



# *City Council Goal Setting and Governance*

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# *Acknowledgments*

- Phuong Nguyen, Associate Professor
- Travis Kraus, Associate Professor of Practice
- Mark Lyon, Maquoketa City Councilman, 5<sup>th</sup> Ward
- Josh Boldt, Maquoketa City Manager
- Ben Champ; Alumni Mentor, Pleasant Hill City Manager
- Dave Heiar, Jackson County Economic Alliance, Senior Advisor
- Kelley Brown, Jackson County Economic Alliance, Director

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School of Planning  
and Public Affairs

 **IOWA INITIATIVE**  
FOR SUSTAINABLE COMMUNITIES

CITY OF  
**MAQUOKETA**  
ONE OF A KIND



# *Profile*

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**Population:** 6,128

**Location:** Jackson County, east central Iowa along Highways 61 and 64.

**Noteworthy:** Maquoketa is the county seat and a regional leader in fine arts, entertainment, healthcare, and historic preservation and recreation.

**Form of Government:** Mayor/City Council – City Manager  
5 Wards & 2 At-Large Council Seats

# *Significance*

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- 2040 Comprehensive Plan passed in 2019  
*Establishes the community's vision for the future of Maquoketa*
- Since then:  
*New Mayor*  
*New City Manager*  
*Three new City Council Members*
- Need for goal setting strategies and improved onboarding practices/materials



# *Three Components*

- Survey
- Interviews
- Goal Setting Workshop



# *Survey*

- The survey was sent out to all 19 of Maquoketa's city hall employees and elected officials.
- Fifteen responded to the survey, including most staff and department heads, the mayor, the city manager, and five of the seven city council members.
- To assess the different groups, the data was split into sections[ by job title.
- The MPA team found that there was little variation in the answers among the elected and hired officials
- Workshop Goal: Community Character

# *Interviews*

- specific onboarding needs
- how those interviewed saw the comprehensive plan's purpose
- how familiar they were with strategic goal setting.

# *Pre-workshop Questionnaire*


- **Accomplishments**

- Platte Street Rebuild
- Second Story Downtown Apartments Developments
- Pocket Neighborhood Development
- New hospital
- Urban Chickens
- Organized trash pickup program
- Water treatment facility update and upgrade
- Clean up days and lawn of the month

- **Issues and Concerns**

- Rising cost of goods and services (housing especially)
- Junk yard residential properties
- Keeping workers living in Maquoketa with access to daycare and affordable homeownership
- Small city staff-how to work within their capacity and resources

- **Trends and opportunities**

- Capitalize on downtown development (green spaces, business incubator, public art)
  - Steady population increase to attract new businesses
  - Celebrate diversity-connect different cultures in community spaces
  - City Employee inclusivity training
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# *Strategic Goal Setting Workshop*

- Code Enforcement (Rentals)
  - *Lead: City Manager Josh Boldt*
  - *Funding: City Budget*
  - *Timeline: 6 Months*
  - *Check In: 3 Month follow with update from Brad Koranda, Building Inspector*
- Nuisance Abatement (Code)
- Revisit Land Use Map
- Expand City Limits
- Community Pool
- Statue Relocation
- School Cross Walk Designation
- Controlled Traffic Stops



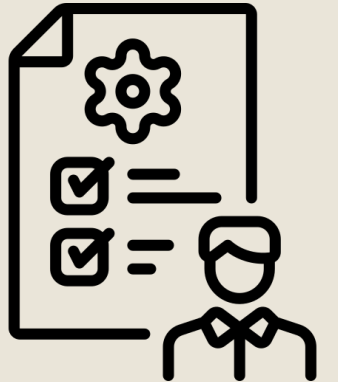
# *Recommendations*

## **Goal Setting**

- Goal Achievement/ Strategic Planning Process
- Expert Facilitation of Goal Setting Workshops
- Supplementally: Move Forward on Workshop Plans:

## **Onboarding**

- Formalize an Onboarding Process:
- Onboarding Packet
- Inter-Council Mentorship Program :
- City Council Training
- Code of Ethics





*Thank you!*

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*Questions?*