

## M E M O R A N D U M

To: Town Commission

From: Tom Harmer, Town Manager

Report Date: November 6, 2019

Meeting Date: November 12, 2019

Subject: Update on Town Commission Strategic Planning Process and Top Priorities

### **Recommended Action**

None, informational only.

### **Background**

During the Town Commission's April 26, 2019, "Strategic Planning Retreat", the Town Manager discussed the development of a Strategic Planning Process to be used each year to review the Town's Vision, Mission, Goals, and Priorities. At the Retreat the Commission reaffirmed the existing Vision and Mission Statement and reviewed 38 of the Town's active initiatives. The Town Commission then reached consensus on their top 7 priorities of those 38 for the next fiscal year.

This item is placed on the Town Commission's November 12, 2019 Regular Workshop Meeting for an update on the strategic planning process as well as a status report on the top 7 priorities.

The Strategic Planning Process is in draft form and still needs further internal staff work. We will review with the Commission the overall process and status of our planning efforts. The process builds in regular updates to the Commission on the priorities. Next steps on developing the plan include finalizing an employee values statement and then incorporating performance measures to each goal.

Initiatives are generally shorter term action items that may occur over a 1-3 year period. Based on the original 38 initiatives discussed with the Commission we have identified 5 broad goals. A copy of the draft goals and related initiatives are attached.

At your November 4, 2019 Regular Meeting, the 2020 Town Commission calendar was adopted including a Town Commission Strategic Planning Retreat on April 24, 2020. The Retreat will occur after the Citizen Survey results, and the Goals & Objectives Special Workshop Meeting. These two should provide public opinions regarding the current and future Town initiatives. During the April 24, 2020 Strategic Planning Retreat we would again reaffirm the Vision and Mission Statements and review and re-prioritize the list of initiatives. I would include an agenda item to discuss some of the longer-term strategies as well. This input and direction from the Commission will help the staff ensure our budget work plan is aligned and considered as we prepare for the May 18, 2020 Budget Workshop Meeting.

A current update to each of the priority initiatives has been provided by the project manager and is attached. Staff will be at the November 12, 2019 Regular Meeting to update and answer questions from the Commission on each of the following 7 priorities.

The Town Commission's established Top 7 Priorities are:

- Initiate and manage construction of Undergrounding Project
- Permit and construct initial Outdoor Venue- Town Center
- Advocate for BITS Implementation
- Update Beach Management Plan
- Permit and construction of groins project- North End
- Update Beaches Financial Model and develop funding strategies
- Sea Level Rise- fund and initiate Phase 2

**Recommended Action**

None, informational only.

**Attachments**

- A. Draft Strategic Planning (Available in Town Clerk's office)
- B. Draft Goals and Initiatives (Available in Town Clerk's office)
- C. November 2019 Top 7 Priorities Update (Available in Town Clerk's office)

**End of Agenda Item**