



Cramerton, NC Board of Commissioners 2020 Goals & Objectives

Note: The update and discussion for Cramerton's 2020 Goals & Objectives will be inherently different compared prior years due to the COVID-19 pandemic experienced during nearly all of 2020. There was much staff and elected official time dedicated to recalibrate normal operations from work schedules to moving board meetings to a digital platform (Zoom). That said, below are significant accomplishments that were years in the making, yet still achieved during the difficult pandemic circumstances. Even during the two months before the pandemic, Cramerton was experiencing and recovering from flooding events of historical proportions. Overall, the Cramerton BOC should be very proud of staff, the overall organization and itself for the resiliency, creativity, and deliverables attained during 2020!

Guiding Principles: Applies to all Goals and Objectives

1. Maintain the efficient delivery of services at the highest level.
2. Ensure Financial Stability and Resiliency.
 - a. Since the February 2020 flooding event, Cramerton has received over \$112,000 in disaster recovery funding from FEMA.
3. Actively Collaborate with Regional Municipalities in order to share goals, resources and appropriate information.
 - a. As part of the CARES Act (COVID Funding) from the Federal Government, NC Counties were tasked with directing funding resources to municipalities. Cramerton worked successfully with Gaston County staff and received \$75,000 in CARES Act funds.

Actionable Goals and Objectives

1. **Maintain 40% general fund balance restriction.**
 - a. As of October 2020, Cramerton is 19.25% (\$639,236) over the 40% fund balance restriction.
2. **Pursuit of Regional Goals**
 - ◇ Cultivate connectivity within Cramerton and within the Region.
 - a. Catawba Crossings – With the approval of the MT Land Development, Cramerton became the first government organization to secure right-of-way for the Catawba Crossings.



3. Manage future growth and development

- a. MT Land – The BOC approved the largest single development in Gaston County history that is projected to include 1070 single family units; 100,000 sq. ft. of office; 80,000 sq. ft. of commercial; and 1 million sq. ft. of business park/ light industrial. This project took over two years of work and negotiations and the development Cramerton approved is of high quality standards and opportunities that includes reserving right-of-way for the Catawba Crossings and a dedicated 25ft easement to accommodate the Carolina Thread Trail. The developer will construction a 10ft asphalt greenway trail as each phase is developed.
- b. New Style Development on S. New Hope Road – The Cramerton BOC continued to recognize the need to maintain a mixed use development philosophy in the strategic S. New Hope Road corridor. Upon BOC request, New Style Development revised their development proposal to include two business/ institutional buildings along with the 30+ single family residential units. Striking this balance between “development friendly” and “protecting Town needs” is a difficult task that was navigated successfully by the BOC and staff!

◇ Analyze and address the needs of each department when residential increases occur.

- a. Coming out of the 2020 COVID pandemic and with the approval of MT Land and other developments, this will be a significant topic for 2021.

◇ Recruit and retain the most effective personnel for Cramerton.

- a. Cramerton Police - The Cramerton Police Department was at full staffing capacity at the end of calendar year 2020. This is remarkable given the continued unpredictability and sometimes volatility facing the law enforcement profession. It should be noted that in achieving full staffing, CPD has not sacrificed its historically high standards in identifying the best possible officers to fill open positions.

4. Promote a connected and inclusive community

◇ Communicate by maximizing the use of the Town website, social media platforms and wayfinding signs.

- a. Website - Cramerton’s new website went live in 2020 and proved to be a significant tool given the expanded digital needs due to COVID.
- b. Digital (Zoom) Meetings & Social Media - As the organization had to pivot to digital communication and meeting platforms during the pandemic, the new website and Facebook were used effectively to create informative and transparent content (i.e. providing accessibility to Zoom meetings).



- c. Wayfinding Signs – The Cramerton Wayfinding Signs were completed in 2020 and received positive feedback from private businesses, neighboring municipalities, and citizens.

◇ Continue organized, deliberate, and sustained citizen engagement.

- a. Helix/ R Public Art Survey – The Cramerton BOC decided on a final location for the Helix/ R Sculpture at the end of the Riverside Park Greenway by the basketball courts and Cramer Mountain Road. To receive public feedback regarding the location, a public survey was release and had 60 participants, 90% of which agreed with the location.
- b. Meetings and Public Hearings during COVID – The Cramerton BOC challenged itself and staff to maintain a high level of citizen engagement and access during important development public hearings that included MT Land. Building a new meeting space from scratch at the Community Center, Cramerton developed a hybrid meeting model using Zoom and a physical, COVID compliant meeting space. This allowed the public to give feedback both in-person and digitally.

Manager perspective for consideration:

- a. Staff Project Capacity in 2021 - Due to several very large projects (the downtown parking lot, \$2.5 million road project, and then MT land likely starting to increase their activity for eventual construction), this calendar year of 2021 already has staff scheduled to be at a high percentage of project work capacity in addition to already running and growing departments while still dealing with COVID-19.
- b. Re-examining Existing Business Space – An outcome of the Land Use Plan interview process, and a positive working with the firm LandDesign, is specifically examining existing business areas that includes the Cramerton Downtown and the Market Street Corridor that is located within the Federal Opportunity Zone Program. Mayor Cauthen, Mayor Pro Tem Koutsoupas, and Commissioner Atkinson were part of the interview process and can also speak to these business area/ market analysis planning benefits.

