

# Town of Ashland City

Strategic Plan Review

2023



# Long-Range Capital Projects/Improvements

## November 2022

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- City Council Vision and Goals:
  - Traffic/Parking Issues
  - Comprehensive Land Use Plan
  - Tourism/Events
  - Community Center with Indoor Pool
- Year 1 Goals:
  - Security Cameras in the Parks
  - Generator for Public Works/Police Building
  - Re-evaluate Permit Fees
- Year 2 Goals:
  - River Walk
  - Active Shooter Mock Training
- Year 5 Goals:
  - Completion of New Sports Complex

# 2023 Review Results

Target Year	Complete	In-Progress	Need Action
Year 1 November 2023	34%	40%	26%
Year 2 November 2024	18%	36%	46%
Year 5 November 2027	6%	34%	56%
Council Vision	25%	50%	25%

# Vision and Goals Planning

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# Council Vision and Goals





2023

## Employee Christmas Dinner



## Summerfest



## City Council Vision and Goals

			Council Priorities
	Accomplished	Still working on	Number
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
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	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	working closely with Chamber. Violet is on the event committee for Chamber.		

## Year 1 Goals





2023

## New Fire Station One



## Children's Entrepreneur Market



	1st Year Goal/Objectives		Council felt this should be completed
Completed 7 out of 15			
Department	Accomplished	Still working on	Number
<i>Codes</i>			
Re-evaluate Permit Fees		After Zoning is updated. Goal date of 6/30/2025	4
Administrative Assistant	Yes		0
<i>Fire</i>			
New Building Furniture	60% complete	Completed goal date of 6/30/2024	2
<i>Parks</i>			
Weekly Food Truck Event	Yes	Next season, 2 Mondays a month with one for lunch and one for dinner.	1
<i>Police</i>			
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
<i>Senior</i>			
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

	1st Year Goal/Objectives			Council felt this should be completed
Completed 7 out of 15				
Department	Accomplished		Still working on	Number
<i>Streets</i>				
2 1/2 Bridges Repaired			Waiting on TDOT inspections	4
<i>Technology</i>				
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
<i>Water/Sewer</i>				
Security System for Doors	Completed			0
Fill existing vacancies	Completed			0

## Year 2 Goals





2023

## Food Truck Mondays



## Concerts and Movies in the Park



	2nd Year Goal/Objectives			Council felt this should be completed
Department	Accomplished		Still working on	Number
<i>Codes</i>				
New employee - Property Maintenance			Goal of 6/30/2026	1
<i>Court</i>				
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
<i>Finance</i>				
New employee acct clerk I			Completed	1
<i>Fire</i>				
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
<i>Parks</i>				
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

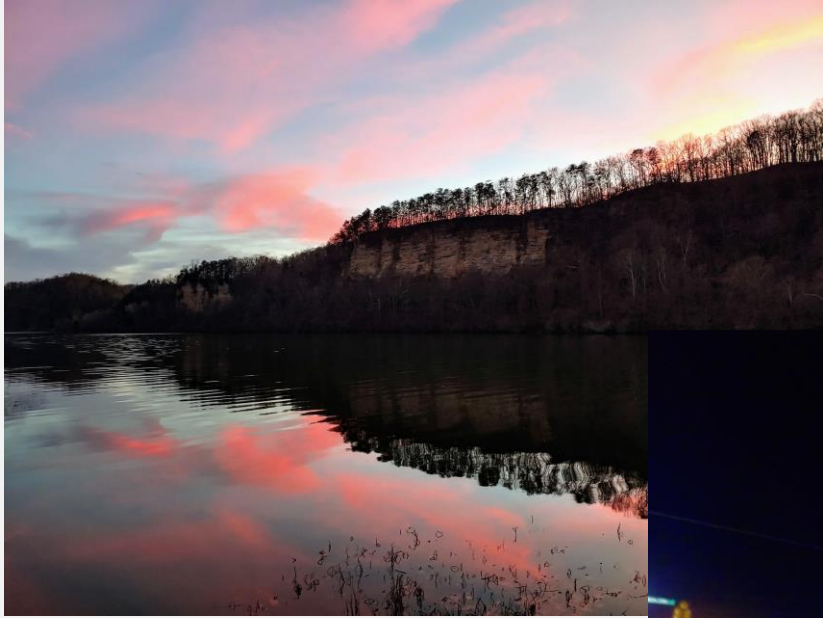


	2nd Year Goal/Objectives		Council felt this should be completed
Department	Accomplished	Still working on	Number
<i>Police</i>			
Additional funding for Training		Do not need at this time. State is paying for new officers.	1
Citizens Police Academy		Goal of 6/30/2025	1
Active Shooter mock training		Working with County, goal of 6/30/2025	3
<i>Senior</i>			
Land Purchased for new building	Johns Park once Ball Fields have moved.		1
New building plans		In design phase	1
<i>Technology</i>			
New employee		Goal FYE 2026	0
<i>Water/Sewer</i>			
Complete water model for pressure & lines		50% complete	0

## Year 5 Goals



2023



	5 Year Goal/Objectives		Council felt this should be completed
Department	Accomplished	Still working on	Number
<b>Codes</b>			
Rewrite & update all Ordinance		Working on this as updating Zoning.	4
<b>Finance</b>			
New Employee - Asst. City Recorder/HR person/Assistant to Mayor		Goal FYE 26	1
<b>Fire</b>			
New fire truck		Change this to refurbish and repaint 1994 Truck, and have the 2012 Truck Repaired	0
<b>Parks</b>			
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
<b>Police</b>			
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
<b>Senior</b>			
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

	5 Year Goal/Objectives		Council felt this should be completed
Department	Accomplished	Still working on	Number
<b>Streets</b>			
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
<b>Technology</b>			
Stand alone depart of 3		Goal of FYE 26	1
<b>Water/Sewer</b>			
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	



# The reason we serve: A quick look at the smiles of 2023!!

