
TOWN OF RUTHERFORDTON

**2021
ACTION
PLAN**

rutherfordton.net / (828) 287 - 3520

A MINTED ORIGINAL

Established 1787

The Town Council of the Town of Rutherfordton pledges to create an environment in which the Town will flourish around the concept of its mission statement and core values. The Town Council acknowledges its role in Vision and Action Planning for the future of the Town and pledges that this document will be a living, changing, and evolving document to help guide the Town's path to the future.

Mayor

Jimmy Dancy

Councilmembers

Henry Giles
Stan Clements
Terry Cobb
Dr. Doug Sheets

Town Manager

Doug Barrick

Approved

by the Rutherfordton Town Council on February 3, 2021

Executive Summary

In December of 2020, the Town polled the Community to gather opinions from citizens about the direction of the community over the next 12–24 months. Simultaneously, Town Department Leaders submitted input on internal goals. In January of 2021, the Town of Rutherfordton Town Council met to review this data and to formulate a set of goals to guide the Town towards the future. The Town Council evaluated past major accomplishments, issues, organizational effectiveness, priorities, and opportunities for success as we strive for the future. These items along with community feedback and input from the Town operational departments were then used to set specific action points, goals, and programs to guide the Town over the next several years. The specific responses of each category discussed are included in this Action Plan.

This Plan will be used to establish the Town’s priorities as it undertakes new ideas or amends existing programs. It is a proactive statement of where the Town wants to be in the future. The Action Plan identifies key initiatives with corresponding goals to direct the Town’s actions to help achieve its overarching mission while remaining in line with its values. The Town Council has committed to a bi-annual review of this plan to measure progress and to update the plan to best suit the ever-evolving needs of the community.

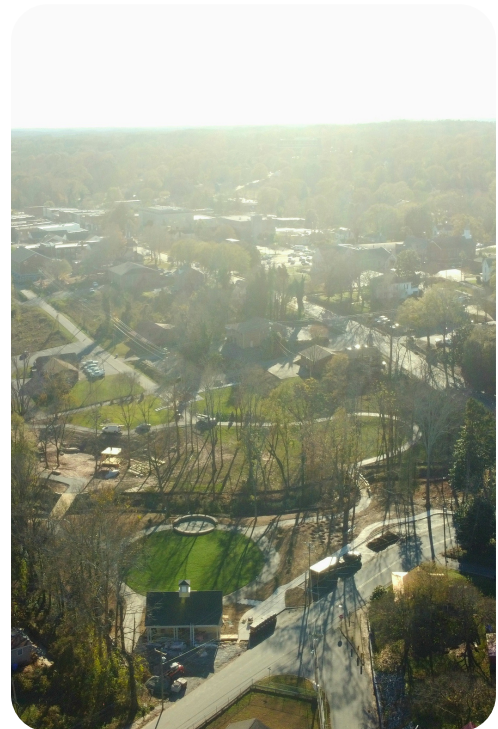
2019 Action Plan

Goals Summary

The 2019 Action Plan defined five key initiatives including Housing & Residential Development, Excellent Customer Service, Development of Commercial Corridors, Business Development, and Outdoor Recreation.

Evaluation

Despite the struggles of COVID-19, the Town succeeded in nearly every goal in the 2019 Action Plan. The Town was still able to reach goals including housing goals by partnering with the Gateway Foundation to create more housing inventory, providing excellent core services, and develop parks with completing Kiwanis Park and connecting the Purple Martin Greenway from Crestview Park to Kiwanis Park. Additionally, the Town's Planning Board and Council have worked hard to create a new Unified Development Ordinance that will be passed in early 2021.



Components of the Plan

Mission Statement

The Town of Rutherfordton Mission Statement describes how the community will reach its full potential and drives the action planning process. The Mission articulates and reflects the high ideals of the Town as it looks to the future.

Core Values

The Core Values of the Town describe the key attributes that are the most important to the Town Council and the Community.

- Excellent and Cost-effective services including police, fire, and public works
- Citizen involvement
- Planned growth and economic development
- Leisure and culture activities
- Long-term financial stability

Action Plan Outline

The Action Plan identifies and defines key initiatives and includes corresponding goals and sub goals to direct future actions by the Town to achieve the vision of the plan and the overarching Town mission and values. The plan is broken down into four key areas:

- Accessible & Responsive Government
- Balanced Economic Development
- Community Gathering, Inclusion, & Beautification
- Infrastructure, Facilities, & Operations

Each of these key areas includes goals to help give shape to each topic. The goals are the specific desires of the Town Council over the next several years and are seen as comprehensive and provide substance to each key area of the plan.



Mission Statement

“We are a Safe, Caring, Beautiful & Vibrant Town. Businesses Thrive & Involved Citizens Take Pride in our Community.”

Accessible & Responsive Government

This key area describes the Town's desire to be the Gold Standard in service and placing the values and desires of the community at the forefront of our operations. Establishing open lines of communication, fostering participation, and ensuring that the Community has both access to Town leaders and is receiving the best possible service.

Open & Transparent Government

- Increase access to meetings online
 - Updating A/V Equipment
- Place Continual Focus on our Virtual Town Hall/Website
- Develop other ways other than our social media to keep citizens informed

Community Outreach

- Create Community Bulletin Board in various locations of our Town
- Be Intentional with Outreach, be more assessible for citizens to voice concerns or access information
- Create Digital Signage for Updates

Balanced Economic Development

This goal area seeks to build a community approach to economic development across multiple sectors with a focus on small business, housing, and traditional job creation to foster the long term viability of both job creation and retention in our community. Fostering existing businesses and using our partnerships to provide quality housing and great jobs to truly impact our community for the long term while preserving the sense of place that makes us strong.

Faster Internet

- Establish areas that are underserved or do not have quality internet
- Promote access and connections within the Town

Housing

- Continue to increase housing inventory for all income levels
- Develop ways to encourage infill development
- Seek Housing Quality opportunities across the entire community

Business Resources & Support

- Establish a Revolving Loan Fund for our business district to provide "Gap financing"
- Create new business guides
- Destination Business
- Phase II of the Park
- Chamber of Commerce & EDC



Community Gathering, Inclusion, & Beautification

Quality of life can be found in the connections made around public spaces and building an environment of inclusion that seeks to connect more residents. This goal seeks intentional ways to foster places that build relationships, establish community trust, and preservation of the rich heritage of our gold standard community. All while creating a vibrant place that people are attracted to as we reach the entire town through programs, preservation, and partnerships.

Community Gathering Spaces

- Develop the Whole Concept Downtown
- Use of Town Buildings & Parks for movies, music, & community outreach
- Continue to develop online reservation system, create promotions for community spaces
- Community-Based Festivals & Events, like FAB and Party in the Park
- Develop and outreach plan for Kiwanis Park

Diversity & Inclusion

- Develop new ways to engage with the entire community, including historically marginalized members
 - Develop an plan to show improvements in all areas
- Find creative solutions to impact the problem of Food Insecurity in our community
 - Implement Community Garden & forge partnerships with local food banks

Beautification of the Community

- Organize Litter Pickups
- Paint new Interactive Murals within our Town

Establishing PARC's Department to focus on:

- Operation of Parks
- Bechtler House
- Programs for Outreach
- Preservation of Community History



Infrastructure, Facilities, & Operations

Seeking to continually and proactively maintain assets of the community while ensuring the investments are made to improve the quality of life and working conditions of those that serve as the key components of this key goal. Ensuring that infrastructure is placed into a preventive maintenance cycle and town facilities are maintained to a high standard while meeting the needs of the community.

Fire Department

- Acquire Land for Fire Station #2
- Station #1 Updates
- Upgrade necessary Equipment

Preventative Maintenance

- Maintain and Improve:
 - Roads
 - Sidewalks
 - Sewer

Parks

- Upgrade 2nd Street Park to the needs of the surrounding community
- Focus on some upgrades at Crestview Park
- Increase Safety in Parks & on the Purple Martin Greenway

Capital Improvement

- Appropriate Capital Planning & Equipment
- Remodel of Town Hall

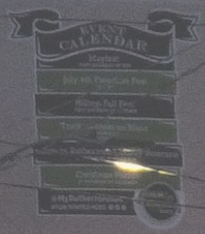
Staffing

- Provide opportunities for staff to continue education



Implementation

Plan implementation will be dependent both on the Town Staff and the Town Council to take action on the recommendations contained in this report. Staff has the responsibility to take on these goals as a part of the operations of the Town and the Town Council must reinforce the desire and need for these actions to occur. The Staff and Town Council must also be willing to update and review progress on these action points throughout the year along with a holistic annual review prior to the beginning of the budgeting process to ensure alignment of priorities and funding.



N Main

E Court