



City of Sikeston

TENTATIVE AGENDA

COUNCIL STUDY SESSION  
SIKESTON CITY HALL

Thursday, September 18, 2014  
7:00 A.M.

- I. CALL TO ORDER
- II. RECORD OF ATTENDANCE
- III. OPENING PRAYER
- IV. ITEMS OF BUSINESS
  - A. Discussion on Council Goal Settings
  - B. Other Items As May Be Determined During the Course of the Meeting
- V. ADJOURNMENT

Dated this 16<sup>th</sup> day of September 2014

A handwritten signature in black ink, appearing to read "Carroll Couch".

Carroll Couch, City Clerk

The City of Sikeston complies with ADA guidelines. Notify Linda Lowes at 471-2512 (TDD Available) to notify the City of any reasonable accommodation needed to participate in the City Council's Meeting.



# DRAFT

Significant additions/amendments suggested by staff are noted in red

## Sikeston City Council Goals

(Adopted by the City Council on  )

<b>Housing</b>	
<b>Problems to address</b>	<ul style="list-style-type: none"> <li>Not enough owner-occupied housing.</li> <li>Poorly maintained structures.</li> <li>Not enough pride in homes (curb appeal/litter).</li> <li>Too many houses with title issues or in disrepair.</li> <li>Need more quality affordable housing.</li> </ul>
<b>What does success look like?</b>	<ul style="list-style-type: none"> <li>Increased home ownership.</li> <li>Fewer vacant, condemned houses.</li> <li>More quality, affordable houses for purchase.</li> <li>Better maintained houses.</li> <li>More pride in houses in the community.</li> </ul>
<b>Recent Successes</b>	<ul style="list-style-type: none"> <li></li> </ul>
<b>Goals</b>	<b>Initiatives and Progress Toward Goals</b>
1. Repair or tear down homes in disrepair.	<ul style="list-style-type: none"> <li>A. <span style="color: red;">Methodist men group’s rehab program for LCRA properties.</span></li> <li>B. <span style="color: red;">Independent of LCRA efforts, Public Works is surveying neighborhoods for obvious demolition needs.</span></li> </ul>
2. Address title issues.	<ul style="list-style-type: none"> <li>A. <span style="color: red;">Work with Attorney General’s Office and banks to transfer to the city or LCRA titles for abandoned properties that were involved in mortgage frauds.</span></li> </ul>
3. Encourage home ownership by providing information, working with industry/banks.	<ul style="list-style-type: none"> <li>A. <span style="color: red;">Strategic Plan Implementation Commission has done some preliminary work with local realtors to develop a presentation for prospective home owners, to be presented at larger employers in town.</span></li> </ul>
4. Establish community champions for neighborhoods to help bring about pride.	
5. Encourage those who can construct quality, affordable housing.	
6. Consider events for maintaining housing.	
7. Encourage community, civic, and church groups to assist parts of community in need of assistance.	<ul style="list-style-type: none"> <li>A. <span style="color: red;">Expand adopt-a-street program.</span></li> </ul>
8. LCRA home ownership.	<ul style="list-style-type: none"> <li>A. <span style="color: red;">Development of website to list properties for sale is underway.</span></li> </ul>

<b>Retail and Business Development</b>	
<b>Problems to address</b>	<ul style="list-style-type: none"> <li>• Generate revenue and jobs for Sikeston.</li> <li>• Find more available space and large employers that will generate jobs.</li> <li>• Develop a qualified workforce.</li> <li>• Address infrastructure needs that businesses have.</li> </ul>
<b>What does success look like?</b>	<ul style="list-style-type: none"> <li>• New payrolls created and industrial development.</li> <li>• Small job <b>creators</b>, specialty stores.</li> <li>• New entertainment, restaurants.</li> <li>• Big box stores.</li> <li>• Decreasing unemployment rate.</li> <li>• More people living and working in Sikeston.</li> </ul>
<b>Recent Successes</b>	•
<b>Goals Initiatives</b>	<b>Initiatives and Progress Toward Goals</b>
9. Land acquisition, find usable <b>retail and industrial</b> space.	<ul style="list-style-type: none"> <li>A. <b>City has applied for DRA grant and has secured pledges from County and Road District to complete northern access to Industrial Park.</b></li> <li>B. <b>Responses to Village Green redevelopment RFP due October 1.</b></li> <li>C. <b>DED board has been discussing future industrial property.</b></li> </ul>
10. Building new business relationships.	<ul style="list-style-type: none"> <li>A. <b>Staff and elected officials have met several times over last year with Scott and New Madrid County Commissioners.</b></li> </ul>
11. Continuing existing relationships with businesses.	<ul style="list-style-type: none"> <li>A. <b>DED industry mentoring program.</b></li> <li>B. <b>DED Director introducing new city manager and public works director to business contacts.</b></li> </ul>
12. Collaboration between city and private sectors.	<ul style="list-style-type: none"> <li>A. <b>Movie Theater TIF process is underway.</b></li> <li>B. <b>Village Green redevelopment.</b></li> </ul>
13. Support downtown redevelopment.	

<b>Revenue Enhancement</b>	
<b>Problems to address</b>	<ul style="list-style-type: none"> <li>• City has lost revenue opportunities that need to be replaced so the city can be maintained and can grow.</li> </ul>
<b>What does success look like?</b>	<ul style="list-style-type: none"> <li>• Dedicated funding streams for city services and improvements.</li> </ul>
<b>Recent Successes</b>	•
<b>Goals Initiatives</b>	<b>Initiatives and Progress Toward Goals</b>
14. Explain the city's finances to the community along with the City improvement plans. <b>Build trust through transparency.</b>	<ul style="list-style-type: none"> <li>A. <b>Enhance city website to get more financial and other information online.</b></li> <li>B. <b>City Manager and City Council meet with civic groups throughout the year to talk about city operations, goals, budget, etc.</b></li> <li>C. <b>Put Council meeting packets and minutes online.</b></li> <li>D. <b>Make Council meeting packets more navigable in electronic</b></li> </ul>

	<p>format.</p> <p>E. Work with State officials to protect existing revenue streams from State legislation that erodes local tax base and local decision making authority. Develop a State legislative policy statement.</p> <p>F. Develop a City Council Code of Conduct prior to next election to enhance public trust in elected officials.</p> <p>G. Develop a more comprehensive, formal orientation process for newly elected officials prior to next Council election.</p> <p>H. Consider new City Council meeting times to facilitate public access to decision making meetings, and to enhance Council opportunities for discussion of big picture items (“study sessions”).</p> <p>I. Explore changing fiscal year so that budget cycle and election cycle work better together.</p> <p>J. Explore best practices in court collections.</p> <p>K. Present a quarterly update to Council regarding finances and progress on goals.</p>
15. Consider a capital improvement tax.	A. Add substance to the 5 year Capital Improvement Plan. Staff has begun process to update CIP for December approval by Council. Adding more detailed justifications, ongoing costs, and identifying potential funding sources. Creating a staff committee and system to evaluate and prioritize requests.
16. Review personal property tax.	

<b>Marketing Sikeston</b>	
<b>Problems to address</b>	<ul style="list-style-type: none"> <li>• Internal and external negative perceptions of the community, including schools and safety.</li> <li>• Lack of pride in community.</li> <li>• Media sensationalization issues.</li> <li>• Lack of a united message.</li> </ul>
<b>What does success look like?</b>	<ul style="list-style-type: none"> <li>• Increased visitors.</li> <li>• New business and industry.</li> <li>• Increased sales tax revenues.</li> <li>• Improved perception and reputation of Sikeston.</li> <li>• Good word of mouth.</li> </ul>
<b>Recent Successes</b>	<ul style="list-style-type: none"> <li>•</li> </ul>
<b>Goals Initiatives</b>	<b>Initiatives and Progress Toward Goals</b>
17. Monthly news releases highlighting positive activity.	
18. Electronic communication,	A. City maintains Facebook pages for City of Sikeston, DPS, and

including social media.	CVB. City Manager maintains a blog linked from city website.
19. Combat perception with facts.	
20. Seek free news stories (writers and bloggers).	
21. Wayfinding signage – “Welcome to Sikeston.”	
22. Improve relationship with Chamber – develop a joint plan.	A. Chamber and City are both finalizing goals/strategic plans. A possible future study session topic could be a joint meeting with the Chamber to discuss how Chamber and City goals complement each other.
23. Hospitality training to fist points of contract to Sikeston visitors.	
24. Revitalize downtown area – unique shops, restaurants, hotels.	A. DED, CVB, Parks and Street staff assist with downtown events. B. Parks and Street staff providing labor on Keith Collins bandstand in Legion Park.

<b>Quality of Life <i>and</i> Amenities</b>	
<b>Problems to address</b>	<ul style="list-style-type: none"> <li>Keep and increase the number of quality people in Sikeston.</li> </ul>
<b>What does success look like?</b>	<ul style="list-style-type: none"> <li>Increase in property values.</li> <li>Increased sales and property tax revenue.</li> <li>Improved community services.</li> <li>Neighborhood redevelopment.</li> <li>Improved Infrastructure</li> </ul>
<b>Recent Successes</b>	<ul style="list-style-type: none"> <li></li> </ul>
<b>Goals Initiatives</b>	<b>Initiatives and Progress Toward Goals</b>
25. Become a Google community, free city wide wifi, or other initiatives to set Sikeston apart.	
26. Clean up trash/litter.	A. Staff is developing a comprehensive beautification strategy for Council to consider.
27. Increase recycling.	
28. Create neighborhood ownership in every neighborhood.	
29. Market LCRA property to developers.	A. Staff is working on a website for marketing properties to developers and other purchasers.
30. Partnership with schools.	
31. Revise/update trail system plan or develop a park master plan.	A. Coordinate with committee planning for redevelopment of Bootheel Golf property.
32. Consider a dog park.	

33. Accessible playgrounds.	
34. Identify fundraising opportunities for community amenities.	A. Staff is exploring creation of a “giving opportunities” page on city website, so if people are looking for ways to give back to the community, we’ll have a list of some of our needs ready.