

# 12-24 Month Goals and Priorities FY2022/2023

	Primary Goal	Goal Objectives	Plan of Action	Status as of 04/30/2022	Projected Expenses Completion Date
1	Staff Retention	Comprehensive Salary Study/Retention Plan	<ul style="list-style-type: none"> <li>Select Qualified Firm ✓</li> <li>Award Contract–Council Approval ✓</li> <li>Retention Plan/Staff Development</li> <li>Implementation</li> </ul>	Council approved moving forward with The Maps Group. Study should begin after July 1	Study – 11/22  Implementation 2023-2024
2	Infrastructure Improvements				
2a		Water Plant	Council Decision on Direction		March, 2022
2b		Water Tower 301 South	Funding		
2c		Major Sewer Projects	In Progress	See Public Utilities Monthly Report	2026
2d		Private Properties Inflow & Infiltration	<ul style="list-style-type: none"> <li>More Proactive Program to correct for CO issue.</li> <li>Create Matching Grant Program</li> <li>Enforcement</li> </ul>		
2e		Stormwater Projects	<ul style="list-style-type: none"> <li>Establish Clear Priorities</li> <li>Explore Funding (ARPA)</li> </ul>	The Public meeting with stakeholders was held on May 26.	Fall Application Date
2f		Black River Dredging	Keep in Forefront for Priority Federal, State and County Agencies		
2g		Street Repairs and Improvements	<ul style="list-style-type: none"> <li>Set Budget for Funding</li> <li>Select Projects based on Funding</li> </ul>	Study completed and approved. Met with District Engineer and awaiting ruling.	
2h		Park to Park Trail	<ul style="list-style-type: none"> <li>Design</li> <li>Develop Phased Approach for Funding and Implementation</li> </ul>	DMP hired for construction design. Design is complete and been submitted to DOT.	

# 12-24 Month Goals and Priorities FY2022/2023

<b>3</b>	Business/Residential	Development			
<b>3a</b>		Comprehensive Plan Land Use Map UDO	Plan Development/Public Input Council Approval Implementation	Draft Plan, Map and UDO received by staff June 3. Draft Land Use Plan and Map needs to be adopted at June meeting to comply with NCGS. Finals of all should be ready by July meeting.	Summer 2022
<b>3b</b>		Incentives/Matching Grant Program	Research other Communities and Programs	Staff is gathering various information from other communities as well as NC Mainstreet to research the best overall and feasible options	
<b>3c</b>		Utilities Allocations	<ul style="list-style-type: none"> <li>• Research Options ✓</li> <li>• Develop Criteria and Timelines</li> <li>• Develop Agreements for Developers</li> </ul>	The draft was discussed at the Special meeting on April 28. The SOC has been advertised – Once finalized, Council will consider allocations.	
<b>4</b>	Marketing/Branding				
<b>4a</b>		Wayfinding Program	<ul style="list-style-type: none"> <li>• RFQ ✓</li> <li>• Award Contract ✓</li> <li>• Develop Phased Approach</li> <li>• Fund and Implement</li> </ul>	Steering and stakeholder committees beginning to be assembled. Invites for community participation will be sent soon	
<b>4b</b>		City Branding Phased Approach - Budgeting	<ul style="list-style-type: none"> <li>• Letterheads ✓</li> <li>• Shirts/Promotional Materials</li> <li>• Vehicles</li> <li>• Water Towers/Facilities</li> </ul>	All vehicle decals have been ordered. Staff has started ordering new shirts/envelopes, etc. as needed with new logo.	

# 12-24 Month Goals and Priorities FY2022/2023

4c		Better Marketing Materials and Promotion	<ul style="list-style-type: none"> <li>Digital Brochure</li> <li>Social Media Promotions</li> </ul>		
5	Community Outreach				
5a		Education	Job Shadowing/Apprenticeships	Leaders of Tomorrow was hosted on May 17 for Triton AP Government Class with 25 students participating.	
5b		Chamber of Commerce	Continue to Develop relationship and work with the Chamber in community betterment/projects	Dunn Vision Group Meeting held April 22 – Update will be posted and shared soon.	
6	City Technology	Fund and Update Needed Technologies	Determine Software/IT Needs	Reviewing remote city sites faster internet options	
7	Facilities				
7a		Public Services Complex	<ul style="list-style-type: none"> <li>Architect Design</li> <li>Funding</li> <li>Construction</li> </ul>	Contract has been approved by Council with IBI and the architect should complete staff programming interviews, site surveys, utilities locations etc. by 05/05/22	
7b		Government Complex – City Hall	<ul style="list-style-type: none"> <li>Assessment Plan</li> <li>Architectural Design</li> </ul>	Parcels of Land Purchased	Begin Process by 06/30/2023
7c		Park Development	<ul style="list-style-type: none"> <li>Comprehensive Plan/Public Input</li> <li>Planning and Design</li> <li>Funding</li> </ul>	Public Input Meeting was held on April 7 and Parks & Rec Needs Survey was completed April 14	
7d		Library Expansion Needs	Conduct Space Needs Assessment		



# 12-24 Month Goals and Priorities FY2022/2023

8	Future Development Projects	Railroad Study	<ul style="list-style-type: none"><li>• Research and Stay Informed</li><li>• Study for Planning/Development</li></ul>		
---	-----------------------------	----------------	---	--	--