



Town of Midland 2010 Retreat

Created January 16, 2010

What are the Most Important Issues the Town Should Address in the Upcoming Year?

Issue#1 – Funding/Technical Assistance – Number of Votes 7

Issue #2 – Water/Sewer – Number of Votes 6

Issue #3 – Adding Services – Number of Votes 6

Issue #4 – Community Development – Number of Votes 6

Issue #5 – Town Administrator Setting Direction – Number of Votes 3

Issue #6 – Economic Development – Number of Votes 2

Retreat Goals and Objectives

- 1. Detail Action Plan for Utility Infrastructure, Grants Funding/Engineering Services**
- 2. How to Expand Jurisdictional Control/Annexation Tax Base**
- 3. Goals that are Community Focused**
- 4. Provide Structure/Frame work on how Council and Staff Operate**
- 5. Ensure that Living in Town is Valued/Desirable**
- 6. Discipline to Deliver Services Promised**
- 7. Gather Information From Citizens**
- 8. Economic Development**
- 9. Contract Evaluation**
- 10. Explore New Service Deliver (police, fire, etc.)**
- 11. Increase Infrastructure**
- 12. Better Community Involvement**
- 13. Consensus**

Issue #1 – Funding and Technical Assistance

Goal: Evaluate current and potential Service Providers with the Best Value and Skillsets

Grouped Issue #1 Funding and Technical Assistance

#4 – Determine better way to reach out for contracts

#7 – Explore Engineering firm contracts

#9 – Evaluate Contracts for all Services

#12 – Evaluate contracts, financial opportunities with existing Town Committees

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
RFQ's for service providers as defined by list of services to evaluate	Council	Town Administrator, Budget Committee	<ul style="list-style-type: none"> Defined list of services to evaluate Media, Website 	60 days	•	Time, Staff Resources	Monthly	

Goal: Identify list of Fundable Projects

Grouped Issue #1 Funding and Technical Assistance

#1 – Funding for Infrastructure/Sewer

#2 – Determine where to get funding (security, police, fire, etc)

#5 – Funding Library, Senior and Community Center, Town Hall

#6 – Look at Stimulus grants for Telecommunications

#8 – Explore Grants funding assistance at local, state, and federal

#11 – Determine funding for goals defined

#13 - Dedicate Town funds for Grants

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Develop a list of potential projects	Council	Town Administrator, Town Committee	<ul style="list-style-type: none"> Survey Strategic Plan Public Input 	Initial List 30 Days Developed complete list 120 Days		Dedicated Time	Monthly	

Goal: Establish Annual Budget Workshop

Grouped Issue #1 Funding and Technical Assistance
#10 – Define more structure around annual budget cycle

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Create policy for inclusion of Budget Workshop	Budget Committee	Policy Committee, Town Administrator	<ul style="list-style-type: none"> • Current budget 	30 Days			Monthly	

Goal: Create a more Formalized Budget Process

Grouped Issue #1 Funding and Technical Assistance
#10 – Define more structure around annual budget cycle

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Develop Budget Policy and Procedure	Council	Budget Committee, Policy Committee	<ul style="list-style-type: none"> • Support Staff • Other Towns • Town Manager Listserv 	30 Days		Time, Logistics, Resources	Monthly	

Goal: Utilize Technical Assistance to Develop Community Involvement

Grouped Issue #1 Funding and Technical Assistance
#4 – Determine better way to reach out for contracts
#7 – Explore Engineering firm contracts
#9 – Evaluate Contracts for all Services
#12 – Evaluate contracts, financial opportunities with existing Town Committees

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
------------------------	----------------------------	--------------------------------	-------------------------	-------------------	---------------	------------------	-------------------------------	---------------

Develop a list of available resources and best methods for community input and involvement	Council	Communications Committee	<ul style="list-style-type: none"> • Contract Services • Other Towns 	60 Days			Monthly	
--	---------	--------------------------	--	---------	--	--	---------	--

Issue #2: Water and Sewer

Goal: Obtain representation for purposes of continuing Midland's interest

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Meet with County Commissioners, WSACC represent and Concord to obtain support of Midland's Interest. Identify a Council Member to attend WSACC meetings	Council	<ul style="list-style-type: none"> • Ron Niland • Town Staff • Senator • Governor Office • Congressman 	Current Contacts	Ongoing		Structure of WSACC	Monthly	

Goal: Obtain other sewer availability from other sources.

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Have more detailed conversations with other sources	Appointed Council & Mayor	<ul style="list-style-type: none"> • Town Staff • Other communities • Federal Representatives • State Representatives 	Interlocal agreement with Locust, etc. State Funding	Ongoing		Operational Costs and Infrastructure Funding	Monthly	

Goal: Identify necessary sewer agreements (#1 Allocation, #2 Operational, #3 Interlocal Agreements)

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Confirmation from WSACC on acquisition on allocation available for Midland Corporate	Mayor, Council Member Mike Tallent, Town Administrator	<ul style="list-style-type: none"> • WSACC • Concord 	Current Contacts	30 Days		Legal Interaction with WSACC	Monthly	

Limits								
--------	--	--	--	--	--	--	--	--

Issue # 3 – Adding Services

Goal: Explore What Additional Services are Desired/Needed

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Create a Comprehensive List of Desired Services	Council	<ul style="list-style-type: none"> • Staff/Resources • Committees 	<ul style="list-style-type: none"> • Other Towns • Surveys/Staff 	Shortlist in 30 Days Comprehensive 90 Days			Monthly	

Short List from Council:

Public Safety
Police Protection

Utilities

Public Services

Library
Senior Center
Community Parks
Youth activity centers

Issue #4 - Community Development

Goal: Direct Community Development Committee to reevaluate communication efforts

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Identify new methods for communication to community	Community Development	<ul style="list-style-type: none"> • Communications Committee 	<ul style="list-style-type: none"> • All forms of current communication methods 	90 Days		Time, Budget	90 Days	

Goal: Establish Quarterly Town Hall meetings.

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Notify community of the Quarterly meetings by various methods	Council	<ul style="list-style-type: none"> • Communications Committee 	<ul style="list-style-type: none"> • Website, Government Officials 	90 Days		Lack of participation	90 Days	

Goal: Have a regular community event/program to engage community with Council

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Identify costs and process for creating community events	Community Development	<ul style="list-style-type: none"> • Council, Fire Department 	<ul style="list-style-type: none"> • Park and Rec • Schools • Churches • Senior Center • Midland Business Association 	20 Days		Time	Budget Workshop	

Issue #4 - Community Development

Goal: Continue to implement Community Based goals from the Town Strategic Plan

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Council should discuss on a monthly basis on how to carry out Priority #8 from Strategic Plan	Council	<ul style="list-style-type: none"> • Strategic Plan Committee • Local Media • Midland Business Association • Schools • Communications Committee 	<ul style="list-style-type: none"> • Financial • Time • Commitment • Communication 	90 Days	<ul style="list-style-type: none"> • Citizens as a whole • Various Committees 	<ul style="list-style-type: none"> • Dedicated People • Financial Resources 	Monthly at Council	<p>Town included Community Section in Newsletter</p> <p>Did activate transportation in the Community in Oct 2009 with Cabarrus LINKS program</p> <p>Recognized Eagle Scouts and Bethel Student Council</p> <p>Ensured that all churches in community received information on LINKS program</p> <p>Communicated to churches on Department of Aging LunchPlus program and include activities in Town Newsletter</p> <p>Established third Holiday tree and purchased LED lights for all holiday trees at the corner.</p>

**See Strategic Plan #8 Attached
Strategic Plan Priority #8 - Issue: Community Development**

Goal: Increase community involvement.

<u>General Strategy</u>	<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>First Steps</u>	<u>Action Assignment</u>	<u>Update</u>
Revamp newsletter to a more user-friendly format and update website.	On front page include concise summary of newsletter contents.	Midland Communications Committee	Town Council Town committees	Articles Pictures	3 months	Expand content included in the newsletter. Obtain committee reports.	Communications committee needs to expand content of the newsletter to include community activities and county information.	A Community Section and County section was added to the newsletter in 2008
	Include information from local churches.	Midland Communications Committee	Local churches	List of local pastors and church events.	3 months	Contact pastors in the area.	Communications committee needs to expand content of the newsletter to include community activities and county information.	A Community Section and County section was added to the newsletter in 2008
	Include community watch section and ways to revitalize community watch program.	Midland Communications Committee	Sheriff's Office SPC Regional Cooperation Sub-Committee	Community watch information	6 months	Educate citizens about community watch program.	Reach out to Cabarrus County Sheriff and Neighborhood Collaboration group for assistance. Town Council and SPC should reach out to help create the neighborhood watch programs	

<u>General Strategy</u>	<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>First Steps</u>	<u>Action Assignment</u>	<u>Update</u>
Promote church involvement with Town Council on community projects.	Publicize Department of Transportation services to Midland residents.	Midland Communications Committee	County Transportation staff (CCTS)	Information brochures for church members	9 months	Arrange a meeting between pastors and county staff.		
	Expand awareness of the Meals on Wheels program in Midland.	SPC Community Development Sub-Committee	United Way Cabarrus Meals on Wheels Program	Volunteers	9 months	Education for seniors about services available and volunteer opportunities.		The Department of Aging is creating a senior site within the Town area to help serve Seniors within Southern Cabarrus County in the fall of 2008.
Promote recognition of outstanding	Recognize outstanding students	Midland Communication	Cabarrus County Schools	Students who receive awards.	5 months	Budget for student recognition items.	Reach out to the local schools to ensure that	

community members at Town Council meetings.	at Bethel, CC Griffin, and Central.	Committee		Recognition tems.			we are participating with the Student Recognition programs	
Encourage Town Council to participate in the student council program.	Create a Midland Student Council program for high school students.	Town Council	North Carolina League of Municipalities Cabarrus County Schools	Students Adult volunteers	9 months	Research how to create the program. Solicit school involvement	SPC meet with local High School principal to identify if there is interest within the groups.	
Plan a spring event sponsored by Town Council.	Plan a community cleanup day with a barbecue afterward.	Town Council		Volunteers	1 year			
<u>General Strategy</u>	<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>First Steps</u>	<u>Action Assignment</u>	<u>Update</u>
	Cleanup day at the old and new Bethel Schools with spring planting activity.	Save the Old Bethel School Committee	Bethel Elementary School PTSO	Plantings Volunteers	1 year			
Establish a Town Beautification committee.	Create committee to promote beautification of Midland.	Town Council	Committee members		9 months	Form committee. Place information in newsletter.		
	Annual Tree Lighting ceremony	Town Council	Committee members		6 months	Budget for annual tree lighting.		
Expand outreach to diverse populations in Midland.	Establish English as a Second Language (ESL) classes.	Town Council & Midland Communications Committee	County outreach Cabarrus County Schools	List of classes offered	9 months	Contact county resource person.		

Issue # 5 –Development of Town Administrator’s Role

Goal: Develop Administrator Roles

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Create Administrator Role and Clerk Roles	Kathy Kitts Mayor and Policy Committee	<ul style="list-style-type: none"> Council 	<ul style="list-style-type: none"> Input from Council 	30 Days			Monthly	

Ideas for Improvements for Town Administrator and Staff

- Research Phone system functionality
- Better space for storage
- Part-time staff as need for daily activities
- Staff recommendation sheet for all packets
- Agenda schedules for each month published
- Council agenda items to include backup information
- Project agenda/documents on wall during meetings
- Adjust meeting space/tables
- Safety of cables in meeting space
- Have Town Flag made
- Invitation to local pastors to provide invocation at Council meetings
- Move Community Board to center wall between office and meeting space outside
- Fix signage on front door
- Nancy Boyden to obtain Notary
- Wireless Connectivity for office
- Agenda Workshops

- ADA compliance within meeting space

Issue #6: Economic Development

Goal: Create a Direction to take advantage of Opportunities/Current Assets and plan for Economic Development

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Present Council with Action Plan for	Council Support EDC	<ul style="list-style-type: none"> • MBA • EDC 		90 Days		<ul style="list-style-type: none"> • Time/Interest 	Monthly	

Approval Based on Goal Defined		Representative • Communications Committee						
--------------------------------	--	--	--	--	--	--	--	--

Goal: Identify a method to Market Midland

<u>Specific Action</u>	<u>Lead Responsibility</u>	<u>Implementation Partners</u>	<u>Resources Needed</u>	<u>Time Frame</u>	<u>Allies</u>	<u>Obstacles</u>	<u>Report Back Time Frame</u>	<u>Update</u>
Provide a recommendation to Council on Marketing Midland	EDC	<ul style="list-style-type: none"> • Cabarrus EDC • Council • MBA 	Private Resources	30 Days		<ul style="list-style-type: none"> • Funding 	Monthly	