

Mayor Charles L. "Skip" Lee called a meeting of the Sterling City Council to order at 5:00 pm on Monday, February 12, 2018. Present: Aldermen Retha Elston, Joe Martin, Christine Wilen, and Jim Wise. Absent: Alderman Bob Conklin and John Stauter.

Also present were City Manager Scott Shumard, Financial Director Cindy Von Holten, Superintendent of Building and Zoning Amanda Schmidt, Librarian Jennifer Slaney, Superintendent of Wastewater Treatment Scott Howard, Superintendent of Public Works Brad Schrader, Fire Chief Gary Cook, Police Chief Tim Morgan, GSDC Director Heather Sotelo, Main Street Director Janna Groharing, Chamber Director Kris Noble, and City Clerk Marie Rombouts.

Mayor Lee welcomed Jeff Schott, Director of the Institute of Public Affairs from the University of Iowa. Schott is here to review our Strategic Plan that was completed a couple years ago and update the plan.

Jeff Schott thanked City Council and staff for the opportunity to work with them to prioritize, implement, and figure out where the money is coming from for goals being set for the next two to three years. Schott reminded everyone that this is a work session and no binding decisions will be made. He will prepare a report for the Council to approve at a later date. Schott hopes to keep the meeting moving, fun, informative, and productive.

Mission and Vision Statements were reviewed. Vision statement to be more positive may exclude "Once the Hardware Capital of the World".

Key initiatives were reviewed. With the exception of the update to the zoning code, initiatives remain unchanged. New initiatives were added, such as developing a Capital Improvements Program, enhance communications, collaborate with other organizations to address depopulation in Sterling, develop a strategy for the 2020 census, begin environmental assessment of Lawrence Brothers, study uses of the National/Stanley building, and walkways/paths along the riverfront.

Heather Sotelo, Janna Groharing, and Kris Noble clarified with the Council that they meet with Mayor Lee and Manager Shumard on a monthly basis. Branding has been a recurrent topic. If funds become available, all organizations would like to see a video done with branding. This would require an outside consultant.

With no further business to discuss, meeting adjourned at 7:46 pm.

Marie Rombouts, City Clerk