1. Strategic Plan Overview
2. FY 18-19 Targets
3. FY 18-19 Goals
4. Recommendation
5. Important Dates
6. Q&A
Priorities Workshop was held Saturday, April 14, 2018

City Council, City Manager, and executive staff convene every year to revisit plan and ensure that the priorities are consistent with the needs of the city

Second update of the plan since its adoption on May 25, 2016

Council redefined four (4) of the five (5) targets of the original plan and identified 32 goals

Staff prepared action plans to the new identified goals
TARGETS
REDEFINED TARGETS

1) Invest in Growth and Evolution of City Economy

2) Community Outreach and Public Image

3) Developing and Improving Strong City Management Team/Systems

4) Ensure the Development of Planned, Balanced, and Self-Sustaining Communities

5) Manage Budget and Build Fiscal Stability
TARGET#1: INVEST IN GROWTH AND EVOLUTION OF CITY ECONOMY

- Create a written memorandum of understanding with the Chamber of Commerce
- Initiate a Business Visitation Plan
- Initiate Property Assessment
- Focus on long-term economic development projects
  - Create Downtown Master Plan
  - Brewery
  - Western Auto Site
  - Sopp Chevrolet/Shoe City property
  - Florence/Walker property
  - Initiate white paper to study a Latin American Music Museum
TARGET #2: COMMUNITY OUTREACH AND PUBLIC IMAGE

- Develop Public Information Officer role
- Create proactive, forward-focused communication plan with the public/community
- Enhance City website presence
- Explore electronic marquees
- Create a mailed newsletter
- Update City Hall and Veterans’ Park Monuments
- Create youth engagement opportunities/programming
TARGET #3: DEVELOPING AND IMPROVING STRONG CITY MANAGEMENT
TEAM/SYSTEMS

- Define a preferred organizational culture and work to develop it
- Strengthen employee orientation and recognition
- Engage in targeted process improvement including customer service training and cross-training
- Create a mentor program
- Engage in succession planning
TARGET #4: ENSURE THE DEVELOPMENT OF PLANNED, BALANCED, AND SELF-SUSTAINING COMMUNITIES

- Implement an energy savings plan
- Conduct city property roof evaluation
- Expedite solar plan checks
- Create a city alternative fuel vehicle replacement plan
- Install EV charging stations
- Require EV charging stations in new development
TARGET #5: MANAGE BUDGET AND BUILD FISCAL STABILITY

- Improve financial reporting through greater interaction with finance director
- Create legacy fund
- Review procurement policy and spending authority
- Present fee initiative related to the business license tax code
- Retain a grant consultant
Staff recommends for City Council to receive and file the FY 2018-19 Strategic Plan final report.
UPCOMING IMPORTANT DATES

• Mid-Year Strategic Plan Update January 9, 2019
• Priorities Workshop March 2019
Thank You,
Any Questions?