



# TOWN OF HAYMARKET TOWN COUNCIL

## SPECIAL MEETING ~ AGENDA ~

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

15000 Washington St  
Haymarket, VA 20169

---

Thursday, January 22, 2015

7:00 PM

Council Chambers

---

### **1. Call to Order**

### **2. Agenda Items**

A. 2014-2016 Town Council Adopted Strategic Plan - Mike Chandler

### **3. Adjournment**



TO: Town of Haymarket Town Council  
SUBJECT: 2014-2016 Town Council Adopted Strategic Plan  
DATE: 01/22/15

---

The purpose of this evening's work session is so that the Council can relay to the ARB and the Planning Commission their adopted Strategic Plan & Code of Ethics. Please find both of those attached.

**ATTACHMENTS:**

- 2014-2016 Council's Adopted Strategic Plan (PDF)
- Adopted Code of Ethics & Standards of Conduct (PDF)



## 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 1<sup>st</sup>, 5<sup>th</sup>, 10<sup>th</sup>, 20<sup>th</sup> and 25<sup>th</sup> 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 1<sup>st</sup> Day of December 2014.

ATTEST:

  
\_\_\_\_\_  
Jennifer Preli, Town Clerk

**TOWN OF HAYMARKET  
TOWN COUNCIL AND APPOINTED OFFICIALS  
CODE OF ETHICS AND STANDARDS OF CONDUCT**



**Preamble**

The citizens and businesses of the Town Haymarket, Virginia, are entitled to have fair, ethical, and accountable local government, which has earned the public's full confidence for integrity. The effective functioning of democratic government requires that public officials, both elected and appointed, comply with both the letter and spirit of the laws and policies affecting the operations of government; that public officials be independent, impartial and fair in their judgment and actions; that public office be used for the public good, not for personal gain; and that public deliberations and processes be conducted openly, unless legally confidential, in an atmosphere of respect and civility.

To this end, the Town of Haymarket Town Council has adopted this Code of Ethics and Standards of Conduct for the members of the Town Council, Planning Commission (PC) and Architectural Review Board (ARB) and recommends adoption by the Board of Zoning Appeals (BZA) to assure public confidence in the integrity of local government and its effective and fair operation.

**CODE OF ETHICS**

1. Uphold the Constitution, laws and regulations of the United States and of all governments therein and never knowingly be a party to their evasion.
2. Place loyalty to the highest moral principles and to the people of the Town of Haymarket, as a whole, above loyalty to individuals, districts, or particular groups.
3. Expose through appropriate means and channels: corruption, misconduct or neglect of duty when discovered.
4. Give a full measure of effort and service to the positions of trust for which stewardship has been granted; giving earnest effort and best thought to the performance of duties.
5. Seek to find and use the most equitable, efficient, effective and economical means for getting tasks accomplished.
6. Adopt policies and programs that are in accordance with the Town's EEO policy, and that support the rights and recognize the needs of all citizens regardless of gender, race, age, religion, creed, country of origin or disability.
7. Ensure the integrity of the actions of the Mayor, Town Council, PC, and ARB by avoiding discrimination through the dispensing of special favors or unfair privileges to anyone, whether for remuneration or not. A member should never accept for himself or herself or for family members, favors or benefits under circumstances which might be construed by reasonable persons as influencing the performance of governmental duties. Per Section 2.2-3104.2 of the Virginia State Code, any member of the governing body may accept a gift that does not influence the performance of governmental duties of monetary value not

- to exceed \$25 per occurrence, provided they acknowledge the gift. The gift may include but not be limited to a meal, award, etc.
8. Make no private promises of any kind binding upon the duties of any office, because a public servant has no private word which can be binding on public duty.
  9. A member should identify any associations with an organization or interest group that presents in any manner to the Council for a decision.
  10. At all times, meet the requirements of the State and Local Government Conflict of Interest Act and the Public Procurement Act.
  11. Adhere to the principle that the public's business should be conducted in the public view by observing and following the the Freedom of Information Act.
  12. Recognize that interaction with the media is a vital link in maintaining good communication with the public. Town Council comments to the media should be in a courteous, statesmanlike manner and should maintain the propriety of the Council when speaking to public issues, or to opinions of colleagues and individuals.
  13. Make sure that a clear distinction is made between personal opinion or belief and a decision made by the Mayor, Town Council, PC, or ARB.
  14. No member may disclose or use confidential information without the consent of Town Council. Confidential information includes discussions during executive or closed sessions, attorney-client communications and certain economic development information.
  15. Members shall not use public resources that are not available to the public in general, such as the Town staff time, equipment, supplies or facilities, for private gain or personal purposes.
  16. The Town Council determines the policies of the Town with the advice, information, and analysis provided by the public, council, commissions, boards, and committees and Town staff. The Town Council delegates authority for the administration of the Town to the Town Manager  
  
Members, therefore, shall not interfere with the administrative functions of the Town or the professional duties of the Town staff; nor shall they impair the ability of staff to implement Town policy decisions. Inquiries to staff shall be made through the Town Manager for all administrative issues, unless the matter in question is clearly a police matter and should be addressed to the Chief of Police.
  17. Members shall support the maintenance of a positive and constructive workplace environment for Town employees and for citizens and businesses dealing with the Town. Members shall recognize their special role in dealings with Town employees and in no way create the perception of inappropriate direction to staff.
  18. Review orally and in public session at the annual organizational meeting each of these principles.
  19. Pledge to honor and uphold these principles, ever conscious that public office is a public trust.

## STANDARDS OF CONDUCT

Recognizing that persons holding a position of public trust are under constant observation by the media and interested Town of Haymarket residents, and recognizing that maintaining the integrity and dignity of the public office is essential for maintaining high levels of public confidence in our institutions of government, the Mayor and every member of the Town Council, PC and ARB should adhere to the following Standards of Conduct. It is recommended by Council that the BZA also adhere to the following these Standards of Conduct.

1. Avoid, during either public or private meetings and during the predominance of public duties, the use of abusive, threatening or intimidating language or gestures directed at colleagues, citizens or personnel.
2. Pay all taxes due to the Town, county, state or national government.
3. Attend all regularly scheduled meetings of the Town Council, PC and ARB to which he or she has been assigned, resigning whenever personal circumstances preclude regular attendance.
4. Make a conscientious effort to be prepared for each meeting.
5. Members should not disclose to others, or use to further their personal interest, confidential information acquired by them in the course of their official duties.
6. Respect the rights of colleagues to have different opinions. Enter into constructive and factual discussions when attempting to resolve issues or reach a consensus, refraining from disparaging remarks.
7. Work to create a positive environment in public and private meetings, so that the environment is conducive to a productive dialogue between all parties and so that citizens will feel comfortable as observers or participants.
8. Maintain an attitude of courtesy and consideration toward all citizens, colleagues and staff during all discussions and deliberations.
9. Be open minded and patient. Allow citizens, employees, or colleagues sufficient opportunity to present their views.
10. Be concise. Avoid the practice of taking more time to address an issue before the body than is necessary and essential for an adequate consideration of those matters being discussed.

## IMPLEMENTATION

As an expression of the standards of conduct for members expected by the Town, the Town of Haymarket CODE OF ETHICS and STANDARDS OF CONDUCT are intended to be self-enforcing. It therefore becomes most effective when members are thoroughly familiar with and embrace its provisions.

For this reason, ethical standards shall be included in the regular orientations for candidates for the Town of Haymarket, applicants to commissions, committees and newly elected and appointed officials. Members entering office shall be provided with the Town of Haymarket Code of Ethics and Standards of Conduct. In addition, the Town Council, PC and ARB annually review the Code of Ethics and Standards of Conduct and the Town Council shall consider recommendations from



commissions and committees to update it as necessary. The BZA is encouraged by Council to also adopt and uphold the Code of Ethics and Standards of Conduct as presented.

COMPLIANCE and ENFORCEMENT

The Town of Haymarket Code of Ethics and Standards of Conduct expresses standards of ethical conduct expected of members of the Town of Haymarket Town Council, PC and ARB and recommended for the Town's BZA. Member themselves have the primary responsibility to assure that these ethical standards and that the code of conduct is understood and practiced during all times while serving the Town in order to ensure the public can continue to have full confidence in the integrity of government.

Citizens may bring complaints about the conduct of elected or appointed officials to the mayor, any member of council, or the chair of the commission, board or committee on which the appointed official serves.

The Town Council **may** impose sanctions on members whose conduct does not comply with the Town's ethical standards, such as public or private reprimand, formal censure, loss of seniority or committee assignment, or budget restriction. Where allowed by law, the Town Council also may remove members of Council, PC, ARB, and committees from office. The Town Council acknowledges that it does not have such authority over the BZA for the Town.

A violation of this Code of Ethics and Standards of Conduct shall not be considered a basis for challenging the validity of a Town Council, board, commission or committee decision.

\_\_\_\_\_  
Signed

\_\_\_\_\_  
Date