Strategic Plan Workshop – Council Questions & Feedback
4-13-2026
https://www.youtube.com/watch?v=bd9lgmPJKVo

The following notes summarize questions, feedback, and recommendations provided by the Town Council during the Strategic Planning Workshop presentation on April 13, 2026

General Strategic Plan Questions

- Who owns each objective and is responsible for follow-up?
- Is the plan intended to be a living document (and how will updates occur)?
- What is the process if KPIs are not achieved?
- Request for visibility into projects already in progress before approving new initiatives
- Question on whether some goals/targets are realistic
- Consider repositioning Asset Management under Fiscal Stewardship

Financial & Resource Questions

- What does each initiative cost?
- Need clearer understanding of:
    - Training costs
    - Technology investments (ERP, GIS, etc.)

Government Excellence, Digital Services & Fiscal Stewardship (A1–A4)

- A1 – Digitize high-volume municipal services and records
    - Question re: MapGeo → ArcGIS transition (cost savings and value)
    - Interest in expanding Online services
        - Consider incentivizing online transactions (e.g., reduced fees)
    - Feasibility of training SharePoint / Teams by deadline

- A2 – Standardize workflows, training, and service continuity
    - Clarifications requested:
        - Who is responsible for job descriptions
        - Who handles onboarding/offboarding processes
    - Strong support for cross-training
        - Suggested practical training (e.g., how to update website content)

- A3 – Improve long-range financial planning and budget transparency
    - Questions about ERP program (purpose, scope, objectives, and cost)
        - Clarify goal for FY27 is to have a roadmap to replacement of ERP
    - Discussion re: budget development approach:
        - Start from zero-based vs. baseline
        - Interest in greater coordination with Budget Committee

- A4 – Implement staff development and retention plans
        - Strong emphasis on Succession planning (critical priority)

        - Interest in:
            - Training costs and structure
            - Training for boards and committees
            - Strong support for Mental health awareness programs / peer support, annual clinician sessions, etc.

Communications, Civic Trust & Community Engagement (B1–B2)

- B2 – Expand civic participation, election readiness, and public trust
    - Need stronger pre-meeting communication:
        - Share agendas in advance
    - Actively invite participation
    - Expand Virtual participation options
    - Increase attendance through:
        - Childcare
        - Transportation
        - Incentives (food, etc.)
    - Improve voter education by clearly communicating:
        - How votes were made
        - Rationale behind warrant articles
    - Process Improvements
        - Deliberative Session improvements such as shorten deliberative sessions
        - Reduce number of warrant articles
        - Start budget process earlier
    - In-person outreach, including boards/committees presenting information
    - Interest in identifying and promoting Town resources available to residents

Growth, Land Use, Housing & Economic Vitality (C1–C3)

- C2 – Land Use & Master Plan Alignment
    - Clarify:
        - Who identifies priority zoning/land use topics for public discussion
        - What is the decision-making process for Master Plan implementation

- C3 – Economic Development
    - Support for improved public-facing tools, including:
        - Active business listings
        - Redevelopment opportunity inventory
    - Interest in resident survey on desired businesses/services
    - Consideration of initiating an Economic Development Committee