

Council Study Committee
October 20, 2014
Minutes

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

Staff present were: Diana Bowlin, Mike Bowlin, Dave Button, Chris DesPlanques, Eric Hanson, RoxAnne Hunerdosse, Dan Miers, Brian Seymour and Ed Yando.

Jeff Schott, University of Iowa Public Affairs, discussed the city's strategic planning process with the committee. This process would be a comprehensive detailed long-term (5-10 years), a community base program with multiple sessions. The tentative schedule would include:

- A planning committee – the Mayor/Council would select a committee of 40 to 50 citizens
- The committee would meet at least five times consisting of:
 - 1st meeting – introduction of the committee, background information, intent of the process, budget & financing, time line and a questionnaire will be distributed
 - 2nd meeting – identify the core values for the city and how to maintain and promote the city, vision of Indianola for the next 5-10 years, complete an environmental scan including strengths and weaknesses of Indianola
 - 3rd meeting –
 - Strategic focus areas – what is important to the community that needs to be addressed
 - Identify goals to be accomplished from the focus areas
 - Strategy to accomplish these goals
 - 4th meeting – develop a draft action plan to implement the goals and time lines
 - 5th meeting – Review action plan,

It was the committee's consensus to send the citizen's survey the 1st of November, select the committee members for the strategic planning in December and to hold the first strategic planning meeting either the first or second week of January, 2015.

Meeting adjourned at 6:50 p.m.