

## **RESOLUTION R-19-63**

### **A RESOLUTION ADOPTING A MISSION STATEMENT, VISION STATEMENT, AND GOALS FOR THE CITY OF GLADSTONE, MISSOURI FOR 2019-2020.**

**WHEREAS**, the Council of the City of Gladstone believes that developing and implementing goals is a critical component in successfully managing the municipal resources entrusted to them; and

**WHEREAS**, the Council of the City of Gladstone recognizes that clearly articulated goals provide a valuable communication tool between a City government and its constituents; and

**WHEREAS**, the Council of the City of Gladstone is committed to implementing policies and allocating resources to promote these goals.

**NOW, THEREFORE, BE IT RESOLVED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, AS FOLLOWS:**

**THAT**, the following Mission Statement, Vision Statement, and Goals are adopted for the City of Gladstone, Missouri:

#### **MISSION STATEMENT**

**“The City Council, Boards, Commissions, and City Staff are inspired and invested to enhance Gladstone’s quality of life and sense of community through innovative and effective leadership and inclusive citizen engagement.”**

#### **GLADSTONE VISION**

- Invested in becoming an even more welcoming and inclusive community.
- A vibrant commercial center with revitalized corridors at North Oak and Antioch Road and an innovative financial strategy that encourages economic development.
- A diverse quality housing stock that encourages community investment, provides opportunities to age in place, and becomes a destination to raise families.
- Innovative transportation alternatives that promote mobility in the community and the region.
- Stature and reputation of Gladstone strengthened and maintained. Gladstone is a recognized leader and provides innovative contribution to regional issues.
- A continued strong and innovative partnership with schools and other entities that help us ensure a high quality of life.
- An inspiring sense of place with a clear identity including an emphasis on arts and culture. You know you are in Gladstone.


- A strong commitment to public safety and City infrastructure investment.
- An inspired, innovative, and invested City staff.
- Cooperative relationships with citizens highlighted by inclusive citizen engagement and participation.

Based on the Mission and Vision, the City Council establishes the following goals:

### **2020 CITY COUNCIL GOALS**

- Promote Gladstone as a safe place with a focus on crime reduction, traffic enforcement, and the recruitment and retention of high quality police officers.
- Monitor and adjust as necessary the proactive residential code enforcement program established in 2019. Begin a new commercial code enforcement program focused on education and responsiveness.
- Research and develop an innovative housing strategy designed to meet the needs of our diverse residents, encourage residential density, promote investment, and preserve and increase housing values.
- Continue commitment to downtown and commercial corridors through innovative strategies.
- Continue implementation of parks, cultural arts, facilities, streets, sidewalks, stormwater, and potable water master plans.
- Continue the process of updating the Comprehensive Plan and develop an overall historic preservation structure and development plan for Atkins-Johnson Farm and Museum.
- Implement Shaping Our Future facilities recommendations.
- Continue developing a unified messaging strategy.

**INTRODUCED, READ, PASSED AND ADOPTED BY THE COUNCIL OF THE CITY OF GLADSTONE, MISSOURI, THIS 11<sup>th</sup> DAY OF NOVEMBER 2019.**

  
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Mayor Carol J. Suter

ATTEST:

  
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Ruth E. Bocchino, City Clerk



## *Request for Council Action*

RES ☒ # R-19-63

BILL ☐ # City Clerk Only

ORD # City Clerk Only

Date: 11/7/2019

Department: General Administration

Meeting Date Requested: 11/11/19

Public Hearing: Yes ☐ Date:

Subject: A Resolution adopting a Mission Statement, Vision Statement, and Goals for the City of Gladstone, Missouri, for 2019-2020.

Background: On 10/30/19, City Council members and staff met in the City's annual Goal Setting session to discuss progress made on last year's goals and to establish new goals for 2019-2020. As part of the session, revisions were also suggested to the City's Mission and Vision Statements. The proposed Resolution adopts these Goals as well as the revised Mission and Vision Statements.

Budget Discussion: Funds are budgeted in the amount of \$ 0 from the GENERAL fund. Ongoing costs are estimated to be \$ 0 annually. Previous years' funding was \$0

Public/Board/Staff Input: Staff recommends adoption of the goals and Mission and Vision Statements

Provide Original Contracts, Leases, Agreements, etc. to:

Bob Baer  
Assistant City Manager

PC  
City Attorney

SW  
City Manager