



Office of the Town Manager

Rafael G. Casals, ICMA-CM, CFM
Town Manager

MEMORANDUM

To: Honorable Mayor and Town Council

From: Rafael G. Casals, Town Manager, ICMA-CM, CFM

Date: January 9, 2019

Re: Pending Strategic Master Plan Activities (2014-19)

BACKGROUND AND ANALYSIS

The Town's updated Strategic Master Plan, was adopted unanimously via Resolution #14-71 in 2014, as a result of eight (8) Public Involvement meetings hosted throughout the community. The Consultant with the assistance of the Town staff, summarized the results of the Public Involvement Meetings and developed measurable goals and objectives to be included in the 2014-19 Strategic Master Plan.

In order to realize the Town's Vision and achieve its Mission, Town Government must deliver outstanding results in each of the nine (9) different Strategic Achievement Categories:

- #1 Resident Friendly and Responsive Town Government
- #2 Financial Stability and Sustainability
- #3 Growth Management and Infrastructure Needs
- #4 Economic and Business Development
- #5 Community Identity, Unity and Pride
- #6 Public Safety
- #7 Parks and Recreation
- #8 Codes and Code Enforcement
- #9 Public Works

For each Strategic Achievement Category, the Town identified several Goals. The Strategic Master Plan Pending Activities Report (*Attachment "A"*) is formatted utilizing an "easy to read" four (4) column chart that lists each Objective, Activity, Milestone/Measure, and the Current Status of the identified Goal(s).





Since the adoption of the updated 2014-19 Strategic Master Plan, Town staff has used the Master Plan as a guiding document for our decision-making process. We have made great strides in accomplishing the majority of the activities outlined in the adopted Strategic Master Plan.

Please find attached for your review the pending activities from the 2014-19 Strategic Master Plan, which Town staff is currently working on.

ATTACHMENTS

- Attachment “A” – 2014-19 Strategic Master Plan ***Pending*** Activities

