



TOWN OF HAYMARKET TOWN COUNCIL

SPECIAL MEETING ~ AGENDA ~

David Leake, Mayor
<http://www.townofhaymarket.org/>

15000 Washington St
Haymarket, VA 20169

Thursday, August 27, 2015

4:30 PM

Police Department Conference Room

1. Call to Order

2. Agenda Items

A. Strategic Action Plan, Goals & Objects Recap Mike Chandler

3. Adjournment



TO: Town of Haymarket Town Council
SUBJECT: Strategic Action Plan, Goals & Objects Recap
DATE: 08/27/15



HAYMARKET VISION STATEMENT

Haymarket...Where a historic past and a positive future flourish.

HAYMARKET MISSION STATEMENT

It is the mission of Haymarket to provide residents, businesses and visitors with public services in a fiscally prudent and socially responsible way.

HAYMARKET CORE VALUES

TRANSPARENT	INNOVATIVE
INTEGRITY	RESPECTFUL
ACCOUNTABLE	INCLUSIVE

HAYMARKET TAGLINE

"Haymarket...everyone's hometown"

HAYMARKET STRATEGIC DIRECTION/ACTION AGENDA 2014-2016

- STRATEGIC INITIATIVE ONE: FOSTER ECONOMIC WELL-BEING
- STRATEGIC INITIATIVE TWO: PRACTICE GOOD GOVERNANCE
- STRATEGIC INITIATIVE THREE: STRENGTHEN COMMUNITY/CIVIC PARTNERSHIPS
- STRATEGIC INITIATIVE FOUR: FUND THE FUTURE

INITIATIVE ONE: FOSTER ECONOMIC WELL-BEING.

Capitalize on Haymarket's location, heritage, and healthy mix of **assets** to grow, diversify and strengthen the economic well-being of town citizens and businesses.

➤ ACTION AGENDA:

1. Appoint a Haymarket business relations advisory committee to assist in fostering a positive town/business relationship. (2015)
2. Support local businesses and entrepreneurs by establishing a focused business appreciation and expansion program. (2015)
3. Finalize the Town Center master plan.
4. Select a development plan for the Harrover property and commence development.
5. Draft and adopt an economic development strategy for Haymarket inclusive of an implementation schedule.
6. Complete the Main Street streetscape program.

INITIATIVE TWO: PRACTICE GOOD GOVERNANCE.

Good governance means focusing on the town's mission, performing defined roles and government functions effectively and being accountable to the citizens of Haymarket.

➤ **ACTION AGENDA:**

1. Place a Mayor's message on the town's website and in the local newspaper on a quarterly basis. (2014)
2. Develop and adopt annually a Town Council Code of Performance that documents the council's commitment to witnessing the values inherent with good governance. (2014)
3. Conduct an efficiency/effectiveness audit of town sponsored programs and services with particular focus on need and cost.
4. Review and update the Haymarket comprehensive plan as well as the Haymarket zoning and subdivision ordinances.
5. Review the town charter to determine if amending is needed.
6. Develop an annual town report inclusive of a citizen's guide to town government and share it with town residents and town businesses.
7. Develop a Haymarket boards and commission policy guide inclusive of appointment procedures and membership performance expectations and required training.
8. Develop a financial/fiscal policy protocol for Haymarket.
9. Establish baseline performance measures for services and programs offered by the town of Haymarket.

INITIATIVE THREE: STRENGTHEN COMMUNITY/CIVIC PARTNERSHIPS

To be effective, the town of Haymarket must have a positive and interactive relationship with town residents and must be committed to assisting citizens gain a greater understanding of their town government.

➤ **ACTION AGENDA:**

1. Develop fact sheets for major town issues/projects and share them with the public and the media. (2015)
2. Develop and distribute a quarterly Haymarket newsletter.
3. Sponsor a Haymarket open house annually.
4. Sponsor annually a training seminar for all town appointed and elected boards and commission chairpersons.
5. Establish a Haymarket bank of volunteers and involve them in town matters.
6. Sponsor a Haymarket business appreciation day or week by way of a town council proclamation.
7. Create a local business recognition program honoring town businesses celebrating their 1st, 5th, 10th, 20th and 25th anniversary in the town.
8. Sponsor a Haymarket Local Government Academy to help citizens learn about their town government.
9. Sponsor a Haymarket Community Planning academy to help citizens learn about town planning and zoning issues and practices.
10. Sponsor a "Welcome to Haymarket" program to be used when new businesses and new residents move into town.
11. Sponsor a Haymarket future forum to gain citizen input about the kind of future citizen's want for Haymarket.
12. Develop a "We are Haymarket" video message to be shared with town residents and businesses as well as with local economic development initiatives.

INITIATIVE FOUR: FUND THE FUTURE

To make the future happen in Haymarket will require a commitment to identifying and utilizing the range of revenue options authorized by the Commonwealth of Virginia.

➤ **ACTION AGENDA:**

1. Draft and adopt a fiscal policy for Haymarket.(2014)
2. In partnership with the county public service authority determine the capacity and condition of Haymarket's water and sewer infrastructure.
3. Identify all sources of revenue the town can use to finance local government programs and services and determine which sources Haymarket should utilize.(2015-2016)
4. Add a capital maintenance component, inclusive of life cycle costs, to the Haymarket Capital Improvement Program (CIP).
5. Develop a five-year revenue and expenditure forecast for programs and services offered by the town of Haymarket.
6. Develop a 10 year Haymarket CIP forecast inclusive of revenue and financing options.

Adopted this 1st Day of December 2014.

ATTEST:



Jennifer Preli, Town Clerk

Town of Haymarket Organizational Chart

Legend

Current Positions

Future Positions

Citizens

Town Attorney

Town Council

Citizen Advisory Commissions

- Planning Commission
- Architectural Review Board
- Board of Zoning Appeals

Town Manager

Police Chief

Main Street Coordinator

Adm. Asst.

Town Clerk

Town Treasurer

PT Town Engineer

PT Town Planner

Officers

Admin. Assist.

Ranking Promotions

Future Full Time

Future Full Time

Attachment: (3) 2014 Revised Haymarket Organizational Chart (2525 : Strategic Action Plan, Goals &