

AGENDA
RICHHOOD CITY COUNCIL
Special Meeting, Monday, April 25, 2016
Richwood City Hall
1800 N. Brazosport Blvd.
Richwood, TX 77531
6:00 PM

- I. CALL TO ORDER
- II. INVOCATION
- III. PLEDGES OF ALLEGIANCE
 - Pledge of Allegiance & Texas Pledge
- IV. ROLL CALL OF COUNCIL MEMBERS
- V. PUBLIC COMMENTS
 - All public comments will be subject to the following rules: all speakers will be permitted to speak no longer than 3 minutes; all speakers will only be permitted to speak once; speakers cannot defer their 3 minutes to another speaker; the first five individuals who sign up for the public comment section will be permitted to speak
- VI. DISCUSSION AND ACTION ITEMS
 - A. Set visions, goals and directions for the City of Richwood 2
- VII. ADJOURNMENT

I, Karen B. Schrom, do hereby certify that I did, on 22nd day of April, 2016 post this notice of meeting on the bulletin board at 1800 N. Brazosport Blvd., Richwood, TX, in compliance with the Texas Open Meetings Law.

Karen B. Schrom, City Secretary
City of Richwood



CITY OF RICHWOOD STRATEGIC PLAN

Strategic planning is the process by which an organization follows to accomplish the vision for the future and mission of the city and establish a direction in decision making and the allocation of resources.

Effective strategic planning involves the gathering, sorting, and prioritizing of goals as set by City Council, the City Manager, and the respective department heads. Decisions should be made based on the core purposes of the organization and attributes established.

The strategic planning meetings should focus primarily on what and how the City of Richwood goes about accomplishing the overall vision for the future of the city. The planning process should establish the foundation and be less about the day-to-day operations. Good strategic planning addresses issues that will be challenging today and in the future. The overall goal of the strategic planning meeting is to collectively identify the vision of how City Council, the City Manager, and department heads envision success for the city. The collection of ideas should help foster a team environment and allow for buy-in from all areas of the city government, thus allowing for an overall team effort to accomplish the goals established by the City of Richwood.

As we move forward, this document will be amended to include areas of strategic initiatives along with key objectives established for the accomplishment of moving the City of Richwood forward while maintain alignment with the mission and vision of the city. This document, once completed, will serve as a means of communication to our residents and community partners and show the commitment from City Council to maintaining a transparent government, open line of communication, and a continued means of cooperation with everyone who lives, works, visits, and operates a business inside the City of Richwood. This document further serves as a road map for leading new residents and potential businesses to Richwood and provide a picture of a community that has an outstanding governing body and sound management principals.

The **Mission Statement** as established by our employees in 2015 is:

To provide residents, visitors, and the business community with the highest quality of municipal services in an efficient and courteous manner, and to enhance the quality of life through planning and visionary leadership.

The Vision Statement/Core Values/Value Statement:

We need to establish a Vision Statement and either Core Values or a Value Statement in an effort to set the tone for the direction of the city.

The Vision Statement should be inspirational in nature and define where the organization wants to go or wants to achieve. It is an idealized description of the desired future state of the community and the city as a whole.

The Core Values are fundamental principles established to guide City leaders and provide a means for how the leaders should conduct themselves while moving the city forward to accomplish the mission and vision of the city. Together, the values will provide the ethical framework for decisions made and actions taken within City government.

Strategic Planning Goals and Objectives:

As we move forward in establishing the goals and objectives for the City of Richwood based on the overall mission, vision, and core values established, the leaders of the city need to base these goals and objectives while taking into consideration the external environment, the strengths and weaknesses of the city, identifying opportunities and threats, and specific actions and results that will have the greatest positive impact on the long-term success of the city as a whole. One way of achieving this area is to envision the future by “moving forward” in time and having the forethought of what the city should look like.

Members of Council, the City Manager, and each department head should be prepared to list several action steps that will help lead the city into the future. We need to remember that while establishing these goals and looking for potential issues, we need to use the identified strengths of the city to overcome potential problems and mitigate threats while creating opportunities to succeed.

Potential Strategic Goals:

1. Financial sustainability
2. Infrastructure Investments
3. Economic Development
4. Public Safety
5. Delivery of City Services (connecting with the public)
6. Growth/Mobility
7. Parks and Beautification of the City

As previously indicated in this document, the document is flexible and will be amended as we proceed with the development of the strategic plan for the city. Our short-term goals (one, two, and three year) should be reviewed annually to ensure we are achieving the established goals and continually moving forward to achieve our long-term goals. Each short-term goal should build on the next to achieve the desired outcome, thus allowing for the amendment of this document to indicate such goals have been achieved and any potential issues in moving forward to the next are resolved. We as city leaders need to be committed to reviewing our long-term goals at least every two years and make updates or amendments as needed while moving forward into future and looking at least ten (10) years ahead.