Road Improvements

COMMUNITY DEVELOPMENT
Code Enforcement/Building Inspections
Business Park Improvements
Downtown/Main Street Development
Support/Clarity on Code Enforcement

FINANCE
Reserves currently at about 25-30%
Plan for sales tax shortfalls
CARES Act

UTILITIES
New Rate Study
IT Services/peak demand billing
Workforce-recruit & retain

FIRE
New Equipment
Workforce legacy planning
Transition to full-time positions

POLICE
Competitive wages
New vehicle leases
Public Safety Building roof repair

GOAL SETTING OBJECTIVES

Discussion ensued regarding the information covered thus far and a list was compiled and refined for goals to be obtained in the next 12-18 months as well as action items to achieve those goals. The goals finally developed with action items are as follows:

1. **Improve Business Park**
   a. Complete necessary utility work (shovel ready)
   b. Signage
   c. Entrance/Access roads
   d. Marketing – Name the Park
   e. Access – Expand bridge over I-35
2. **Griffin Road Improvements**
   a. Acquire easements
   b. Complete design work
   c. Extend utilities
   d. Research grants/partnerships
3. **Improve City Streets (maintenance)**
   a. Develop Maintenance Plan
   b. Establish a fixed annual budget
   c. Hire an engineer
   d. Renew street tax and update tax project list
   e. Explore downtown walking trails to new Parks
4. **Lake Projects**
   a. Develop RV/camp sites
   b. Extend trail system
   c. Add trail amenities
   d. Publish improvement plans and apply for grants
   e. Market the area as a 'destination'
5. **Improve Airport Corridor**
   a. US36/Reservoir Rd. interchange
   b. Airport Runway Expansion/acquire easements
   c. Preliminary engineering & design
6. **Improve Community Livability, Attractiveness & Desirability**
   a. Support Cameron Main Street, Inc.
   b. Apply for grants through Tree City USA
   c. Revive large trash pickup activities
   d. Support new Park development
   e. Continue/expand demolition program
   f. Identify and develop relationships and projects with collaborative partners
   g. Recruit educations institution(s) (lineman, clerical, etc.)
   h. Research and assist in the rehabilitation of downtown buildings.
7. **Support Hotel/Motel Tax & Use Tax Initiatives**

The retreat recessed at 5:00 p.m. for a dinner break and resumed discussions at approximately 6:05 p.m. At the end of the discussion each Councilmember expressed their pleasure with the goals and objectives that were identified. Facilitator Davis advised he would create a report and deliver it within the next week. The goals established should then be memorialized by resolution at an upcoming Council meeting. In closing, Mr. Davis encouraged

the Council to continue to host these goal setting retreats on an annual basis as they are an excellent way to set, document and achieve the results desired by the sitting Council.

There being no further business the meeting adjourned at 8:06 p.m.

APPROVED:

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Mayor Dennis M. Clark

ATTEST:

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City Clerk