



**BOULDER CITY  
CITY COUNCIL**

**MAYOR**  
JOE HARDY

**COUNCIL MEMBERS:**  
COKIE BOOTH  
MATT FOX  
SHERRI JORGENSEN  
STEVE WALTON



**MEETING LOCATION:**  
**CITY COUNCIL CHAMBER**  
401 CALIFORNIA AVENUE  
BOULDER CITY, NV 89005

**MAILING ADDRESS:**  
401 CALIFORNIA AVENUE  
BOULDER CITY, NV 89005

**WEBPAGE:**  
[WWW.BCNV.ORG](http://WWW.BCNV.ORG)



**ACTING CITY MANAGER:**  
MICHAEL MAYS, AICP

**CITY ATTORNEY:**  
BRITTANY LEE WALKER, ESQ

**CITY CLERK:**  
TAMI MCKAY, MMC, CPO

**COMMUNITY DEVELOPMENT DIRECTOR:**  
MICHAEL MAYS, AICP

**PUBLIC WORKS DIRECTOR:**  
GARY POINDEXTER

**UTILITIES DIRECTOR:**  
JOSEPH STUBITZ, PE

**POLICE CHIEF:**  
TIM SHEA

**ACTING FIRE CHIEF:**  
GREG CHESSER, CFO

**FINANCE DIRECTOR:**  
CYNTHIA SNEED, CPA, CGFM

**PARKS & RECREATION DIRECTOR:**  
JULIE CALLOWAY, CPRP

# City Council Meeting

## August 20, 2024

### Item No. 1

### Staff Report

**TO:** Mayor and City Council

**FROM:** Michael Mays, Acting City Manager

**DATE:** August 20, 2024

**SUBJECT:**

For possible action: Matters pertaining to the Boulder City 2025-2030 Strategic Plan:

A. Presentation by Robyn Stiles, PH.D., Managing Director, Emergent Method regarding the Boulder City 2025-2030 Draft Strategic Plan

B. City Council discussion and direction regarding the Boulder City 2025-2030 Strategic Plan

**Business Impact Statement:**

This action will not have a significant economic impact on business and will not directly restrict the formation, operation, or expansion of a business.

**Action Requested:**

That the City Council discuss and provide direction on the Boulder City 2025-2030 Strategic Plan.

**Overview:**

- The City has completed the action items contained in the Boulder City 2020-2025 Strategic Plan.
- The consulting firm Emergent Method has been selected to help the City prepare a new strategic plan that will guide the community for the next five years.
- For three months, the community has provided guidance on future goals and priorities.
- Community feedback was presented at a City Council Workshop on April 1, 2024.
- Staff received guidance from City Council on new strategic plan elements at the April 18, 2024 City Council Special Meeting.

- Staff received guidance from City Council on new strategic plan elements at the June 25, 2024 City Council Meeting.
- Staff is seeking City Council direction on next steps regarding the Boulder City 2025-2030 Strategic Plan.

#### Background Information:

A strategic plan is the process in which an organization defines its vision for the future and identifies goals and objectives to achieve that vision. In the case of a City strategic plan, the process involves community input, examination of community strengths, weaknesses, opportunities and threats and development of measurable, actionable goals.

In December 2018, the City Council adopted Resolution No. 6875, approving the 2020-2025 Strategic Plan for Boulder City. The plan included action items focused around five key goals developed through community input and City Council direction. For the next five years, City staff worked to implement those goals. Quarterly, City staff presented updates on the action plan implementation process to the public and the City Council.

The City has completed the action items contained in the 2020-2025 strategic plan. This presents an opportunity for the City Council to develop a new strategic plan for 2025-2030.

Emergent Method was selected to work with the City Council and the community to develop the next strategic plan. For three months, the City sought feedback from the community on strategic plan priorities through several methods:

- Online Survey
- Town Hall meetings
- Community focus groups
- Individual meetings
- Employee survey
- Department head survey

The results of the community feedback was presented at a City Council Workshop on April 1, 2024. Robyn Stiles, PH.D. Managing Director, Emergent Method, facilitated discussion with the City Council regarding strategic plan elements based on community feedback and received guidance on new strategic plan elements at the April 18, 2024 City Council Special Meeting.

Collective feedback from City Council and department heads on the draft strategic plan was incorporated into the Boulder City 2025-2030 Draft Strategic Plan. In summary, six strategic priorities were identified by the City Council based on community feedback:

1. Recreation and Engagement
2. Financial Stewardship
3. Growth and Development

4. Historic Preservation
5. Infrastructure
6. Public Health and Safety
7. Continue to Maintain High Levels of Public Safety

Additional collective feedback from City Council at the June 25, 2024 City Council Meeting and via emails on the draft strategic plan was incorporated into the Boulder City 2025-2030 Draft Strategic Plan (see Attachment 2).

Staff is seeking City Council direction on next steps regarding the Boulder City 2025-2030 Strategic Plan. Specifically:

- Are the strategic priorities accurate?
- Are the strategies for each reflective of City Council direction?
- Does the City Council agree with the metrics for each strategic priority?

<p><u>Department Recommendation:</u> That the City Council discuss and provide direction on the Boulder City 2025-2030 Strategic Plan.</p>
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Attachment:

1. Boulder City 2025-2030 Draft Strategic Plan
2. Implementation Plan
3. City Council Member Comments