

RESOLUTION NO. 24 - 228

RESOLUTION ADOPTING THE POLICY AGENDA FOR
CALENDAR YEARS 2025 AND 2026 FOR THE CITY OF
MASON CITY

WHEREAS, the City Council and staff have undertaken a strategic planning process this fall; and

WHEREAS, the City Council met on November 12 to set its policy agenda for calendar years 2025 and 2026, and now wishes to formally adopt that agenda.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MASON CITY, IOWA:

Section 1. The City Council hereby establishes the following policy agenda for calendar years 2025 and 2026:

- Initiate Redevelopment of Southbridge Mall with Focus on Family Entertainment and Conference Center Uses
- Continue to Promote Broad-Based Housing Initiatives with Focus on Increased Owner-Occupied Development
- Conduct Downtown Assessment to Evaluate Beautification, Bike & Pedestrian-Friendliness, and Other Factors
- Evaluate and Develop Comprehensive Marketing, Communications, and Public Relations Strategy and Encourage Coordinated Promotion of Existing Assets such as Music, Arts, Architecture and Outdoor Recreation

Section 2. The City Council directs that this policy agenda be incorporated into a full strategic plan for calendar years 2025 and 2026, and that a work plan for implementation of the policy agenda be developed by the City Administrator for approval.

PASSED AND APPROVED this 19th day of November, 2024.

/s/Bill Schickel
Bill Schickel, Mayor

ATTEST:

/s/Aaron Burnett
Aaron Burnett, City Clerk