

November 2022
Town of Ashland City
Strategic Plan



November 2023 Review

Generic/Overall Goals& Objectives

			Council Priorities
	Accomplished	Still working on	Number
Completed 1.5 out of 5			
Traffic/Parking Issues	0%		4
Quarterly events for employees	2023 Quarter 3 -Title VI Cookout 2023 Quarter 4 - Thanksgiving Lunch, Christmas Dinner	50%	3
Entire City participate in monthly events/awareness	0%	PW is searching for signs to show support of awareness	2
City Flag design contest	Completed by Josh Wright		1
More continuity among employees			2

City Council Vision & Goals

			Council Priorities
	Accomplished	Still working on	Number
Completed 3 out of 11			
Comprehensive Land Use Plan	Update Zoning 1st, details on page 7 of B&C 5 year Plan	Target Completion Date of 6/30/26	4
Tourism/Events	Added Food Truck Mondays, Concerts in Park and Movies in Park	Better Ways to Advertise	2
Community Center w/indoor pool		In Design Phase	2
Vision for "Zoning"		In Process, in Chapter 4, Refer to page 4 of B&C 5 year plan	1
Address Downtown Vitality		TDOT grants managed by TDOT	1
Arts/Music Festivals	MOM, Concerts in Parks		1
Trail Development	Trailheads resurfaced and lined	TDOT grant in process	1
Caldwell Park		Focus at this time is on new sports complex	1
Public Information Officer	Officer resigned	Determining next officer qualified for this position, will require lengthy training process. Goal of 6/30/2025	1
Attract Builders to Community		Updating Zoning	
Work with the Chamber of Commerce	Mayor, Violet and Gena are working closely with Chamber. Violet is on the event committee for Chamber.		

Strategic Goal Setting Review

Completed 7 out of 15	1st Year Goal/Objectives		Council felt this should be completed
	Accomplished	Still working on	Number
Codes			
Re-evaluate Permit Fees		After Zoning is updated. Goal date of 6/30/2025	4
Administrative Assistant	Yes		0
Fire			
New Building Furniture	60% complete	Completed goal date of 6/30/2024	2
Parks			
Weekly Food Truck Event	Yes	Next season, 2 Mondays a month with one for lunch and one for dinner.	1
Police			
Security Cameras at Parks and Firing Range		Provided by a grant, working on contract for the cameras	5
Interview Room Equipment		FYE 2025 Budget	2
Firing Range		In design phase	1
Active Shooter Kits for Each Officer		Working with County, goal date of 6/30/2025	0
Senior			
Flooding/Parking Issues	Cleaned out drains corrected flooding issues.	Using City employees, plan to add 15 parking spaces, will need to pay for pavement.	2
Streets			
2 1/2 Bridges Repaired		Waiting on TDOT inspections	4
Technology			
Generator at 233 TN Waltz Pkwy		Difficulty finding a company to give a quote. Goal of 6/30/2023	6
Administrative Assistant	Yes		0
24 hour Security Monitoring for Cyber attacks		Currently working towards this service.	0
Water/Sewer			
Security System for Doors	Completed		0
Fill existing vacancies	Completed		0

Completed 3.5 out of 17	2nd Year Goal/Objectives		Council felt this should be completed
	Accomplished	Still working on	Number
Codes			
New employee - Property Maintenance		Goal of 6/30/2026	1
Court			
Online Pay Access		Goal of 6/30/2025, still working to clean up old items.	3
Online traffic school option		Doning a study of the amount surrounding areas charge.	1
Finance			
New employee acct clerk I	Completed		1
Fire			
Replace Pickup Trucks		1 pickup truck in FYE 2025	1
Increase Part-time Funds		Change to 2 full-time employees in FYE 2025	1
Purchase land around new fire station		If it becomes available.	1
Parks			
River Walk		Goal of 6/30/2027. In plans with sports complex. Corp is willing to work with us.	
Monthly events - May - Oct 2nd & 4th Sat	Yes		4
Fix or Replace Bridge Trails		Meeting with Jared and Corp to determine if we can repair or will need to hire an engineer.	2
Police			
Additional funding for Training		Do not need at this time. State is paying for new officers.	1
Citizens Police Academy		Goal of 6/30/2025	1
Active Shooter mock training		Working with County, goal of 6/30/2025	3
Senior			
Land Purchased for new building	Johns Park once Ball Fields have moved.		1
New building plans		In design phase	1
Technology			
New employee		Goal FYE 2026	0
Water/Sewer			
Complete water model for pressure & lines		50% complete	0

Completed 1 out of 18 Department	5 Year Goal/Objectives		Council felt this should be completed
	Accomplished	Still working on	Number
Codes			
Rewrite & update all Ordinance		Working on this as updating Zoning.	4
Finance			
New Employee - Asst. City Recorder/HR person/Assistant to Mayor		Goal FYE 26	1
Fire			
New fire truck		Change this to refurbish and repaint 1994 Truck, and have the 2012 Truck Repaired	0
Parks			
Complete New Sports Complex		Phase 1 Completed by 6/30/2025	6
Equipment & Staffing for increased Park areas		3 to 4 new employees by 6/30/2025	1
Connect Johns Park to Preacher Pool Park w/future grant (BCBS play)		Trail Grant will help with this progress	4
Police			
Increase staffing - 2/3 officers		Difficulty staying full staffed. Police pay study for fye 25.	3
New building (out of floodplane)		10 year plan	1
Senior			
New Senior Center Building Only		In Design Phase. Looking for grants to help pay for the building. Rebrand name and logo by 6/30/2024 to help with promotion of Senior.	3
Streets			
Sidewalks Walgreens to Bypass light		TDOT grant to CashSaver, Multimodal Grant	5
Re-alignment of Frey Street		TDOT	1
Create Turning lane down Main St		TDOT	0
Technology			
Stand alone depart of 3		Goal of FYE 26	1
Water/Sewer			
WTP - land for new plant	Land in front of existing building		
WTP - New Clear Well		Add to increase the current size	
WTP - Additional Water Tanks		Engineer is designing now.	
WTP- Start Process of new water intake from Sycamore Creek instead of Cumberland River			
WWTP - New Plan		In Progress, Goal date 5/2025	