



*Settled 1752*  
**JAMESTOWN**  
NORTH CAROLINA

Special Meeting of the Town Council

May 25, 2022

2:00 pm in the Civic Center

Agenda

1. Call to Order- Mayor Montgomery
  - A. Pledge of Allegiance
  - B. Moment of Silence
  
2. Discussion about the Update to the Town of Jamestown's Strategic Plan-  
Matthew Johnson, Town Manager
  
3. Adjournment

# Town of Jamestown Strategic Plan Outcomes and Goals

Adopted: June 15, 2021  
Last Update: May 2022





## Introduction to the Town's Strategic Plan

**The Town of Jamestown Strategic Plan** is designed to be a multiyear representation of the Town's mission. It aims to serve as a roadmap for staff and Town Council over the next three to five years.

This plan—an outgrowth of Council and staff input from earlier this year as well as several pre-existing documents—further defines the Town's strategic priorities.

The structure better links Council and staff plans and employs a format that should be more useable for elected officials, staff, partners and citizens.

The plan includes these components:

- Outcome statements that are the foundation of the Town's mission statement;
- Short and long-range goals that further define and support the outcomes;
- Multiyear (three- to five-year) goals that will be executed to achieve the outcomes; and
- Annual tasks captured in a separate working document and a reporting structure that will be updated regularly to track progress.

## Outcomes and Goals Snapshot

The outcomes and goals snapshot represents a graphical method for displaying specific desired outcomes and the goals necessary to bring these to fruition.

Goals are grouped under the five focus areas listed above. Each individual outcome represents an initiative that has been reviewed by staff and the Council together during the annual retreat process to ensure that citizen needs are being met in an effective and efficient manner.

This document will be reviewed semi-annually and the Town Manager will communicate progress on each of the goals with the Council as needed.

The Town Council will review this document annually to ensure that goals are still relevant. The document will be updated and adopted as a part of the annual budget process in June.



## Mission

Creating an exceptional quality of life for all citizens by providing superior services.

## Vision

Jamestown will be a thriving community with strong roots in our history. One dedicated to a high quality of life for residents of all ages, including: recreation, education, and supporting businesses. A community of clean, beautiful, and safe surroundings and welcoming neighborhoods where everyone can feel at home.

## Values

### Primary:

Compassion/Fairness - We show compassion to everyone, our citizens, our staff, and our visitors. When we make decisions as a Town we are thoughtful and understanding of how those decisions will affect our citizens. We ensure that everyone gets equal consideration.

Accountability - We hold ourselves accountable and remember that we are always accountable to the citizens of Jamestown. We take ownership of the actions and decisions made by the Town and the results of those decisions.

Servant Leadership - We believe that we are leaders who have been placed here to serve our citizens and engage them while also putting their needs first.

Ability to Work Together - We will find a way to work together. Diverse backgrounds and experiences will not preclude us from finding a way to hear all voices and incorporating them into our work.

### Secondary:

Listening - We actively listen to the needs and desires of our Town and reflect on what we've heard before.

Open-Mindedness - We keep our minds open so that we are able to respond effectively to the changing needs of Jamestown.

Making a Positive Impact - We strive to set goals that will have a positive impact on the lives of the people of Jamestown and allow for our values to guide us in meeting or exceeding those goals.

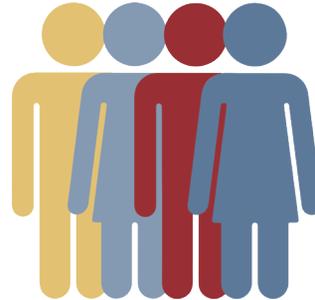
Respect - We will always remain respectful in our interactions with one another, Town staff, and especially the citizens of Jamestown.



# The Town's Strategic Plan is organized around five focus areas, which make up its mission:

## Staff Excellence

Recruit and retain a team of excellent employees.



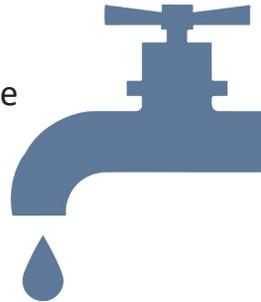
## Outreach and Involvement

Provide outlets for citizen outreach and engagement.



## Infrastructure and Facilities

Ensure logical investment in infrastructure and facilities to meet future needs.



## Planning and Development

Grow and maintain a robust diversified economy.



## Public Safety

Procure partnerships to ensure effective services that match community needs.





## OUTCOMES & GOALS SNAPSHOT FY 21-22

Adopted by Town Council on June 15, 2021

Last Update: May 2022

Ongoing
Complete or Nearing Completion
Significant Progress
Moderate progress
Pending, Deferred
Limited progress, currently unscheduled

PRIORITY GOALS (★)

**Focus Areas:**

Staff Excellence (1 &2)	Outreach and Involvement (3&4)	Infrastructure and Facilities (5)	Public Safety (6)	Planning and Development (7)
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OUTCOMES AND GOALS	STATUS	
<i>Focus Area: Staff Excellence</i>		
<b>1. To attract, develop, and retain town staff in order to support services and meet community needs.</b>	<b>Jan. 2022</b>	<b>May 2022</b>
★ Goal # 1: Provide employee training opportunities		ongoing
★ Goal # 2: Evaluate benefits and insurance for the Town employees		ongoing
★ Goal # 3: Prepare operations continuity plan for key positions		
Goal # 4: Implement strategies to recruit employees from diverse populations		
Goal # 5: Perform pay classification study to remain competitive in the marketplace		
<b>2. To improve the administration of Town government.</b>	<b>Jan. 2022</b>	<b>May 2022</b>
Goal # 1: Procure software for asset management (vehicle/technology maintenance/replacement)		
Goal # 4: Schedule a candidate information session		
Goal # 5: Promote excellence in customer service		
Goal # 6: Achieve minimum staffing levels for all departments		
Goal # 7: Maintain and update Town's Code of Ordinances		ongoing
Goal # 8: Maintain and Update Strategic Plan Outcomes and Goals		ongoing
Goal # 9: Update Facility Use Policy for Jamestown Golf Clubhouse		
Goal # 10: Provide for the repair, improvement, and replacement of vehicle and facility needs		ongoing

OUTCOMES AND GOALS		STATUS	
<i>Focus Area: Outreach and Involvement</i>			
<b>3. Develop and implement strategies to promote Jamestown</b>		<b>Jan. 2022</b>	<b>May 2022</b>
	Goal # 1: Further develop Music in the Park and other Town-sponsored events		
	Goal # 2: Develop branding and marketing strategies for Jamestown		
	Goal # 3: Seek marketing opportunities to promote Jamestown		
<b>4. Conduct community engagement through multiple strategies to increase resident involvement in Town matters</b>		<b>Jan. 2022</b>	<b>May 2022</b>
	Goal # 1: Develop AARP Livable Communities Initiative	ongoing	ongoing
	Goal # 2: Fully utilize Town social media accounts		
	Goal # 3: Establish a process for advertising openings & selecting residents for Town boards and committees		
	Goal # 4: Establish a joint planning retreat for the Planning Board, Council, and Town staff	ongoing	ongoing
<i>Focus Area: Infrastructure and Facilities</i>			
<b>5. Make plans to improve current infrastructure, facilities, and services</b>		<b>Jan. 2022</b>	<b>May 2022</b>
	Goal # 1: Update street pavement condition study		
★	Goal # 2: Prepare strategic growth plan for Jamestown and surrounding ETJ areas		
	Goal # 3: To prepare a plan to implement government mandated stormwater regulations		
	Goal # 4: Evaluate effectiveness of current solid waste collection & recycling services		
	Goal # 6: Prepare plans for effective utilization of space at Town Hall & Civic Center		
★	Goal # 7: Complete plans for the construction of a new Recreation Maintenance Facility		
	Goal # 8: Prepare Golf Course Strategic Plan		
	Goal # 9: Coordinate joint staff meeting with City of GSO, City of HP and PTRWA to discuss water/sewer cost & capacities		
	Goal # 10: Repair/replace golf course irrigation system		
	Goal # 11: Prepare plans for updating/installing restroom and shelters for golf and recreation facilities		
	Goal # 12: Maintain integrity of water/sewer/stormwater infrastructure		ongoing
	Goal # 13: Maintain effective communications with NCDOT and HPMPO		
	Goal # 14: Seek funding through the American Rescue Plan		
	Goal # 15: Update Solid Waste Collection Policy		
	Goal # 16: Work with PSFD to create a plan for Fire Station Improvements		
	Goal # 17: Increase internet capabilities at all Town Facilities		
	Goal # 18: Seek additional revenue sources for street resurfacing		

OUTCOMES AND GOALS		STATUS	
<i>Focus Area: Public Safety</i>			
<b>6. Continue to develop plans to improve public safety in the Town of Jamestown</b>		<b>Jan. 2022</b>	<b>May 2022</b>
	Goal # 1: Coordinate joint staff meeting to discuss plan of service with PSFD (w/ annual review in January)		
	Goal # 2: Coordinate joint staff meeting to discuss plan of service with GCSD (w/ annual review in January)		
	Goal # 3: Install security measures at Town facilities (parks, maintenance facilities, and Town Hall)		
<i>Focus Area: Planning and Development</i>			
<b>7. Implement a broad program of community planning, development, and land management through zoning</b>		<b>Jan. 2022</b>	<b>May 2022</b>
	Goal # 1: Seek opportunities for grant funding for pedestrian and parks/recreation facilities		ongoing
	Goal # 3: Review and update Comprehensive Pedestrian Transportation Plan		
	Goal # 5: Establish/define ordinances for application of commercial maintenance code in Jamestown		
	Goal # 6: Utilize the Bicycle and Pedestrian Plan to improve and build sidewalk and cycling connectivity		
	Goal # 7: Utilize ADA Plan to increase compliance in public facilities		
	Goal # 8: Utilize Comprehensive Parks & Recreation Plan/Golf Strategic Plan to guide park infrastructure improvements		ongoing
<b>COMPLETED PROJECTS</b>			
<b>Priority Goal</b>	<b>Outcome and Goal</b>	<b>Completed</b>	
★	Outcome #1 Goal # 3: Prepare operations continuity plan for key positions	May 2022	
★	Outcome #5 Goal # 7: Complete plans for the construction of a new Recreation Maintenance Facility	May 2022	
	Outcome #7 Goal # 5: Establish/define ordinances for application of commercial maintenance code in Jamestown	May 2022	
	Outcome #2 Goal # 2: Review and upgrade current Town mission, vision, and core values	January 2022	
	Outcome #2 Goal # 3: Prepare a strategic plan for outcomes and goals	January 2022	
	Outcome #2 Goal # 4: Schedule a candidate information session	January 2022	
	Outcome #5 Goal # 5: Complete and adopt Parks & Recreation Master Plan in order to seek grant funding opportunities	January 2022	
	Outcome #7 Goal # 2: Complete update of the Town of Jamestown's Comprehensive Plan	January 2022	
	Outcome #7 Goal # 4: Enhance Code Enforcement capabilities throughout Jamestown to help protect property values	January 2022	