

**CITY OF LA VISTA  
MAYOR AND CITY COUNCIL REPORT  
DECEMBER 18, 2007 AGENDA**

<b>Subject:</b>	<b>Type:</b>	<b>Submitted By:</b>
STRATEGIC PLAN UPDATE	RESOLUTION ORDINANCE ◆ RECEIVE/FILE	BRENDA S. GUNN CITY ADMINISTRATOR

**SYNOPSIS**

On March 20, 2007 the City Council adopted the strategic plan that was developed during the annual strategic planning work session held by the Mayor and City Council on February 24, 2007. This is the third quarterly progress report.

**FISCAL IMPACT**

N/A.

**RECOMMENDATION**

Receive/File.

**BACKGROUND**

On Saturday, February 24, 2007 the Mayor and City Council held their annual strategic planning work session. As a result, the collaborative effort with the management team produced the City's Strategic Plan for 2007-2009 which Council approved via Resolution No. 07-033 on March 20, 2007.

It is intended that the Mayor and Council will be briefed quarterly on the status of the strategic planning initiatives. Updates included in this third report are underlined.



## **City of La Vista, Nebraska Strategic Plan for 2007-2009**

As a part of the annual strategic planning work session the Mayor and City Council developed and has adopted this strategic plan to position the city government to meet La Vista's future needs.

## 1. Pursue revitalization of the 84<sup>th</sup> Street corridor

### *Key objectives:*

- a. Understand that revitalization of the 84<sup>th</sup> Street corridor is twofold which includes dealing with the loss of businesses and vacant storefronts as well as potential redevelopment of the corridor
- b. Seek professional services to bring new ideas to the table and assist with plan development
- c. Appoint a committee to work on the development of an 84<sup>th</sup> Street Corridor Revitalization plan (*with consultant*)
  - i. Provide avenues to involve current business owners and other stakeholders in decisions about a redevelopment plan
- d. Adopt and enforce design standards to assure attractive redevelopment that promotes a unique community identity

**Responsible Parties:** Administration & Community Development

### **Action Steps:**

- ♦ ICSC Attendance & Exhibition — May 2007
  - Cultivate resources and contacts identified from recent attendance.
    - Follow up correspondence & marketing materials were sent out.
- ♦ Budget for increased ICSC Participation & Exposure

Funding for the identified ICSC programs was approved in the recommended FY 08 municipal budget.

  - ICSC Deal Makers — October 2007 Attended by Gunn & Birch.
  - ICSC Alliance — January 29-30, 2008, St. Louis (2 staff members likely to attend)
  - ICSC Annual Conference — May 2008
- ♦ Begin 84<sup>th</sup> Street Visioning Process for Public Spaces — Anticipate utilizing American Planning Association (APA) resources.

The Community Development Director has made some initial inquiries regarding possible options for a visioning process. We will be meeting to discuss this during the next week and it is anticipated that we will have a recommendation for Council in early 2008.
- ♦ Items C & D are not currently anticipated in the upcoming fiscal year.

**Timeline:** Immediate & Ongoing

## **2. Provide for planned, fiscally responsible expansion of the city's boundaries.**

*Key objectives:*

### **a. Prepare a long-range plan for the annexation of both residential and industrial subdivisions**

**Responsible Parties:** All departments will be involved with primary responsibility to Community Development, Finance & Administration

**Action Steps:**

- ♦ Community Development and Finance prepare draft  
The Finance Director has developed a preliminary assessment of the financials of subdivisions within the city's ETJ. We are in the process of trying to obtain the current financial reports from some of the SID's.
- ♦ Draft to Council at 2008 Strategic Planning Workshop
- ♦ Plan approval by Fall of 2008

**Timeline:** Plan completion at time of FY 08/09 Budget adoption

### **b. Plan for infrastructure improvements in the city's capital improvement budget**

**Responsible Parties:** Administration, Finance & Public Works

**Action Steps:**

- ♦ Adoption of CIP 2008-2013, September 2007  
Completed.
- ♦ Develop Capital budget for projects approved for FY 2008  
Completed.
- ♦ Implement quarterly project progress reports  
The Assistant City Administrator has developed the process and forms for said reports. The first reports will be due at the end of December.
- ♦ Draft of 2009-2014 plan to Council at 2008 Strategic Planning Workshop

**Timeline:** Fall of 2007 & Ongoing

**c. Communicate the annexation plan and property tax implications to key stakeholders**

**Responsible Parties:** Administration

**Action Steps:**

- ♦ Letters to property owners
- ♦ Quarterly newsletter
- ♦ Website
- ♦ Public Meetings

**Timeline:** TBD based on plan.

**3. Preservation of older residential neighborhoods**

*Key objectives:*

**a. Schedule needed improvements in public facilities through the city's capital improvement plan**

**Responsible Parties:** Public Works

**Action Steps:**

- ♦ Submit public facility improvements as part of the CIP process.

**Timeline:** Ongoing

**b. Strengthen and enforce city building and environmental codes**

**Responsible Parties:** Community Development

**Action Steps:**

- ♦ Review and propose improvements to municipal codes.
- ♦ Continue to be proactive in code enforcement.

**Timeline:** Ongoing

**c. Implement a rental inspection program**

**Responsible Parties:** Community Development

**Action Steps:**

- ♦ Review resource requirements for program.
- ♦ Develop proposal for rental housing program.

**Timeline:** Propose program as part of the FY 2008/09 Budget

#### **4. Strengthen a sense of shared community identity among residents and businesses.**

*Key objectives:*

##### **a. Provide leadership to accomplish a significant celebration of the community's 50<sup>th</sup> anniversary.**

**Responsible Parties:** Administration

**Action Steps:**

- ♦ Retain the services of an author to write the La Vista Story.  
The City Attorney has assisted the Assistant City Administrator in making some contacts with people who have worked on similar projects. Following some upcoming meetings we hope to be able to make some recommendations to the Mayor and Council in the near future.
- ♦ Engage the La Vista Community Foundation in the planning of 50<sup>th</sup> Anniversary celebration events
- ♦ In conjunction with the LVCF, identify a 50<sup>th</sup> Anniversary Celebration committee.

**Timeline:**

- ♦ Currently in the process of identifying an author, timeline to be identified.
- ♦ Committee established by Summer of 2008

##### **b. Market community identity through strategic partnerships with the Chamber of Commerce and the Community Foundation**

**Responsible Parties:** Administration

**Action Steps:**

- ♦ Propose funding for marketing materials  
Funding for has been included in the recommended FY 08 municipal budget.
- ♦ Develop Website Video  
We are currently in the review process and anticipate the video being completed shortly after the first of the year.
- ♦ Identify opportunities for cooperative efforts with Chamber and Foundation (i.e. Citizen Survey)  
Citizen survey has been completed with an open-ended question paid for by the La Vista Community Foundation. Results will be received in early 2008.

**Timeline:** Immediate & Ongoing.

- d. Conduct a random-sample written survey of citizens to determine attachment to community and ideas for improving the community and municipal services.**

**Responsible Parties:** Administration

**Action Steps:**

- ♦ Funding request as part of the FY 07/08 budget
- ♦ If approved, engage with the National Citizen Survey to conduct survey.

**Timeline:** Survey is complete. Results will be available in early 2008.

- e. Distribute quarterly citizen newsletter to residents of La Vista's SID's**

**Responsible Parties:** Administration

**Action Steps:**

- ♦ Funding request as part of the FY 07/08 budget (Completed)

**Timeline:** Winter 2008 if funding is approved.

## **5. Improve and expand the city's quality of life amenities for residents and visitors to the community.**

### *Key objectives:*

#### **a. Complete swimming pool plan and determine implementation schedule**

**Responsible Parties:** Administration & Finance

**Action Steps:**

- ♦ Continue working with Citizen Committee to present recommendation to the Mayor & Council
- ♦ Based on scope of recommended project, prepare financing proposal.
- ♦ Propose a timeline for potential bond issue.

**Timeline:** Fall 2008

Based on the Swimming Pool Committee's desire to have additional community input, two questions were included in the Citizen Survey. Once the results are obtained (in early 2008) the Committee will meet again to work on their recommendation.

#### **b. Identify options for creation of public green space with the property owner of the sod farm and develop a plan**

**Responsible Parties:** Administration, Community Development, Public Works, Recreation

**Action Steps:**

- ♦ Explore opportunities with the La Vista Community Foundation
- ♦ Request funding for plan development.

**Timeline:** Ongoing. Propose funding for plan as part of the FY 2008/09 Budget.

#### **d. Create strategies for accomplishing other high priority quality of life amenities identified by residents through the citizen survey**

- ♦ To Be Determined based on results of citizen survey.



## **6. Become more proactive on legislative issues**

*Key objectives:*

- a. Form a consortium with other local governments in the region so as to work cooperatively in pursuit of mutual interests**

**Responsible Parties:** Mayor & Administration

**Action Steps:**

- ♦ Quarterly Mayors Meeting

**Timeline:** Immediate & ongoing.

- b. Adopt a common legislative agenda for advancing state policies that promote the interests of communities in the consortium**

- i. Consider hiring a lobbyist**

**Responsible Parties:** Administration

**Action Steps:**

- ♦ Through an Interlocal Cooperation Agreement the five cities of Sarpy County have jointly hired a lobbyist and established a legislative agenda for the 2008 Legislative session.

**Timeline:** Immediate & Ongoing.

## **7. Adopt and implement standards of excellence for the administration of city services.**

### *Key objectives:*

#### **a. Achieve a successful leadership transition in the fire department**

**Responsible Parties:** Fire & Administration

**Action Steps:**

- ♦ This has been successfully completed and the transition will continue to evolve.
- ♦ Continue to monitor progress and address related issues.

**Timeline:** Ongoing.

#### **b. Provide for the orderly and uninterrupted transition of personnel into key city appointed positions through a succession plan**

**Responsible Parties:** All Departments

**Action Steps:**

- ♦ Utilize hiring process as an opportunity to review position descriptions to articulate long term organizational expectations
- ♦ Fund and provide training opportunities  
Funding for additional training opportunities has been included in the FY 08 municipal budget.
- ♦ Provide succession planning training to the Management Team
- ♦ Review and make recommendation regarding the City's policies for funding for employee educational assistance.

**Timeline:** Immediate & Ongoing.

#### **c. Expand formal learning opportunities for employee development**

**Responsible Parties:** All Departments.

**Action Steps:**

- ♦ Fund training requests as part of the annual budget.  
Funding was approved in the FY 08 municipal budget.
- ♦ Identify opportunities in-house training  
Funding for to bring an ICMA Training Session to La Vista has been included in the approved FY 08 municipal budget.

**Timeline:** Immediate & Ongoing.

**d. Assure the recruitment and retention of city staff through competitive compensation which is guided by results of a wage and benefit survey**

**Responsible Parties:** Human Resources

**Action Steps:**

- ♦ Funding was included in FY 08 budget.
- ♦ The Assistant City Administrator recently sent out a request for proposals (RFP) and is currently in the review process. It is anticipated that a recommendation will be made to Council in early 2008.

**Timeline:** TBD