GOAL (STRATEGIC INITIATIVE): Administrative Excellence (from Customer

Service to Policing/Emergency Resilience). Led by a new town manager, staff delivers top-rate customer service through improved process/ procedures toward clear outcomes. with high morale while pursuing professional advancement.

When % Complete PERCENT Calendar Year/ Quarter YR/OTR How - Ranked Strategy with anticipated cost and schedule. START DURATION COMPLETE 25 **10 11 12 13** 14 15 16 17 18 19 **20** 21 22 "Rally the Troops I" by clarifying roles and responsibilities, and boosting morale. Host staff team building, professional AE 1 advancement, and appreciation/networking events. \$12K annual for staff team building, special events and morale. Q3 2025 and continuing. 10 25% Improve Town Center internet by increasing bandwith. \$5K annual increase. Q3 2025 50% Hire Communications Director. Duties such as: Improve/modernize online interaction as webmaster. Maintain events calendar including Town and select local business events; and enable public to documents and records for transparency. Adopt a "Style Guide" to coordinate messaging and branding among newletters, blogs, etc. Coordinate image and branding to support Master Plan, including adding a slogan to town logo; and which is consistent with streetscaping, signage. Coordinate events with branding & AE messaging. Assist during emergencies. Add a "Local Business is Our Business" link on webpage providing: FAQ including acquiring business licenses, business directory of local services and restaurants, promote summer specials, employee services such as housing availability, signage requirements and "suggestion box". Continue "Spotlight on Business" highlighting 1 business/month. By Q4 2025. 0% Rename "Human & Financial Resources Department"; hire Asssistant Finance staff. Department leads recruitment, training, mentoring staff along with new Succession Plan, acquire/moderize HR software; Publish a clearer organizational chart in annual budget reflecting staff's scope and multi-tasking, and Council's policy-setting role so delegation of discretion to staff is clearer; Compose "Standard Operating Procedures and Staff Job Description Manual" with process, Ш procedures, and desired outcomes; thereby facilitating clearer assignments and "stand ins" if necessary; analyze and recommend better health insurance benefit options; Design and implement professional advancement training (considering resources through various professional organizations (Leadership Palm Beach, FLC University, ICMA, AICP, ASME, other/; Conference training \$15k budget, recurring. One FTE - \$75k, recurring. Q4 2025 6 10% 'Rally the Troops II" by supporting staff advancement and growth, benefits, retention, and succession planning. Train and L mentor staff on working with Boards for greater efficiency and results, and offer leadership training (see Leadership Palm Beach, FLC AE University, ICMA, AICIP, ASME, etc.) Reward performance with benefits such as salary and quality health insurance. \$20K annual for management and leadership development. Benefits indeterminate. In house staff time. Outsource for management training. Q1 2026 25% 4 Replace software which is obsolete, non-existant, or incomplete; begin with accounting/invoicing. Maintain public transparency through SP implementation, and availability of project, budget, or financial status through regular reporting and AE staff responsiveness. \$35K recurring annual. Q4 2025 - Q2 2026 acquisition, training, rollout. (see trustradius.com/municipal, devstride.com, others). Also, if not fulfilled through regular staff reporting and SP implementation, evaluate the need and cost for Project Management software in Q2 2026. 25% 3 Hire Fixed Asset Manager to produce "Comprehensive Facility Needs Assessment/Resilient Property Management Plan" - Consider all Town's land, building, tangible assets (vacant, built, and future space needs for all departments and policing, Council, town and emergency response operations, social and community events, etc.) Analyze AE facilities life cycles and maintenance/deferred maintenance; integrate facilities inspection and life cycle schedules; consider land surplussing, acquisition, and/or swaps, etc. as needed. New Hire \$90K, or outsource \$75K (with no continuing duties). Q1-Q3 2026; Incorporate Vulnerability Assessment findings (possibly stormwater/flooding mitigation adjacent to roads, utilities, or shorelines)such Plan by Q1 2026 (\$225K funded); design and build by Q1 2027 (Indeterminate). 2 50% Evaluate/implement desired means to increase/sustain revenue. (based on forecast). Rank the attractiveness of the limited sources. 1. Increased ad valorem tax revenue from urban (residential/commercial) growth or property value 00 increase; 2. Annexation of lands offering more benefit than cost; 3. Not for Profits (foundations - new or existing; and/or AE Legacy/Estate giving); 4. Partnerships or grants from business, other governments, or other entities for cost sharing; including Countywide 1/2 cent transportation surtax. 5. Fees and Fines. In House or outsource- cost indeterminate; coordination with 6 25% Re-evaluate Quality of Staff Reports for Council Business Meetings. If necessary, enhance with clearer/concise cover sheets 6 and executive summary, justification statement, and key decision-making request. Provide alternatives including "do nothing" AE analyses, and strategic plan adherence scoring. In house cost. Q3 2026.