

Mayor Charles "Skip" Lee called a meeting of the Sterling City Council to order at 5:00 pm on Monday, August 24, 2015. Roll call. Present: Aldermen Bob Conklin, Retha Elston, Joe Martin, Chris Schuchard, John Stauter, and Chris Wilen. Absent: None.

Also present were City Attorney Ron Coplan, City Manager Scott Shumard, Superintendent of Building and Zoning Amanda Schmidt, Finance Director Cindy Von Holten, Superintendent of Public Works Brad Schrader, Librarian Jennifer Slaney, Fire Chief Gary Cook, Police Chief Ron Potthoff, and City Clerk Marie Rombouts.

Peter Burchard led the Strategic Planning session. Burchard suggested a City dashboard with important information available, such as EAV by category, population, sales tax, building permits, funding, and City services.

Burchard stated there are three parts:

- Mission – why does City government exist?
- Values – How do you behave?
- Vision – What is your direction?

Ask three questions tonight:

- How will we succeed?
- What is most important right now?
- Who must do what?

For each Theme determined last night

- Diagnosis, issues, current state
- 3 – 5 year vision, direction
- Initiatives

Next 2 to 3 weeks, Scott and leadership team

- Align funds, people, processes
- Resources, customers/residents/who, internal operations, people's expertise

Five Themes determined

- Economic Development and Work Force Development
- Sustainability
- Communication
- Neighborhood Life
- Funding Projects and Employees to complete them

Priorities to start:

- Use wage report to bring equity to City employees' pay
- Physically improve perception of City/Pride: more aggressively pursue code enforcement on gateways and thruways
- Measured progress of each issue to keep staff, Council and public informed

With no further business, the meeting adjourned at 9:35 pm.

Marie Rombouts  
City Clerk