

# Town of Aberdeen

## Board of Commissioners

# GOALS AND OBJECTIVES

## 2017

### Vision Statement:

*As the Town of Aberdeen grows, we will retain our unique history and character and provide the services and amenities to continuously enhance the quality of life for our citizens.*

### Purpose of the Goals and Objectives:

Goals and objectives are adopted to support the vision for the town as established by the Board of Commissioners. In addition, these multi-year Goals and Objectives serve as the basis for the policy direction of the Board and serves as the guide for all operational, maintenance and budgeting activities.

Strategic Goal – Desired Situation

Objective – Conditions needed to move toward achieving the goal

**The quality of life in Aberdeen is enhanced by the identification of the following Six Town Strategic Goals (Focus Areas) with associated objectives:**

#### 1. Engaged Economic Development

- a. Work to promote the location, access, and transportation corridors going through the Town to attract new business.
- b. Promote the creation of new jobs through the use of all available resources.
- c. Investigate the use of incentives to support Town development and attract new business.
- d. Encourage new businesses to hire locally, patronize local businesses, and bank locally.

#### 2. County, Regional or Intergovernmental Cooperation and Participation

- a. Attend relevant organizational meetings and discussions to ensure that Town interests regarding schools, transportation funding decisions, jobs and educational opportunities are represented and acknowledged.
- b. Review existing county, regional or other intergovernmental agreements for additional benefit to the Town.
- c. Explore opportunities for creating other agreements to benefit the Town.

### **3. Encourage Citizen Communication and Participation in Town Events, Celebrations and Volunteerism**

- a. Motivate citizens to become volunteers and be active in small projects for the benefit of the Town using the Bon Accord newsletter, town website, local newspapers and direct communication.
- b. Encourage citizens to become involved in appointed Town committees, boards and commissions.
- c. Foster community-wide activities and celebrations to include Spring Spree, Fourth of July, Reindeer Fun Run, the Christmas Parade and other special Town activities.
- d. Provide a variety of Town sponsored program and event opportunities for individuals and families to enroll in and attend.

### **4. Strengthen Business and Residential Partnerships**

- a. Attract more commercial and retail business into the downtown and historic district area.
- b. Work with local businesses in the Town to improve the beautification and appearance of all the business districts with a focus on:
  - Street and sidewalk cleanliness
  - Signing
  - Parking areas
  - Trash barrels
  - Benches
  - Trees and other plantings
- c. Promote business through the active support of the local Chamber of Commerce and the Downtown Aberdeen Business Guild.
- d. Maintain a strong emphasis on code enforcement to improve business and residential appearance with particular attention on dilapidated buildings, abandoned vehicles, litter, junk, and weeds.
- e. Evaluate opportunities to provide retail spaces in the downtown area that are on the first floor with options for living spaces on the floors above.
- f. Enforce the approved Unified Development Ordinance (UDO) while working to ensure that it evolves as the needs of the Town supporting business and residential development necessitate a review.

### **5. Enhance Town Departmental Core Services**

- a. Assess opportunities for, and the cost benefits of, leveraging outside contracts for providing services to citizens of the Town.
- b. Hire and retain the qualified staff necessary to support the activities and essential services provided by the Town.

- c. Look for grants and other opportunities to offset costs of providing equipment for public safety to ensure a well equipped fire and police force.
- d. Ensure town staff and employees have access to the training required to be highly skilled to do their jobs.
- e. Construct a new police department and town hall facility to better serve and represent the Town.

## 6. **Balanced Capital Improvement**

- a. Prepare long range capital plans for town vehicles, equipment, utility upgrades, improvements, and renovations which will be reviewed annually with the budget.
- b. Inspect town-owned buildings and property for any required maintenance to ensure proper upkeep with a continuous emphasis on safety.
- c. Evaluate new technologies and/or methods for improving equipment or Town services while maintaining an emphasis on overall efficiency and effectiveness.