



Cramerton, NC Board of Commissioners 2016 Goals & Objectives

Theme 1: Outreach

Goals

1. Boards and Committee Relationships - "Empower", "set expectations", and "relationships" of boards and committees for advisory roles, decisions, etc. Need to give the boards "real work", "real issues", "real impact" and then the BOC is relying on the recommendations of the tasks and projects.
Action: Give deliverable with dates and clear guidance on goals.
Attorney Advice: Need to be clear and what the committee body authority is. What decisions can the committee make without the board? What money is in the budget for this committee to spend that the BOC has allocated?
2. Veteran's Memorial - high priority capital project for the next 12 months. Many different elements need to be figured out (i.e. cost, size, and location).
Action: The BOC should figure out these initial elements and then pass on to committee/ 501c3.
3. Community Committee – Establish, recruit members and give real, tangible projects and directions
4. Boroughs/ Districts – Create and appoint a member of the BOC to each District to strengthen connection to areas/ neighborhoods.
5. Branding & Marketing - Finish, and approve branding and marketing plan.
Action: Implementing Marketing and Branding Develop and implement secondary items Wayfinding. Also create neighborhood identity and pride (use neighborhood gateways and identifying neighborhoods).
6. Engage the Youth – via either the school system in civics classes OR a Youth Municipal Citizens Academy.

Theme 2: Capital Asset Maintenance and Planning

Goals

1. Capital Improvement Plan (CIP) - Development, adoption, and continuous update of an extensive CIP. Want to understand the maintenance costs per year on different assets (Town Hall, Goat Island/ other parks). This will help to evaluate our "rate/revenue neutral" status. Lists assets, life expectancy, cost to upkeep and even replace.
Action: Create a plan to rank projects, especially road maintenance projects (i.e. Market Street crossing and lighting, Lakewood Connector, major resurfacing).
2. Examine/ update minimum housing / code enforcement policy
Action: (1) Have consequences for neglectful and/or absent property owners.
(2) Committee or group do clean up to help these residents/ property owners

Difficulties/ Limitations: Sometimes people aren't able to clean up (disabled, less money). Also, minimum housing (per state law) also takes time via findings of fact, etc.

3. Central Park – improve to become a desirable community park
Action: Use as much volunteer & “in – house” options as possible before spending significant money or matching grants such as PARTF
4. Commercial Property Maximization & “Smart Growth” - Responsibility manage fiscal growth (i.e. properties on Wilkinson Blvd. and Village at Cramerton Mills)
Action: Update Economic Development document. Possibly have a “small, medium, large availability inventory”.
Partners: Work with Darren Rhodes and the NC Dept. of Commerce.
Limitations: We are limited due to the amount of land available (4.5 square miles), might be difficult to get a “big fish” industry, so what can we do to partner and bolster other aspects. We probably won't land a 1,000 jobs (might have good space with VCM), but what can we identify to “go after”.
5. Town Center Parking Plan - What can we do with parking in the Town Center as a long term issue? Plan for parking and more business growth in the Town Center.
Action: Do a specific Town Center parking study and plan (5 years, 10 years, 20 years?).
6. Succession Planning for Sr. Department Heads (employees are assets)
Action: Have plan in place for Police Chief and Attorney who are both retiring in 2017 (Spring & Fall, respectively)
Action: Continue to recruit and develop highest level of professional staff
7. Ensure Finance Resiliency and Stability
Action: Positive audit results and ensure auditor is consistent and on time

Theme 3: Intergovernmental Collaboration

Goals

1. What are other Towns in Eastern Gastonia Doing? - What are the goals and objectives for the government entities in the Eastern part of Gaston County (i.e. services, contracts).
Action: Do we need to have a joint goals and objectives session with other towns to explore these ideas?
2. Stuart W. Cramer High School Auditorium - Largest seating single venue in Gaston County. Not used for 10 weeks out of the year (during summer). How can we utilize this?
Action: Reach out to the County to create a “larger” event(s)? Other than Centennial event, Cramerton has relatively smaller scale events and entertainment – who do we work with and collaborate?
Partners/ Outreach: Gaston County & Gaston Co. School Board
Limitations: Alcohol is not allowed in the venue b/c school property.
3. Regional Economic Development Partnership (i.e. Eastern Gaston Co.) – What could be done for business recruitment (Montcross deals more with existing businesses).
Partners/ Outreach: Belmont, Mount Holly, other government members involved in Montcross