

The Bella Vista Mayor's Governing Blueprint

A Twenty-Year Strategic Plan for Building an Elite City Government

2027–2047

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Introduction

Leadership Begins Before Election Day

Leadership is not something that begins on Election Day.

It begins long before a person ever takes the oath of office.

It begins by listening.

By learning.

By asking difficult questions.

By studying the organization you hope to lead.

And by developing a thoughtful, realistic plan for the future.

That is the purpose of this Governing Blueprint.

Over the course of this campaign, I have spent countless hours meeting with residents, business owners, builders, real estate professionals, city employees, public safety personnel, community organizations, and local leaders. I have studied the challenges facing Bella Vista, reviewed city budgets and planning documents, examined departmental operations, and researched the laws that define the authority and responsibilities of municipal government in Arkansas.

This document is the result of that work.

It is not a campaign brochure.

It is not a collection of talking points.

It is a strategic governing blueprint designed to guide decision-making, establish priorities, and prepare Bella Vista for the next twenty years.

Why Twenty Years?

The decisions we make today will shape Bella Vista for decades.

The roads we build...

The water and sewer systems we expand...

The neighborhoods we approve...

The businesses we attract...
The technology we invest in...
The employees we hire...
The financial decisions we make...

None of these are one-year decisions. They are investments that will determine the quality of life enjoyed by our children and grandchildren. Too often, government is forced into a reactive position—responding to growth only after problems have already appeared.

Roads become congested.
Water and sewer systems approach capacity.
Emergency services struggle to keep pace.
Departments become overwhelmed.
Residents become frustrated.

My vision is different

I believe Bella Vista should anticipate growth instead of reacting to it.

Every recommendation contained in this blueprint has been developed with one question in mind: How do we build a city government that will successfully serve Bella Vista not only today, but for the next twenty years?

My Philosophy of Government

Government exists for one reason: To serve its residents.
Every policy.
Every department.
Every employee.
Every budget decision.
Every capital project.
Every ordinance.
Every dollar collected from taxpayers.

It all should ultimately answer one simple question:
Does this improve the lives of the people who call Bella Vista home?
If the answer is yes, we should pursue it.
If the answer is no, we should reconsider it.

That philosophy is the foundation of this blueprint.

The Mayor's Responsibility

Many people misunderstand the role of the Mayor

- The Mayor does not inspect buildings
- The Mayor does not pave roads
- The Mayor does not answer 911 calls
- The Mayor does not process permits
- The Mayor does not repair water mains
- The Mayor does not perform every function of city government

The Mayor's responsibility is far greater

- The Mayor provides leadership
- The Mayor establishes priorities
- The Mayor brings departments together
- The Mayor removes barriers to success
- The Mayor develops future leaders
- The Mayor negotiates on behalf of the city
- The Mayor ensures taxpayer dollars are spent responsibly
- The Mayor creates a culture of accountability
- The Mayor ensures that every department has the leadership, resources, and direction necessary to serve residents with excellence

The Mayor sets the standard and ultimately, the Mayor is accountable to the people.

A Commitment to Lawful and Responsible Government

Every recommendation contained in this blueprint has been developed with respect for the rule of law and the statutory framework established by the State of Arkansas. Municipal governments possess only those powers granted by the Arkansas Constitution, the Arkansas Code, and applicable local ordinances. Throughout this blueprint, each major initiative will identify the legal authority that permits the City to act, the level of government responsible for implementation, and the approvals required to move a proposal forward.

- Where a recommendation can be implemented through executive leadership, that authority will be identified.
- Where action by the Bella Vista City Council is required, it will be clearly stated.
- Where cooperation with Benton County, the State of Arkansas, regional utilities, or federal agencies is necessary, those partnerships will be acknowledged.

Good leadership is not measured by the number of promises made.

It is measured by understanding what government can legally accomplish, building consensus, and delivering measurable results.

How This Blueprint Is Organized

Every chapter follows the same framework to ensure consistency, transparency, and accountability.

Each departmental plan includes:

- Current Conditions
- Twenty-Year Growth Assessment
- Vision and Strategic Objectives
- Challenges and Opportunities
- Action Plan
- First 100 Days
- Five-Year Priorities
- Ten-Year Strategy
- Twenty-Year Vision
- Technology and Innovation
- Financial Considerations
- Organizational Improvements
- Performance Metrics
- Key Performance Indicators (KPIs)
- Risks and Mitigation Strategies
- Legal Authority
- Executive Authority
- Board of Directors Authority
- State and Regional Partnerships
- Implementation Timeline

This structure ensures that every recommendation moves beyond identifying problems and provides a practical roadmap for implementation.

My Commitment

This blueprint is more than a campaign document.

It is a commitment to lead with integrity.

- To plan beyond the next budget cycle.
- To prepare for the next generation.
- To build a culture of professionalism, accountability, innovation, and exceptional customer service.
- To make decisions based on facts rather than politics.
- To listen before leading.
- To collaborate before dividing.
- To solve problems instead of assigning blame.

And above all else...

To prioritize the residents of Bella Vista in every decision I make.

The opportunity before us is extraordinary.

Bella Vista is growing.

Families are investing here.

Businesses are investing here.

Our future is bright.

Now it is our responsibility to ensure that our city government grows with the same vision, professionalism, and commitment to excellence as the community it serves.

Together, we can build not only a stronger city—but an elite city government that future generations will be proud to inherit.

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