



2022/2023

Strategic Goal Setting Retreat

Goals and Priorities

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The City Council and Mayor, along with 10 Department Heads gathered in the Cheatham County Library in Ashland City on Thursday, November 3, 2022, to participate in a series of discussions and teambuilding exercises. Over the course of the evening, the Team reviewed information that been compiled by the Mayor in discussions with Department Heads to layout their Long-Range Capital Projects/Improvements over the next 1 to 5 years.

1st Year Goals/Objectives – Department Heads (General Fund): Council Priorities

Technology – Generator for P.W./Police Building	6
Police – Security Cameras at Parks and Firing Range	5
Codes – Re-evaluate Permit Fees	4
Public Works – 2 ½ bridges repaired	4
Fire – New Building Furniture	2
Police – Interview Room Equipment	2
Senior Center – if future plans not approved/ Must do something about flooding & Parking	2
Police – Firing Range	1
Parks – weekly Food Truck in Park event	1
Codes – new employee – Administrative Assistant	
Police – Active Shooter Kits for each officer	
Technology – New employee – Administrative Assistant	
Technology – 24-hour Security Monitoring for Cyber attacks	

1st Year Goals/Objectives – Utilities (Utility Funds)

Water Treatment Plant – Need Security System for Doors

Wastewater Treatment Plant – Fill existing Vacancy

2nd Year Goals/Objectives – Department Heads (General Fund): Priorities

	Council
Parks – River Walk	5
Parks – Monthly Events – May to October, 2 nd /4 th Saturday	4
Court – Online Pay access	3
Police – Active Shooter – Mock Training	3
Parks – Fix or Replace Bridges on Trails	2
Codes – New Employee – Property Maintenance	1
Court – Online traffic school option	1
Finance – New Employee – Accounting Clerk II	1
Fire – Replace Pickup Trucks	1
Fire – Increase Part-time funds	1
Fire – Purchase land around new Fire Station as it becomes Available	1
Police – Additional funding for Training	1
Police – Citizens Police Academy	1
Senior Center – Land Purchased for new building	1
Senior Center – New Building plans	1
Technology – New Employee – Technician	

2nd Year Goals/Objectives – Utilities (Utility Funds)

Water Treatment Plant – complete a water Model for pressure and lines

5th Year Goals/Objectives – Department Heads (General Fund): Council Priorities

Parks – Complete the New Sports Complex 6

Public Works – complete Sidewalks from Walgreens to

By-pass light 5

Codes – Rewrite and Update all Ordinances 4

Parks – Connect Johns Park to Preacher Pool Park w/Future

Grant (BCBS play) 4

Police – Increase staffing – 2/3 more officers 3

Senior Center – Operating out of new “Senior Center only”

Building at Johns Parks 3

Finance – New Employee – Asst. City Recorder/HR person/

Assistant to Mayor 1

Police – New building (out of the Floodplain) 1

Parks – Equipment & Staffing for increased Park areas 1

Technology – Stand alone dept. with at least 3 employees

To best serve growing city and staff 1

Public Works – Re-alignment of Frey Street 1

Fire – New fire truck

Public Works – create a Turning Lane down Main Street

5th Year Goals/Objectives – Utilities (Utility Funds)

Water Treatment Plant – land for new plant

Water Treatment Plant – New Clean Well

Water Treatment Plant – Additional Water Tanks

Water Treatment Plant – start process of new water intake from Sycamore
Creek instead of Cumberland River

Wastewater Treatment Plant – New Plant

Generic /Overall Goals and Objectives:

Council Priorities

Traffic/Parking Issues 4

Quarterly events for employees 3

Entire City participate in Monthly events/awareness 2

City Flag design contest 1

More Continuity among employees

City Council Vision and Goals

Council Priorities

Comprehensive Land Use Plan	4
Tourism/Events	2
Community Center w/Indoor Pool	2
Vision for "Zoning"	1
Address Downtown Vitality	1
Arts/Music Festivals	1
Trail Development	1
Caldwell Park	1
Public Information Officer	1
Attract Builders to Community	
Work with the Chamber of Commerce	

Conclusion

As part of the continuing process of Planning and Goal Setting; all projects were listed to include them in future budget planning to insure their completion. The final step in the process was to have the City Council and Mayor provide a preliminary Priority Listing of the Goals/Projects of the Staff and City Council; in order to provide direction to the Mayor and the Management Team as the Budget process moves forward.

WHERE DOES THE CITY COUNCIL AND STAFF GO FROM HERE?

With this part of the process complete, the Town can use the goals and objectives to help formulate a budget plan to address these projects, along with the operational needs of the Town. The process represents only the beginning of a

much bigger and longer process. The goal is to continue to have a more focused direction for decisions that will have to be made in the future as the organization and community move forward in your efforts to improve the Town of Ashland City.

If MTAS can assist the Town in any way in this process as the City moves forward, please call on us. MTAS stands ready to help the Town and provide assistance moving forward.