

Goals / Objectives	Strategies / Actions	Accomplishments / Status (See scoring below)	Team Leaders
<p style="text-align: center;">Infrastructure To operate, maintain, and fund the Town's infrastructure at a reasonable cost.</p>	<ul style="list-style-type: none"> • Prioritize all potential projects <ul style="list-style-type: none"> ○ Consider performance improvements, financing required, potential outcomes • Explore options for financing infrastructure <ul style="list-style-type: none"> ○ Rates, bonds, loans, cash, grants, etc. • Devise new ways of reporting on financial status to keep Council informed of progress or obstacles. Continue using some kind of dashboard. • We need the data to inform the public. • We need to share our operational successes with our residents 	<ul style="list-style-type: none"> • Noble Street Sewer Project USDA grant loan approved; in design phase LGC financing request to come. Late Summer 2015 • Under-sized Water line Project submitted twice for Grant funding – not funded. Needs Funding • I & I Wastewater projects not funded FY 14 & 15. Project will be in draft FY16 Budget. • Develop plan for future of existing Town Hall. • Town Hall Project Funding approved 7/7/15 • FY16 Paving List Revised including paving 1 gravel st (Winston Cr) 	<ul style="list-style-type: none"> • Alex, Jon, consulting engineers • Alex, Jon, consulting engineers • Jon B., Matthew Morris, Alex F., engineers • Staff/Council/Arch.
<p style="text-align: center;">Information Technology To integrate technology into Town operations to improve customer service delivery.</p>	<ul style="list-style-type: none"> • We have \$10K budgeted for IT study. Complete the study, and report back to Council. • Keep emphasis on security, inter-operability, wi-fi access • Expand our capacity for user-friendly on-line transactions • Make plans BEFORE moving in the new Town Hall in fall, 2015 • Prioritize work in such a way that there is no re-work required in Town Hall 	<ul style="list-style-type: none"> • IT Study Project RFQ's being analyzed. VC3 Identified as preferred vendor. Funds in FY16 Budget; Funding authorized. Support starting Date TBD? 	<ul style="list-style-type: none"> • Jon B., Council Members Sellers and Overby
<p style="text-align: center;">Personnel System / Benefits To develop a skilled and motivated workforce.</p>	<ul style="list-style-type: none"> • Have the organizational system, structure, and plan in place to use in budgetary planning cycles. • Create the workplace system that will allow us to recruit, train and retain high quality staff. 	<ul style="list-style-type: none"> • FY 16 includes Funding for 3 new positions; fire, finance and water. • New Health Benefits Provider effective 7/1/15. The Pierce Group. Med insurance premiums reduced by 2.4% 	<ul style="list-style-type: none"> • HR
<p style="text-align: center;">Town Code And Code Enforcement To create a safe, viable and inviting Town for new and existing residents.</p>	<ul style="list-style-type: none"> • Staff to review and revise land use regulations (chapter 17) <ul style="list-style-type: none"> • Make it clear, consistent, and user-friendly • Make it enforceable • Ensure that it complies with state statutes • To develop new draft of regulations, with decision-points identified clearly. <ul style="list-style-type: none"> • Convey how this work links to that of other departments such as law enforcement or fire department • Create awareness of potential pushback 	<ul style="list-style-type: none"> • Diagnostic Review of Development Related Regulations and Polices conducted by the NC Department of Commerce, Division of Community Assistance. 7/13/15 Planning Board workshop to be held to set strategies and prioritize work identified in diagnostic review. • Planning Board Rules of Procedures reviewed/ revised to be consistent with Town's Development Regulations in consultation with Town Attorney. 	<ul style="list-style-type: none"> • Julie M., DCA • staff, Council, Attorney, consultant

	<p>when enforcement starts</p> <ul style="list-style-type: none"> Streamline Development Review & Permitting Improve appearance of Town's gateway Corridors through Code Enforcement. 	<ul style="list-style-type: none"> Established and/or renewed partnership to, facilitate/streamline the review of development plans and permit issuance incorporating Technical Review Committee recommendations. Updating applicable applications to be consistent with Development Regulations and NC General Statutes. Planning Board Training Session (Updates NC Laws, Quasi-Judicial Procedures) Streamlining Code Enforcement Process Conducting proactive public nuisance inspections. Council Authorized Recertification of Oak Tree Industrial Park Feb. 2015; Work Completed & Recertification Information submitted to State for Approval. Council Authorized Update of Town Economic Development Strategic Plan. May 2016 identify Focus Group members; Focus Group meeting conducted 6/4; In Process 7/2015, Project 50% complete Way finding Committee Studying Directional Signage 	<ul style="list-style-type: none"> Julie M. Julie M. Julie M. Julie M., Attorney Julie M., Donald B., Alex F., Chief Cooper, Chief McDaniel, Kim B. Julie M. Jon B., Alex F. Rocky lane Julie M., Rocky Lane Jon B., Julie M., Donna Bailey-Taylor, NCDOT
<p>Economic Development To provide a platform for a healthy economy and to create an inviting community for new businesses, industries and residents.</p>	<ul style="list-style-type: none"> Selma's potential partners are Greater Smithfield/Selma Chamber of Commerce, Johnston County Tourism, JoCo Economic Development Department, Department of Commerce, NC Main Street, Selma Uptown Revitalization, Historic District, Rural Center, the railroad Create a clear focus in marketing Selma, through economic development goals and options. Identify our desired industry sectors or retail options for recruitment 	<ul style="list-style-type: none"> Town Hall Project <ul style="list-style-type: none"> Design Contract in Place; Design phase to follow Construction Summer 2015; see Infrastructure notes Establish and/or renew Selma's Partnership. Attend and participate in meetings. Pursue update to Selma's 2004 Strategic Economic Development Plan. Approved Feb. 2015; In Process 7/2015; Project 50% complete Appoint ED Strategic Plan Pocus Group April 2015; complete 6/4/2015 	<ul style="list-style-type: none"> See Above Julie M. Jon B., Julie M., Town Council, Rocky Lane

Scoring Methodology

- [Phase II of Class Study presented to January 2015. See FY 16 Budget](#)

Green	Current situation is acceptable
Orange	Improvement/caution to current situation is needed
Red	Current situation is unacceptable

Accomplishments

- Sewer Rate Revisions presented January 2015. [Rates amended February 2015.](#)
- Sludge Study @WTP / in-progress. Winter 2014. [Engineers report presented to Council Feb. 2015](#)
- Position Classification, Salary Study and Pay Plan performed 2013. [Phase I implementation completed 2014.](#)
- Special Joint Meeting of the Selma Town Council and the Planning Board held on September 16, 2014. Findings and recommendations presented at the meeting. [Updates to the Zoning Ordinance, Land Use Plan, Zoning Map and Strategic Plan recommended.](#)
- [Planning Board Workshop held on November 17, 2014 to review/discuss recent changes to NC Statutes pertaining to land use planning.](#)
- [Planning Board Workshop held on January 26, 2015 to review/discuss quasi-judicial procedures.](#)
- [Planning Board recommended and Town Council agreed with staggered Planning Board Terms at the November 14, 2014 Council meeting. Applicable Development Ordinance Text Amendments to be drafted and presented in accordance with ordinance/NC General Statutes.](#)
- Municipal Code Violation Citations Developed; **Citations Being Issued.**
- Sworn Selma Police Officer selected for Code Enforcement.
- Obtained New Benefits Advisor – Pierce Group
- Police Technology grant of \$25,000. Bids for hardware/software being sought. Spring 2015
- Fire Dept. granted \$ to make all radios 911 compatible.
- Sidewalk Cutting Project – completed winter/spring 2015
- Street Marking Project completed 2015 – via NCDOT contract
- **Town Hall Project**
 - [Design Contract in Place; Design phase to follow](#)
 - [Town Hall Construction Bids Opened 6/4, presented to Council 6/9. LGC application being processed](#)
 - [LGC Approval 7/7/15](#)
- [New Employee Merit Performance Evaluation System Implementation FY16. FY16 Budget item; Council Funded](#)
- **Created 609 new plots in Selma Memorial Gardens, Section 4 – Roselawn; and created 32 new plots in Selma Memorial Gardens, Section 2 – Magnolia Garden**