



Figure 1 - Downtown Smithville


**City of Smithville, Missouri**  
**Board of Aldermen - Work Session Agenda**  
**6:30 p.m. Tuesday, May 5, 2026**  
**City Hall Council Chambers**

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Meetings are live streamed on the [City's YouTube](#) page and will be posted to the City's website and FaceBook following the meeting.

- 1. Call to Order**
  
- 2. Strategic Planning Overview**
  
- 3. Adjourn**



	<div style="display: flex; align-items: center;"> <div style="background-color: #8ebf4d; color: white; padding: 5px 10px; font-weight: bold; margin-right: 10px;">STAFF</div> <div style="background-color: #005a8c; color: white; padding: 5px 10px; font-weight: bold;">REPORT</div> </div>
<b>Date:</b>	April 29, 2026
<b>Prepared By:</b>	Gina Pate, Assistant City Administrator
<b>Subject:</b>	Strategic Plan Overview
<b>Staff Report:</b>	Administration Department

## Overview

The City's current Strategic Plan was adopted in November 2019 and included a community visioning process to guide the future of Smithville. Staff has worked with the Board and community to make progress on the Strategic Plan and many of the goals outlined in the plan have been accomplished. The Strategic Plan has provided a roadmap for the Governing Body during budget discussions, policy decisions and future planning. During the annual Board Retreat in 2025, the Board directed staff to include funds in FY2026 for a Strategic Plan Update. This project will include significant community engagement and participation of staff at all levels. The project includes an implementation plan for staff with performance measures to track progress on community identified goals.

On March 24, 2026 the Board of Aldermen awarded the Strategic Plan Update bid to BerryDunn. Staff began meeting in April with the consultant team to kick-off the planning process. Maddi Powers Spencer and Karen Whichard with BerryDunn will present an overview of the Strategic Plan Update Project. Their presentation is included in the Work Session packet.

# Strategic Planning Project Orientation

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City of Smithville, MO

# Agenda

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1. Introductions and Firm Overview
2. Project Overview
3. Project Approach and Methodology
4. Questions and Answers
5. Next Steps

# Firm Overview

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## Inspiring Organizations to Transform and Innovate

BerryDunn has an in-depth understanding of the operations, business processes, and systems required to provide services to the public, partnering agencies, and internal stakeholders.

This understanding was gained through our work with more than 625 state, local, and quasi-governmental clients across the country, as well as through our team members' prior work in various roles across state and local government.



*Community Development and Utility Operations*



*Parks, Recreation, Libraries*



*Enterprise Digital Transformation*



*Enterprise Organizational Development*



*Technology Management*



*Health and Community Services*



*Justice and Public Safety*

# BerryDunn Team

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**Seth Hedstrom**  
PMP®, LSSGB  
Project Principal



**Maddison Powers Spencer**  
MPA  
Project Manager and Facilitator



**Karen Whichard**  
MPA, Prosci® CCP  
Facilitator



**Charline Petit Homme**  
MPA, PMP®, Prosci® CCP  
Facilitator



**Michelle Kennedy**  
Prosci® CCP, ODCC  
Facilitator



**Lukasz Stykowski**  
MPP, LSSGB  
Research Analyst

# Project Approach Overview



**Phase 1**  
Project Planning  
and Management



**Phase 2**  
Engagements, Data  
Gathering, and  
SWOT Analysis



**Phase 3**  
Strategic Plan  
Development

# What is a strategic plan and why is it important?

Strategic plans help communities and public sector organizations:

- **Plan for the future**
- **Set clear goals and priorities to allocate resources effectively**
- **Maintain focus to make progress on issues of most importance to community members**

# Why does the City need a strategic plan?

- Help set a clear direction for its future by outlining goals and objectives
- Help prioritize use of resources and help ensure resources are allocated to best meet new goals and objectives
- Focus City efforts on the areas identifies as most critical to achieving its desired outcomes and adapt its plans as circumstances change

# What is a Strategic Plan?

## STRATEGIC PLAN



**WHAT** the City will  
prioritize and focus on



A **DYNAMIC DOCUMENT**  
that guides decision  
making



A **TOOL** for government  
transparency and  
accountability

**HOW** the City carries out its strategy to reach the vision,  
priorities, and goals is defined in the **Implementation Plan**

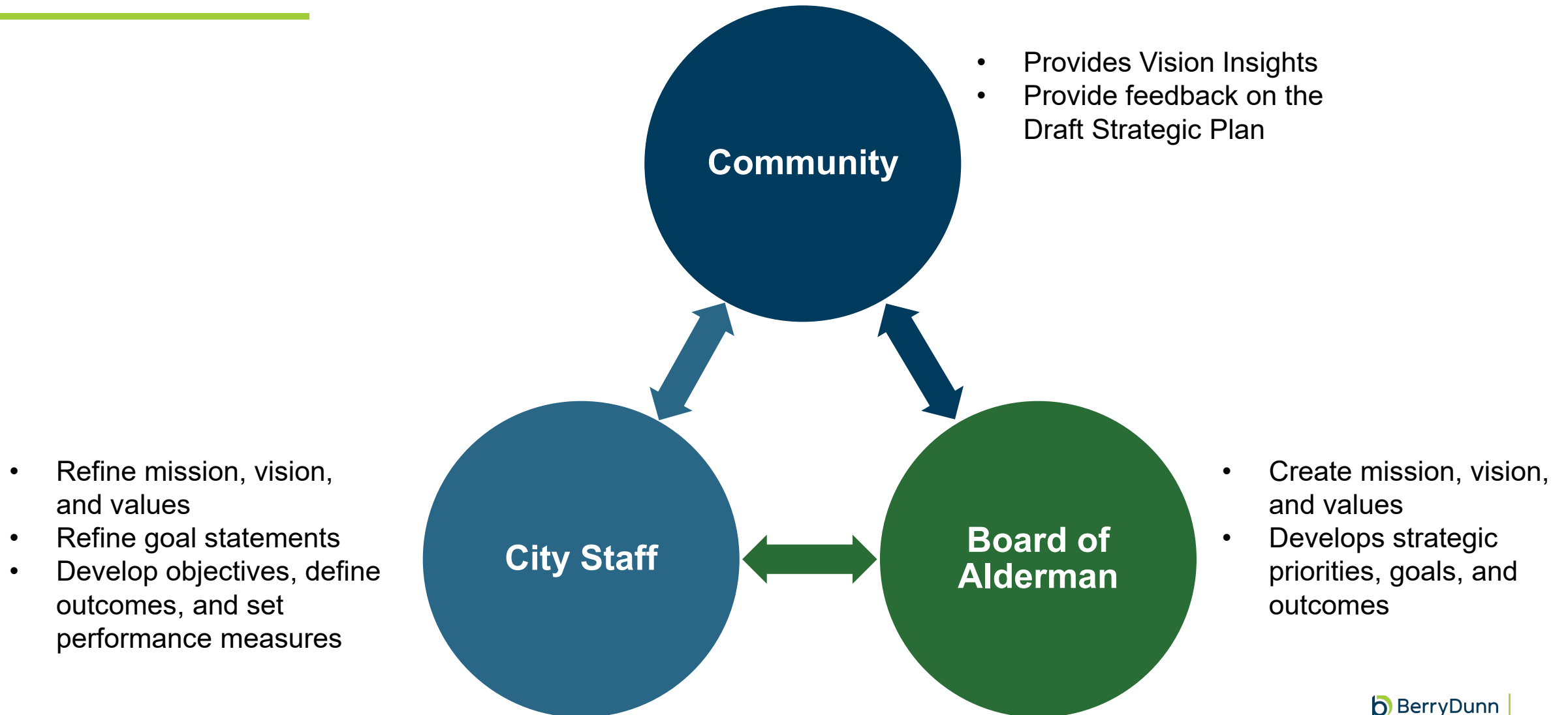
# Strategic Plan Elements

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# Roles in the Strategic Planning Process

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# What Sources Inform the Strategic Planning Process?

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Direct interactions including Board, community, and employee one-on-one or group interviews, written responses, and three community forums



Social Point Strategic Planning website including a survey, ideas wall, and discussion forum



City and regional demographic and economic data



Current City plans, budget, and policy documents



City Board and staff plan development sessions

# Project Overview

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## Phase 1: Project Planning and Management

### Deliverable 1

Project Work Plan and Schedule

### Deliverable 2

Biweekly Project Status Meetings  
*Commencing immediately and  
continuing for the duration of the  
project.*

## Phase 2: Community Engagement, Data Gathering, and SWOT

### Deliverable 3

Initial Environmental Scan

### Deliverable 4

Final Environmental Scan and  
SWOT Analysis

## Phase 3: Strategic Plan Development

### Deliverable 5

Initial City of Smithville Strategic  
Plan Draft

### Deliverable 6

Final City of Smithville Strategic  
Plan



# Phase 1: Project Planning and Management

Establish a clear foundation for the project by conducting initial planning, gathering relevant documents and data, developing and finalizing a detailed project work plan and schedule, and managing ongoing coordination through biweekly status meetings.

## Key Tasks

- Prepare for and conduct an initial virtual project planning meeting.
- Request and compile documents and data.
- Develop a Project Work Plan and Schedule.

## Deliverables

- D1 Project Work Plan and Schedule
- D2 Biweekly Project Status Meetings



## Phase 2: Community Engagement, Data Gathering, and SWOT

Engage the community and stakeholders, gathering and analyzing qualitative and quantitative data, and synthesizing insights into an environmental scan and SWOT analysis to inform the City of Smithville's strategic direction.

### Key Tasks

- Review and analyze City-provided documents and data.
- Develop a communications strategy.
- Develop and coordinate a stakeholder engagement strategy.
- Develop a project kickoff presentation.
- Develop interview guides.
- Develop questions to support the development of an employee survey.
- Conduct interviews with City stakeholders.
- Develop the City's Social Point site and survey.
- Synthesize information gathered and develop an Initial Environmental Scan.
- Design, prepare for, and conduct community forums.
- Update the Initial Environmental Scan and Strategic Analysis.

### Deliverables

- D3 Initial Environmental Scan
- D4 Final Environmental Scan and SWOT Analysis



### 3. Strategic Plan Development

Synthesize information gathered in the Current State Assessment Memorandum to develop and present an in-depth Future State Organizational Recommendations Report.

#### Key Tasks

- Develop the meeting design and agendas for strategic planning sessions 1 and 2.
- Facilitate strategic planning session 1.
- Facilitate strategic planning session 2.
- Finalize objectives and performance measures.
- Develop and finalize the Implementation Plan template.
- Develop and present the Initial City of Smithville Strategic Plan Draft.
- Review the draft plan with the community including in community forums and a survey.
- Develop the Final City of Smithville Strategic Plan.
- Conduct project closeout activities.

#### Deliverables

- D5 Initial City of Smithville Strategic Plan Draft
- D6 Final City of Smithville Strategic Plan

# Overall Approach

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Expert facilitators bring a **complete toolbox of communications and consensus-building techniques**, putting participants at ease and valuing their input



**Experience working with several local government organizations** in development and implementation of strategic planning efforts.



BerryDunn's **project management methodology provides the framework, processes, guidelines, and techniques** to increase success and therefore provides value to the project.



Prosci® **change management methodologies are embedded into our processes from day one**, setting the City and its stakeholders up for success

# Example of Final Strategic Plan

## STRATEGIC PRIORITY Infrastructure

### OUR GOAL

Build and maintain infrastructure to provide safe and reliable services.

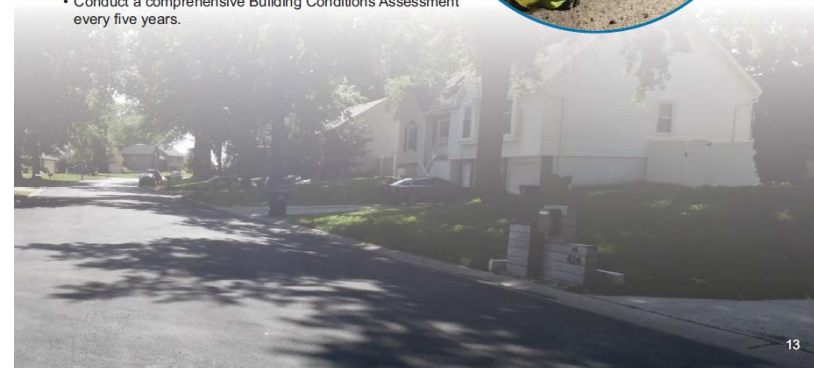
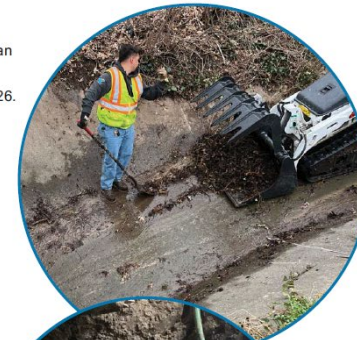
### OBJECTIVES

- Prepare a 20-year preventive street maintenance plan to establish a proactive approach to pavement repair, pothole prevention, and maintenance.
- Create a Street Capital Improvement Plan to prepare for future growth and funding opportunities.
- Prepare a water system study of the City's water system to address aging infrastructure and future capacity needs.
- Prepare a sewer system study to assess current conditions, evaluate system capacity, identify needs, and support regulatory compliance.
- Design and construct Sni-A-Bar Plan improvements to meet the Environmental Protection Agency (EPA) requirements.
- Partner with Missouri Department of Transportation (MoDoT) on traffic mitigation projects to reduce congestion on 7 Highway.
- Monitor and stay current with evolving technologies to effectively provide services.
- Encourage approaches to sustainability and green energy when updating City facilities and buildings.
- Development of Southwest Park to address service gaps in southern Blue Springs.
- Prepare a stormwater maintenance plan to improve drainage capacity, reduce flood risk and enhance water quality.
- Develop a comprehensive plan to maintain buildings to help ensure long term functionality, safety and relevance.



### PERFORMANCE MEASURES

- Complete Preventive Pavement Maintenance Program plan for CIP 2025.
- Complete Street Capital Improvement Plan in FY 2025 – 26.
- Complete water system study in 2026.
- Select a design firm for the sewer system study in 2025.
- Complete design improvements for the sewer system in 2028.
- Complete bond election for sewer system in 2026.
- Hold quarterly meetings with MoDoT.
- Design and construct Sni-A-Bar Plan improvements by December 2030.
- Create a technology equipment replacement plan by December 2026.
- Design and issue bonds for Southwest Park by December 2026.
- Complete Southwest Park by December 2028.
- Prepare stormwater maintenance study by December 2026.
- Complete Mechanical Parking Maintenance Plan by December 2026.
- Complete Interior Finishes Replacement Plan by December 2028.
- Conduct a comprehensive Building Conditions Assessment every five years.



# Questions and Answers



# Thank you!

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