

Council Goals - Draft Ideas

Address Ongoing Needs Due to COVID-19

- Ongoing risk assessment/planning/Financial Budget
- Options for supporting businesses
- Resident check-in
- Establishing protocols for meetings and events
- Phased restoration of projects and services

Transparency/Communication

- Community engagement plan
- Access to resources/documents (e.g. comprehensive website, linked resources)
- Access to information (e.g. OpenGov training/utilization, water usage/rates)
- Structured Feedback/Reports/ Tie to Bullet 2

Economic Development

- Marketing plan
- Retail engagement – Better engagement with the leaseholders and the Owners
- SFC

Environmental Maintenance and Communication Plan

- Resident education
- Green space maintenance and preservation
- Trails

Infrastructure

- CIP
- Cost of service study
- Lift station and pond
- “Social” infrastructure planning (Community Center (City Hall))/Upper Cougar Creek

Master Plan

- Education
- Accessibility/ease of use improvements
- Community input

Staff Goals

- Lift station and pond in working order. Capital expenditure plan going forward. Maintain and preserve timelines for remedies.
- CIP
- Complete cost of service study.
- One cohesive website versus city website and OpenGov.
- Update LDC.
- Completion of HR -- Organizational job chart and job descriptions.

Committees

Budget & Finance

- Investments
- Financial policies
- Budget

Community and Economic Development

- Review committee role
- Community events
- Retail support

Planning and Environmental

- Upper Cougar Creek
- Trails master plan
- Green space education
- LDC

Public Safety

- Community policing
- Cyber/IT security

Public Works

- CIP

Art Commission

- Replanning arts fest

Board of Adjustment

- First step for variance requests
- LDC

Overview for Council Liaison Reports to Council

Role of Council Liaisons

- Serves as the primary two-way communications channel between Council and standing committees, and the Arts Commission.
- Advises the City Council of any activities conducted by the committee or commission through regular verbal reports at Council meetings or work sessions.
- Helps resolve questions the committee or commission may have about the role of Council, municipal government.
- Advises the committee or commission on most recent Council action or activities related to the committee or commission.
- Establishes formal or informal contact with the chairperson of the committee or commission and effectively communicates the role of the liaison.
- Provides procedural direction and relays Council's position to the committee or commission.
- Assists the committee or commission in staying on track and focused on council outcomes/goals assigned to them.
- Attend all meetings of the assigned committee or commission.

Sunset Valley Committee & Arts Commission Goals & Objectives 2021

Goals are general guidelines that explain what you want to achieve in your community. Objectives define strategies or implementation steps to attain the identified goals. Unlike goals, objectives are specific, measurable, and have a defined completion date.

Budget and Finance

GOAL: 1. Assist staff and elected officials in facilitating a budget process that is open, transparent, and accessible to the public.

Objective: The development, implementation, and oversight of the budget should be conducted with transparency and community participation, with efficient, equitable, and effective use of all resources.

GOAL: 2. Ensure Financial Policies are adaptable to account for unexpected impacts .

Objective: Review financial policies to ensure adaptability to unexpected changes to revenues and expenditures to meet the City's needs, on both a short-term and long-term basis.

GOAL: 3 Optimize return on investments

Objective: Review policies and make recommendations to ensure that SV funds are invested to maximize benefit to the City, consistent with public finance standards and best practices

Sunset Valley Arts Commission

Goal 1: Promote cultural tourism in the City

Objectives:

1. Produce ArtFest 2022

a. Create an RFQ or RFP, with staff assistance, for production management of the event, and sponsorship plan for Council consideration by March 1, 2021.

2. Review and act on Ampersand recommendations related to enhancement of the arts in the city as directed by Council.

Goal 2: Enhance and integrate arts in the community

Objectives:

1. Identify and act on opportunities to engage the community (safely during COVID 19) in the arts, building on current program areas: World Art & Culture; Workshops/Lectures; Concert Series, social media or other program areas that can be participated in virtually or in a safe social distanced way.

2. Collaborate with standing committees engaged in community engagement projects involving the arts to make recommendations and research costs and potential grants or financing.

Public Works

Goal 1: Provide Assistance to the Public Works Department

Objectives:

1. Assist the new Public Works Director by serving as a resource to learn about all of the city infrastructure including what types of maintenance the various pavements, water supply, waste water systems and storm water drainage facilities will need and what these costs might be.
2. Evaluate and provide recommendations regarding the structure, functions, and programs of the Public Works Department.
3. Assist in ensuring the Public Works Department safely and legally executes functions and programs. This includes state and federal permit compliance.

Goal 2: Capital Improvement Plan

Objectives:

1. Development an infrastructure management plan which will eventually provide an inventory of all assets, staging of maintenance activities and projected costs.
2. Include a timely and proper backup for Budgeting in general and in specific projects.
3. Determine which Public Works programs should be reinstated and how much they will cost.
4. Explore the cost-of-service study for water and wastewater.

Public Safety

Goal 1: 360 Degree Public Safety

Objectives:

1. Identify any Public Safety aspects within City Council priorities or agenda items
2. Provide healthy debate on any items the Police Department wishes to take to City Council
3. Investigate introducing cybersecurity into public safety sphere

Goal 2: Expanded Neighborhood Watch

Objectives:

1. Resident education on the 311 Portal
2. Continue developing Neighborhood Watch and assign committee liaisons to neighborhoods and shopping areas
3. Catalog and audit existing safety equipment and identify areas for improvement
4. Coordinate repair or installation of safety equipment with staff
5. Set a reasonable timeline to revisit

Goal 3: Follow through on shoplifting mitigation

Objectives:

1. Support Police Department in reviewing vendor parking lot camera solutions
2. Identify more approaches to combat shoplifting in the commercial district

Planning and Environmental Committee

Goal 1: Land Development Code and Master Plan Revisions

Objectives:

1. Engage residents through education and town hall meetings regarding input to changes to the Land Development Code.
 - a. Impervious Cover/Water Quality Educational Workshop
 - b. Green Infrastructure
2. Review Comprehensive Master Plan and Future Land Use Map
 - a. Resident engagement

- b. Opportunities for City-owned properties
- 3. Review and provide for changes to chapters of the Land Development Code including Chapter 2 and 4.
- 4. Provide input on Upper Cougar Creek plan to balance environmental protection and destination shopping experiences.

Goal 2: Trails and Greenspace Management

Objectives:

- 1. Review the Trails Master Plan to determine changes needed to address resident and visitor access and amenities.
- 2. Develop an Environmental Education Program.
- 3. Review and provide recommendations to the Park and Open Space Management Plan.
- 4. Collaborate with Community and Economic Development Committee to plan for recreational opportunities for residents including but not limited to: soccer field, pool, challenging bike tract, benches along trails and in shopping centers, sunshades, frisbee course, yoga/tai chi other class areas, pickleball, boules, outdoor gyms, volleyball, cricket, etc.

Community and Economic Development

Goal 1: Support the growth and retention of SV businesses.

Objectives:

- 1. Facilitate two round table discussions with business owners to identify opportunities for SV to assist business owners.
 - a. Evaluate opportunities and present recommendations to Council.
 - b. Identify possible strategies/programs for business support during COVID.
- 2. Review and act on Marketing Firm's recommendations as directed by Council.
- 3. Become Liaison with Marketing Firm upon completion of Ad Hoc Marketing Committee.
- 4. Provide input on Upper Cougar Creek plan to promote city tourism.

Goal 2: Community Engagement

Objectives:

- 1. Evaluate and make recommendations for the repurpose of City Hall building to the SV Civic Visitor Center. Coordinate with other committees/residents for input/recommendations.
- 2. Study, evaluate and gather resident input to make recommendations for hardscape options for residents of all ages that promote resident engagement, i.e. soccer field, pool, challenging bike tract, benches along trails and in shopping centers, sunshades, frisbee course, yoga/tai chi other class areas, pickleball, boules, outdoor gyms, volleyball, cricket, etc.
- 3. Coordinate with P/E Committee, Budget & Finance and other committees on possible placement, costs, financing, etc.
- 4. Coordinate a Summer or Fall resident event once COVID protocols allow events to be held.