

**CITY COUNCIL MEETING**  
**Strategic Planning**  
**March 1, 2021**

A meeting of the Warrensburg City Council was held on Monday, March 1, 2021, at 4:00 p.m., at 200 S. Holden and via Zoom, with Mayor Bryan Jacobs presiding. Roll was called as follows, Present were: Brooks, Holmberg, Lund, Kushner, Jacobs. Absent: none.

The adoption of the agenda was considered. Lund moved to adopt the agenda. Yes: Brooks, Holmberg, Lund, Kushner, Jacobs. No: none.

Interim City Manager Danielle Dulin said Marcella McCoy will provide an update on the City's Strategic Plan. She said because of the transition with the City Manager position, the Strategic Planning period will focus on the next two to three years.

Finance Director Marcella McCoy said this was originally created in 2016 over a five-year period of 2017-2021. She said the Strategic Plan is a part of the budget and is adopted at the time the budget is approved. McCoy said this document can be utilized for planning and finding strengths and sustainability.

McCoy said there were five focus areas that were developed in 2016 and they are as follows: Investment in Infrastructure, Community Pride and Interaction, Growth and Development, Regional Draw, and Employee Morale and Retention.

**FOCUS I: INVESTMENT IN INFRASTRUCTURE:**

McCoy said this is especially important because of the April bond issue. She said this includes sidewalks, road improvements, stormwater, and several other specific improvements. She said this is a priority.

McCoy said projects completed included The Maguire Corridor Project, Upgrading the Signaling on Maguire along with the completion of Veterans Road. She said sidewalks continue to be an on-going project and some walking trails have been incorporated as part of the plan.

**FOCUS II: COMMUNITY PRIDE AND INTERACTION:**

McCoy said the objectives were to engage in partnerships, increased support with UCM and Whiteman AFB, and identified projects that would enhance the quality of life in Warrensburg. She said the website was recently updated, and the City will identify and promote projects that enhance the quality of life in Warrensburg.

**FOCUS III: GROWTH AND DEVELOPMENT**

McCoy said growth and development will improve the rankings for the area that result in community savings and efficiencies. She said work in continuing to enhance new technologies. She said this also includes recruiting new businesses and the development of Young Street. McCoy said housing is also important for growth and development.

**FOCUS IV: REGIONAL DRAW**

McCoy said this is concerning the Warrensburg Convention and Visitor's Bureau and their plan to adopt a Strategic Plan which should be adopted in July.

## **FOCUS V: EMPLOYEE MORALE AND RETENTION**

McCoy said the City would like to focus on employee development and provide employees with good, economic benefits. She said there have been improvements within the Police Department with the implementation of the Cadet training program.

McCoy said she would like the Mayor and City Council thoughts on what they would like to see during the next two to three years. Chairman Pro Tem Holmberg said he believes five years is too far out to forecast, so the next couple years is good. He is not big on surveys, but the Community Survey can be helpful. He said he does not watch TV, but he knows we need to pay attention to infrastructure projects in other communities.

Mayor Jacobs asked if there have been any follow-up traffic studies. Dulin said there have not been any in recent years. She said last year was unusual because of the pandemic.

Council member Kushner said there has been a lot of growth since Fire Station II was built. He saw this has been a big draw to the northeast area of Warrensburg. Council member Kushner said he believes one important issue is stormwater management. He said there has been flooding on Maguire Street, Shepherd Park, and Montserrat Park Road.

## **MAYOR AND CITY COUNCIL ADDITIONAL COMMENTS**

### **FOCUS I: INVESTMENT IN INFRASTRUCTURE**

Interim City Manager Dulin said she would like to know the City Council's thoughts about the development of a new Industrial Park or consider Brady Commerce Park. Community Development Director Barbara Carroll said in 2017 the City was saving money to acquire an additional industrial Park. She said adding infrastructure could attract businesses. Council member Lund said he believes this is very important.

### **FOCUS II: COMMUNITY PRIDE AND INTERACTION**

Council member Kushner said an intern from UCM might be helpful for City employees. The intern could help with public notifications and updates on the City's website. Council member Lund said the City could also look from employees within to handle some of the updates.

Chairman Pro Tem Holmberg mentioned promoting Burg Fest and other community events. He said the City is fortunate to be rated highly with people. Dulin mentioned this plan does not include Parks and Recreation. Council member Brooks suggested this be discussed later.

Council member Kushner said setting clean-up dates can help Warrensburg's appearance. Chairman Pro Tem Holmberg mentioned the Adopt the Highway Program. He said this could be good for Warrensburg if people adopted streets or areas to keep clean.

### **FOCUS III: GROWTH AND DEVELOPMENT**

Council Member Lund said Walking and Biking Trails are very important to the community. He said enhancements to the Parks would also be helpful. Council member Kushner said setting clean

### **FOCUS IV: REGIONAL DRAW.**

Mayor Jacobs said promoting Old Drum Days and finding activities for the 12- to 17-year-old group is important. Chairman Pro Tem Holmberg said tours are an excellent idea and festivals with food vendors are popular. He said Friday Art Walks need to be promoted. Chairman Pro Tem Holmberg said he also loves Blind Boone Park, and it should be a draw for others to want

to come to our community.

Tourism Director Marcy Barnhart said it helps to get the community buy-in when there are new ideas.

**FOCUS V: EMPLOYEE MORALE AND RETENTION**

Mayor Jacobs asked what the City Council could do-possibly budget something?

Interim City Manager Dulin said the City is struggling with retaining Police Officers and Fire Department personnel. She said the City's salaries for these positions are much lower than surrounding communities. Interim City Manager Dulin said this is causing recruitment and morale challenges.

Interim City Manager Dulin said the tuition reimbursement for Police Officers has been helpful. She said sign-on bonuses have also been discussed. She was asked when the last salary study was completed, and it was in 2017.

Interim City Manager Dulin said the employee training that was cut last year due to the pandemic, has been missed by many employees. She said these opportunities provide growth.

Finance Director Marcella McCoy said the City had planned for a decrease in some revenues but overall, it has not been significant. She said the CARES ACT money has been a big help.



*Cindy Gabel*  
Cindy Gabel, City Clerk

*Bryan Jacobs*  
Bryan Jacobs, Mayor