

AN ORDINANCE AUTHORIZING THE IMPLEMENTATION OF THE MARCELINE STRATEGIC PLAN PROVIDING THE CITY, CIVIC ORGANIZATIONS AND THE PUBLIC WITH CLEAR OBJECTIVES AND GOALS TO MOVE THE CITY FORWARD FOR THE NEXT FIVE YEARS AND ENSURING THE MOST EFFECTIVE USE OF THE CITY'S LIMITED RESOURCES BY FOCUSING ON KEY PRIORITIES; PROVIDING FOR THE CITY'S MISSION AND VISION BASED ON THE DESIRES OF THE COMMUNITY.

**WHERE AS**, Visioning and (Strategic) Community Planning sessions have been held in many other communities and has proven highly successful in how those communities plan for the future.; and

**WHERE AS**, the involvement and supportive efforts by concerned residents will ultimately shape the future of the City in terms of what type of services, programs, and events, if any, should be provided.; and

**WHERE AS**, the City of Marceline has identified the need for a definitive Mission, Vision and Plan for its future; and

**WHERE AS**, Public Meetings were held on February 12<sup>th</sup> & 26<sup>th</sup> of 2015 at the Walsworth Community Center titled: "Community Planning for a United Vision". Approximately 35-45 members of the public attended each session that was hosted by the Green Hills Regional Planning Council. Attendees represented a broad range of the community to include high school students, business owners, industry professionals, farmers, and property owners; and

**WHERE AS**, the City, residents and visitors will in the benefits of successful implementation of the Strategic Plan through job creation, business openings/expansions, increased tourism, population increase – all of which increases City revenue and ultimately results in a higher quality of life; and

**WHERE AS**, There is hereby established the Strategic Plan of the City of Marceline to outline how the City will progress in the next five years.

BE IT ORDAINED BY THE CITY COUNCIL OF THE CITY OF MARCELINE, MISSOURI as follows:

Section 1. That the City of Marceline, Missouri shall implement the Marceline Strategic Plan allowing for the utilization of any and all communications tools at the city's disposal to provide for a transparent government and providing the public with timely, accurate, clear, objective and complete information about its policies, programs, events, services and initiatives.

Section 2. That the City Manager is hereby directed to:

- a. Implement said Plan; and
- b. Work closely with organizations named in the Plan as having specific responsibilities to ensure those actions are completed in keeping with the Plan; and
- c. Provide education and ensure continued “buy in” to the Plan to ensure civic groups and citizens maintain a unified vision; and
- d. Make the Plan available to the public via the City Website; and
- e. Provide continual updates to the City Council; and.
- f. Publish success when milestones are reached.

Section 3. This ordinance shall be in full force and effect from and after the date of its passage.

Enacted this 17<sup>th</sup> day of March 2015.

  
Jacob Gordon, Mayor

ATTEST:

  
Lindsay Krumpelman, City Clerk