

Council Study Committee
March 25, 2014
Minutes

Members present: Greg Marchant, Eric Mathieu, John Parker Jr., Pam Pepper, Brad Ross, Greta Southall and Mayor Kelly Shaw.

Also present were: Chuck Burgin, Diana Bowlin, Doug Bylund, Eric Hanson, Rob Hawkins, RoxAnne Hunerdosse, Ed Yando and Mike Bowlin

The committee discussed the 2013 Strategic Plan. Mayor Shaw presented a handout of discussion items including the committee breaking out into two separate groups to discuss:

- Their top three priorities (1-3 years out and 4-7 years out)
- Group discussion
 - Capital budgeting
 - Bonding
 - Discretionary spending priorities
 - Level of management
- Report back as Groups and continue with general discussion on “Opportunities” and “Threats”
- Individually: Mayor Shaw asked each member to rank from one to five the following general priorities:
 - Create the “Indianola Brand” that establishes regional recognition of Indianola as a premier community in the Greater Des Moines region
 - Invest in the improvement, appearance, and functionality of infrastructure and facilities, necessary for growth, consistent with peer communities in the region
 - Enhance the overall quality of life through the retention and expansion of commercial and retail businesses consistent with growing communities and regional economic hubs
 - Support initiatives and potential new development to increase the City’s population to 20K people within the next decade by attracting new families, businesses and alumni to Indianola
 - Identify and work with community partners to acquire and make readily available for new business and residential growth existing land and buildings for development/redevelopment

It was the consensus of the committee to discuss these items as a large group and present background information regarding the 2013 Strategic Plan. After discussion, the members presented their top three priorities with the city having a population of 20,000:

- Waste Water Facility
- One cent local option sales tax
- Additional property for housing development
- Economic/utility rate review

- Enhance the overall quality of life through retention & expansion of commercial & retail businesses consistent with growing communities and regional economic hubs
- Invest in the improvement, appearance, and functionality of infrastructure and facilities, necessary for growth, consistent with peer communities in the region
- Support initiatives and potential new development to increase the City's population to 20K people within the next decade by attracting new families, businesses and alumni to Indianola
- Identify and work with community partners to acquire and make readily available for new business and residential growth existing land and buildings for development/redevelopment
- Capital Improvements

It was the consensus of the committee to schedule a meeting with Jeff Schott of the Institute of Public Affairs to discuss goals.

Meeting adjourned at 6:50 p.m.