



Atascadero City Council

Staff Report - City Manager's Office

Adoption of Mission Statement for the City of Atascadero

RECOMMENDATION:

Council adopt the Draft Mission Statement for the City of Atascadero.

DISCUSSION:

The City Council worked on drafting a mission statement for the City during the Council's Strategic Planning Workshop held January 28-29, 2009. The Council began by asking themselves the following three questions:

- (1) What business are we in?
- (2) What is our vision?
- (3) What are our core values?

Based on the Council's comments, Staff created themes and used those themes to create a draft mission statement (see attachment).

After review of the draft mission statement during the Strategic Planning Workshop, the Council directed Staff to bring the statement back to a regular Council meeting for final adoption.

FISCAL IMPACT: None.

ALTERNATIVES:

The City Council may choose to revise the Draft Mission Statement.

ATTACHMENT:

Draft Mission Statement