

12-24 Month Goals and Priorities FY2022/2023

	Primary Goal	Goal Objectives	Plan of Action	Status as of 08/31/2022	Projected Expenses Completion Date
1	Staff Retention	Comprehensive Salary Study/Retention Plan	<ul style="list-style-type: none"> Select Qualified Firm ✓ Award Contract–Council Approval ✓ Retention Plan/Staff Development Implementation 	In the process of collecting job descriptions from staff – interviews will begin in September	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"> More Proactive Program to correct for CO issue. Create Matching Grant Program Enforcement 		
2e		Stormwater Projects	<ul style="list-style-type: none"> Establish Clear Priorities Explore Funding (ARPA) 	Estimates for projects and grant applications will be on the September Council Meeting Agenda	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"> Set Budget for Funding Select Projects based on Funding 	Council has agreed to entering agreement with SEPI to proceed with a \$2 million project.	
2h		Park to Park Trail	<ul style="list-style-type: none"> Design Develop Phased Approach for Funding and Implementation 	DMP hired for construction design. Design is complete and been submitted to DOT.	

12-24 Month Goals and Priorities FY2022/2023

	Primary Goal	Goal Objectives	Plan of Action	Status as of 08/31/2022	Projected Expenses Completion Date
3	Business/Residential	Development			
3a		Comprehensive Plan Land Use Map UDO	Plan Development/Public Input Council Approval Implementation	The Draft Land Use Plan and Map was adopted at the June meeting to comply with requirements of NC General Statutes. Finals of all three should be presented soon.	
3b		Incentives/Matching Grant Program	Research other Communities and Programs	Façade grant program draft given to City Manager for his review and additional revisions have been made.	
3c		Utilities Allocations	<ul style="list-style-type: none"> Research Options✓ Develop Criteria and Timelines✓ Develop Agreements for developers✓ 	The Allocations Policy and has been adopted and implemented	
4	Marketing/Branding				
4a		Wayfinding Program	<ul style="list-style-type: none"> RFQ ✓ Award Contract✓ Develop Phased Approach Fund and Implement 	The consultant has 3 new wayfinding design options for stakeholders to review at an upcoming meeting	
4b		City Branding Phased Approach - Budgeting	<ul style="list-style-type: none"> Letterheads ✓ Shirts/Promotional Materials Vehicles Water Towers/Facilities 	All vehicle decals have been ordered. Staff has started ordering new shirts/envelopes, etc. as needed with new logo.	
4c		Better Marketing Materials and Promotion	<ul style="list-style-type: none"> Digital Brochure Social Media Promotions 		

12-24 Month Goals and Priorities FY2022/2023

	Primary Goal	Goal Objectives	Plan of Action	Status as of 08/31/2022	Projected Expenses Completion Date
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 on Aug 26	
6	City Technology	Fund and Update Needed Technologies	Determine Software/IT Needs	Council chambers and Community building's Audio/Visual Equipment has been ordered and will be installed soon	
7	Facilities				
7a		Public Services Complex	<ul style="list-style-type: none"> • Architect Design • Funding • Construction 	Currently revising initial design to bring down overall cost of project	
7b		Government Complex – City Hall	<ul style="list-style-type: none"> • Assessment Plan • Architectural Design 	Parcels of Land Purchased	Begin Process by 06/30/2023
7c		Park Development	<ul style="list-style-type: none"> • Comprehensive Plan/Public Input • Planning and Design • Funding 	The Draft Land Use Plan has been adopted. Final Plan will be presented to Council soon.	
7d		Library Expansion Needs	Conduct Space Needs Assessment		
8	Future Development Projects	Railroad Study	<ul style="list-style-type: none"> • Research and Stay Informed • Study for Planning/Development 		