



Board of Aldermen Request for Action

MEETING DATE: 3/24/2026

DEPARTMENT: Administration

AGENDA ITEM: Resolution 1566, awarding Bid No. 26-03, Strategic Plan Update to Berry, Dunn, McNeil & Parker, LLC.

REQUESTED BOARD ACTION

A motion to approve Resolution 1566, awarding Bid No. 26-03, to Berry, Dunn, McNeil & Parker, LLC for the Strategic Plan Update in the amount not to exceed \$68,050.

SUMMARY

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 diligently to make progress on the Strategic Plan and has accomplished many of the goals outlined in the plan. 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.

After a Request for Qualifications was advertised in January and due in February, the City received five qualified proposals. A review committee comprised of Mayor Boley, Alderman Atkins, Alderman Dana, City Administrator Cynthia Wagner, Assistant City Administrator Gina Pate and Police Sergeant Phoenix Burns reviewed the submissions and selected three firms for interview. Following the interviews, the committee selected Berry, Dunn, McNeil & Parker, LLC to begin final negotiations on the planned scope of work. That scope of work has been agreed to for the facilitation of the Strategic Plan Update.

An additional service the firm provides is a Communications Plan. BerryDunn will develop and implement a communications and messaging strategy to build awareness of the strategic planning process, its goals, and opportunities for stakeholder engagement, while keeping the Board of Aldermen, staff, and community stakeholders informed throughout. This includes developing and reviewing messaging with the City's project team and establishing a structure for collaboration on communications, drafting, and marketing. Communications support may include press releases, written and digital communications, messaging frameworks, and scripts for videos, radio, and podcasts, using the City's existing channels and proven methods of outreach. This will include a communications plan that outlines the approach for this project, the documents and outreach types, and assigns responsibilities for steps for either the City or BerryDunn. Staff recommends this additional service to ensure our communication regarding this project is successful.

The proposed scope of work will be for the following deliverables:

- Phase 1: Project Planning and Management
 - Deliverable 1. Project Work Plan and Schedule
 - Deliverable 2. Biweekly Project Status Meetings
- Phase 2: Engagements, Data Gathering, and SWOT Analysis
 - 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

The contract is in an amount not to exceed \$68,050.

It is anticipated that work would begin in April and continue for six months. There will be a kick-off meeting scheduled in the coming weeks.

PREVIOUS ACTION

Adopted Strategic Plan in 2019

POLICY ISSUE

Strategic Plan

FINANCIAL CONSIDERATIONS

FY2026 included \$50,000 in the General Fund for a strategic plan update. Approval of this agreement will require a budget amendment to the General Fund of \$18,050.

ATTACHMENTS

- | | |
|---|-----------------------------------|
| <input type="checkbox"/> Ordinance | <input type="checkbox"/> Contract |
| <input checked="" type="checkbox"/> Resolution | <input type="checkbox"/> Plans |
| <input type="checkbox"/> Staff Report | <input type="checkbox"/> Minutes |
| <input checked="" type="checkbox"/> Other: Proposal | |

RESOLUTION 1566

**A RESOLUTION AWARDING BID NO. 26-03 TO BERRY, DUNN, MCNEIL
& PARKER, LLC FOR THE STRATEGIC PLAN UPDATE IN THE
AMOUNT OF \$68,050**

WHEREAS, Proposals were opened on February 4, 2026, for RFQ #26-03 Strategic Plan; and

WHEREAS, after review of proposals, as outlined in the City Purchasing Policy, and reference checks, staff is recommending the bid received from Berry, Dunn, McNeil & Parker, LLC as the most qualified proposal to the City in the amount of \$68,050.

NOW, THEREFORE, BE IT RESOLVED BY THE BOARD OF ALDERMEN OF THE CITY OF SMITHVILLE, MISSOURI:

THAT Bid No. 26-03 is hereby awarded to Berry, Dunn, McNeil & Parker, LLC in the amount not to exceed \$68,050 for the Strategic Plan Update.

FURTHER, THAT the Mayor, City Administrator, or other appropriate officials of the City are hereby authorized to take such further actions, including but not limited to the execution of agreements, documents, or other instruments, they deem necessary and expedient to carry out the intent of this Resolution.

PASSED AND ADOPTED by the Board of Aldermen and **APPROVED** by the Mayor of the City of Smithville, Missouri, this 24th day of March, 2026.

Damien Boley, Mayor

ATTEST:

Linda Drummond, City Clerk