

## **AGENDA**

**DES MOINES CITY COUNCIL  
RETREAT  
City Council Chambers  
21630 11th Avenue S, Des Moines, Washington  
Thursday, November 14, 2024 - 5:00 PM**

City Council meeting can be viewed live on the City's website, Comcast Channel 21/321 or on the City's [YouTube](#) channel.

### **CALL TO ORDER**

### **PLEDGE OF ALLEGIANCE**

### **ROLL CALL**

### **DISCUSSION ITEMS**

- Item 1. CITY COUNCIL "MISSION, VISION, VALUES" RETREAT  
DISCUSSION  
[City Council "Mission, Vision, Values" Retreat Discussion](#)

### **EXECUTIVE SESSION**

### **NEXT MEETING DATE**

November 21, 2024 City Council Regular Meeting

### **ADJOURNMENT**

# AGENDA ITEM

## BUSINESS OF THE CITY COUNCIL City of Des Moines, WA

SUBJECT: City Council “Mission, Vision, Values” Retreat Discussion

FOR AGENDA OF: November 14, 2024

DEPT. OF ORIGIN: Administration

ATTACHMENTS:

1. Retreat Agenda
2. 2018 Council Vision, Mission Statement, Goals, Objectives.

DATE SUBMITTED: November 5, 2024

CLEARANCES:

- City Clerk *JK*  
 Communications \_\_\_\_\_  
 Community Development \_\_\_\_\_  
 Courts \_\_\_\_\_  
 Emergency Management \_\_\_\_\_  
 Finance \_\_\_\_\_  
 Human Resources \_\_\_\_\_  
 Legal */s/TG*  
 Marina \_\_\_\_\_  
 Police \_\_\_\_\_  
 Parks, Recreation & Senior Services \_\_\_\_\_  
 Public Works \_\_\_\_\_

APPROVED BY CITY MANAGER

FOR SUBMITTAL: *Katherine Coffey*

**Purpose:**

The purpose of this agenda item is for the City Council to hold a retreat to discuss the Council’s “Mission, Vision, Values.”

**Suggested Motion**

**MOTION: None.**

**Background**

The City retained Andrew Ballard of Marketing Solutions, Inc to facilitate a City Council retreat to discuss the Council's "Mission, Vision, Values." The retreat agenda was previously approved by the City Council and is included as Attachment 1.

The City Council last updated their "Vision, Mission Statement, Goals, Objectives" document was in February of 2018. This document is included for reference as Attachment 2.

## City of Des Moines Council Retreat

### November 14, 2024 Meeting Agenda

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<i>Activities</i>	<i>Timeline</i>
<b>1. Welcome</b>	<b>5:00 PM</b>
1.1. Opening remarks – Mayor & City Manager	
1.2. Review agenda – Andrew	
1.3. Preliminaries – Andrew	
<b>2. City Mission</b>	<b>5:15 PM</b>
2.1. Answer: who, what, whom	
2.2. Select key information	
2.3. Write/rewrite statement	
<b>3. City Vision</b>	<b>6:30 PM</b>
3.1. Headlines exercise	
3.2. Consolidate list	
<i>Evening Break</i>	<i>7:00 PM</i>
<b>3. City Vision (Continued)</b>	<b>7:15 PM</b>
3.3. Prioritize	
3.4. Frame	
<b>4. City Values</b>	<b>7:45 PM</b>
4.1. Brainstorm attributes	
4.2. Consolidate list	
4.3. Prioritize	
4.4. Frame	
<b>5. Wrap Up</b>	<b>8:45 PM</b>
5.1. Next steps	
5.2. Evaluation	
5.3. Closing remarks – City Manager & Mayor	
<i>Adjourn</i>	<i>9:00 PM</i>

## **Vision**

Create a vibrant, inviting, livable, safe and sustainable waterfront community, while embracing change for the future and respecting our history.

## **Mission Statement**

Encourage growth; and protect, respect, promote, and improve the community by providing leadership and services that reflect the pride of our City and honor our citizens.

## **Goals**

- Protect people and property
- Promote economic stability, growth and vibrancy
- Improve and enhance the City's transparency through community communications
- Maintain, and when possible, enhance the City's infrastructure
- Provide efficient and effective customer-oriented City Services
- Preserve and celebrate the historic elements of the City
- Encourage community involvement
- Preserve livability for all generations
- Participate in regional and state issues and decisions
- Protect the natural environment

## **Strategic Objectives**

### **Short Term**

- Aggressively remediate nuisance properties
- Update, implement and practice the City's Emergency Management Plan
- Adopt and implement a Comprehensive Marina District and Redondo Business Plan
- Ensure that infrastructure is in place to support development
- Continue to recognize community members/organizations and City staff
- Continue to improve and enhance the City's communications plan and strategy
- Develop and implement an economic development strategic plan
- Continue to work on developing the best possible transit service
- Continue to support appropriate development opportunities in Des Moines
- Enhance public safety through appropriate hiring, staffing and technology; and continued focus on prevention, community engagement, and education
- Develop a capital replacement program for all the City facilities

- Continue opposition of expansion or increase of operations at Sea-Tac International Airport, and encourage siting of an additional airport in a location that does not negatively impact the City
- Adopt policies that further Council Legislative Priorities and Intergovernmental Positions
- Partner and collaborate with local, state and federal agencies in working to mitigate negative environmental, financial, and livability impacts

### **Long Term**

- Support on-going programs to improve public safety
- Aggressively remediate nuisance properties
- Pursue mass transit and other multi-modal transportation options
- Maintain the Police Department's accreditation
- Develop and implement an economic development strategic plan
- Continue and enhance the City's collaborations with the educational communities
- Develop and comprehensive replacement and maintenance plan for facilities, infrastructure and technology to include collaboration with other community partners/entities
- Continue to educate the business and development community to City improvements and innovations
- Continue to work with the State Department of Transportation in the design and completion of State Route 509
- Adequately fund and support programs preserving livability for all generations
- Continue opposition of expansion or increase of operations at Sea-Tac International Airport and encourage siting of an additional airport in a location that does not negatively impact the City
- Adopt policies that further Council Legislative Priorities and Intergovernmental Positions

### **Process**

- Educational Communities
- Neighborhood Advisory Committee/Community Engagement
- Communications/Civic Engagement/User Interactions
- Study Sessions (Series); Utilities (needs/process); Community Groups

Adopted by the Des Moines City Council at an open public meeting on February 15, 2018