



**To:** Mayor and City Council Members  
**From:** Brian Phillips, Assistant City Manager  
**Date:** December 23, 2019  
**Subject:** Preparation for City Council Goal-Setting Sessions

The Council Goal-Setting Sessions are scheduled to take place on January 11 from 8 a.m. – noon and on January 18 from 8 a.m. – 3 p.m. Both sessions will take place in the Small Wonders room of the Parks and Recreation Administrative Office. The detailed agendas for these meetings will be provided in the next few weeks.

A major outcome of these meetings will be to develop the goals, objectives, and tasks to pursue in the next two years. As a reminder, the definitions of goals, objectives, and tasks are:

- Goals: Over-arching future desires to strive towards over a number of years
- Objectives: Specific, short-range strategies that support the goals
- Tasks: Detailed action steps that accomplish the objectives

**In preparation for these sessions, I have enclosed several documents for you to review. Additionally, some important instructions and expectations are outlined below.**

**1. Review Current Goals/Objectives/Tasks** – We do not plan to review the current list line-by-line at the Goal-Setting Sessions. Please review the current list beforehand. Note that there are a few uncompleted items, which have been highlighted. **Although some items are not yet complete, these uncompleted items will not automatically continue into the next list of goals. If the Council wants to continue pursuing any of them, these items must be brought up and adopted by the Council during this next Goal-Setting Session.**

**2. Conversations with Donna Gilligan** - Donna Gilligan will again be facilitating the Goal-Setting. She will be connecting with each of you soon to discuss your priorities and interests for the next two years. It is important to note that these are your priorities; they do not yet need to be in the goal/objective/task format.

**3. Email Your Priorities** - In an effort to provide Council Members and staff more time to analyze and consider your individual priorities, **I would like you to each send Donna ([dgilligan@city.ames.ia.us](mailto:dgilligan@city.ames.ia.us)) your priorities before Friday, January 3. These will then be distributed to the entire City Council, the City Manager's Office, and the City Attorney so we can all be better prepared for the discussion on January 11.** Please note two points: First, expect your name to be attached to your priorities when they are sent around to the others. Second, please keep your priorities to a manageable number so we may have a better chance of adopting and accomplishing them in the coming year.

**4. Referrals to Council Goal-Setting Session** – In the past several months, the City Council has identified a number of topics to be brought back to its attention in conjunction with the 2020 Council Goal-Setting Session. The original background documents related to these topics are attached to this memo. **It is staff's recommendation that Council Members incorporate these initiatives into their individual proposals for the Goal-Setting session if they have interest in taking any next steps related to them.** The relevant excerpts from the City Council minutes follow below:

**September 10, 2019:**

Memo from Brian Phillips, Assistant City Manager dated September 10, 2019, Regarding Potential Council Field Trips: Moved by Betcher, seconded by Gartin, to put on any future agenda that staff recommends. Vote on Motion: 6-0. Motion declared carried unanimously.

**November 26, 2019:**

Memo from Staff dated November 22, 2019, Regarding Response to Climate Action Team Letter: Moved by Gartin, seconded by Nelson, to make this memo be part of the goal-setting retreat. Vote on Motion: 5-0. Motion declared carried unanimously.

Memo from Joel Hochstein, Chair, Ames Human Relations Commission dated November 21, 2019, Regarding Annual Goal Setting Retreat: Moved by Beatty-Hansen, seconded by Martin, to make this memo part of the goal-setting retreat.

Mr. Gartin cautioned that there is a lot in the memo and it would take up an entire goal setting. He asked if they should add the items to an agenda and discuss them in a City Council meeting. Mayor Haila said there are broader items that would be appropriate to be brought to Council in goal setting. Mr. Gartin expressed concern over specific policies and that Council would not have the background to be able to cover everything. Vote on Motion: 5-0. Motion declared carried unanimously.

Attachments

CC: Steve Schainker  
Mark Lambert  
Donna Gilligan  
Deb Schildroth