



# Council and Senior Staff Planning Retreat

March 3, 2017

Magnolia House and Gardens  
Jonesboro, Georgia



Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA

Facilitated by Gordon Maner

# Planning Retreat

## Agenda



**March 3, 2017**

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***(Council and Department Heads AM)***

- 8:30 AM Continental Breakfast
- 9:00 AM Welcome, Overview and Introduction
- 9:30 AM Break
- 9:45 AM Roles and Expectations of Council and Staff
- 10:00 AM Department Update & Future Planning – Franklin Allen, Chief of Police  
Department Update & Future Planning – Joe Nettleton, Public Works Dir.
- 11:00 AM Review Last Retreat Summary; Accomplishments and Updates
- 12:00 PM Lunch

***(Council and City Administrator PM)***

- 12:15 PM Update and Identify New Strategic Priorities
- 1:00 PM Department Update & Future Planning – Ricky Clark, City Administrator
- 1:30 PM Economic Development & Community Planning
- 2:30 PM Break
- 2:45 PM Discussion of Municipal Facility
- 3:30 PM Councilmembers Action Items for Coming Year
- 4:00 PM Next Steps, Wrap Up, Evaluation
- 5:00 PM Adjourn for the Day

## **Staff and Council Items for Discussion and Action**

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### **Police Department**

- Conduct cost analysis of the PD total compensation package (*chief and City Administrator*)
- Conduct cost analysis of any increase in starting wage (*including the costs upstream within PD and potentially across the organization*) (*chief and City Administrator*)
- Provide computer skills training to PD civil service employees (*Word, Excel, other*) (*chief and City Administrator*)

### **Public Works**

- Better education of park users and public on littering and park closing. Involve users in the solution by creating some sort of committee or watch. (*Sebo and Dixon*)
- Utilize the UGA Extension folks in landscaping training of PW employees (*Joe and City Administrator*)

### **Municipal Complex**

- Speak with an architect to get drawings
- Involve investigatory committee
- Present to the community
- Form advocacy group
- Hold referendum

### **Council Issues**

#### **Day**

- City Green development and what to do with the Clayton house – get moving
- Lake Wallace development
- Way-finding signs as part of rebranding

### **Dixon**

- Create a community culture of Positive Behavior Incentive Systems (PBIS) within the city and businesses.
- Consider the future in everything we do – establish a Youth Council and a Summer Youth Employment Program
- Create a youth volunteer program to assist seniors
- Find more ways of getting the Police Department more engaged in the community as part of community policing

### **Bruce**

- Resurrect Community Watch

### **Sebo**

- Move forward with the Broad Street and city green development
- Continue efforts for the planning of The Grove area
- Little Free library at Dixon Park and other sites
- Free Wi-Fi in the city

### **Powell**

- Look into creating pocket parks and entrances into residential areas
- Abandoned signage; removal or upgrading – create ordinance to address
- Move forward to purchase banners for street light posts as part of the rebranding

### **Boak**

- See the rebranding process finished
- Have uniform signage in the historic areas
- Downtown parking; explore one-hour parking signs and downtown or meters

### **Wise**

- Develop the new city hall – see it through! Push forward.
- Continue on with streetscapes on North Main
- Vacant city lots grassed for appearance purposes

### **Ricky**

- Sell fire station adjacent to the city Green for a restaurant – will need council support
- Look at the feasibility of creating an app for the city

## **Next Steps**

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- Hold annual retreat January 2018  
*(Gordon send January dates to Ricky)*



*City of Jonesboro*  
Georgia

## **JONESBORO'S VISION**

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The jewel of the southern crescent.....The place where history is preserved and families and businesses are treasured.

## **STRATEGIC PRIORITIES**

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# **OPERATIONAL EXCELLENCE**

## **STRATEGY #1**

- **COLLABORATE WITH RESIDENTS AND BUSINESSES TO PROVIDE RESPONSIVE AND RESPONSIBLE PUBLIC SERVICE BY CONTINUOUS IMPLEMENTATION OF EFFECTIVE & EFFICIENT OPERATIONS**
  - **INITIATIVE 1.1.1 - LAUNCH CITYWIDE PERFORMANCE MEASUREMENT SYSTEM**
  - **INITIATIVE 1.1.2 - CONDUCT AT LEAST ONE OPERATIONAL REVIEW WITH DEPARTMENTS**
  - **INITIATIVE 1.1.3 - LAUNCH INCENTIVE PROGRAM FOR EMPLOYEES IN OBTAINING WAYS TO SAVE \$\$**
  - **INITIATIVE 1.1.4 - CREATE CUSTOMER SERVICE SATISFACTION SURVEY**
  - **INITIATIVE 1.1.5 – ENSURE OPEN AND ETHICAL CONDUCT**
  - **INITIATIVE 1.1.6 – UPDATE CITYWIDE RECORDS MANAGEMENT PROGRAM**





# **ECONOMIC VITALITY**

## **STRATEGY #2**

- **STRENGTHEN AND DIVERSIFY THE CITY'S ECONOMY BY: SUPPORTING AND ADVANCING EXISTING BUSINESSES, TARGETING AND ATTRACTING NEW BUSINESSES, PROMOTING BALANCED LAND USE DECISIONS AND ENGAGING THE COMMUNITY TO REINVEST IN THE CITY**
  - **INITIATIVE 2.1.1 – PROVIDE POLICIES, PLANNING, INFRASTRUCTURE, AND SERVICES THAT ARE FUNDAMENTAL TO AN ECONOMICALLY STRONG, VIBRANT CITY**
  - **INITIATIVE 2.1.2 – PROMOTE AN ENVIRONMENT FOR RESIDENTS AND BUSINESSES TO PROSPER**
  - **INITIATIVE 2.1.3 – COMPLETION OF OPPORTUNITY ZONE DESIGNATION**
  - **INITIATIVE 2.1.4 – OVERLAY DISTRICTS**



# **HEALTHY COMMUNITY**

## **STRATEGY #3**

- **PROTECT RESOURCES AND ENVIRONMENTAL HEALTH FOR BOTH CURRENT RESIDENTS AND FUTURE GENERATIONS. FOSTER THE HEALTH OF OUR PHYSICAL ENVIRONMENT THROUGH BALANCED, CONNECTED AND SUSTAINABLE LAND USES.**
  - **INITIATIVE 3.1.1 – INCREASE SUPPORT OF AN ENVIRONMENT THAT FOSTERS HEALTH & WELLNESS**
  - **INITIATIVE 3.1.2 – WITH THE ASSISTANCE OF CCWA, CONTINUE TO DEVELOP AND IMPLEMENT STRATEGIES AND PROGRAMS THAT RESTORE AND PROTECT NATURAL RESOURCES AND PROMOTE SUSTAINABILITY**
  - **INITIATIVE 3.1.3 – JUMPSTART BEAUTIFICATION COMMITTEE PLANNING & OBJECTIVES**
  - **INITIATIVE 3.1.4 – INVENTORY/PRESERVATION OF HISTORICAL ATTRIBUTES**







## **STRONG & SECURE NEIGHBORHOODS**

### **STRATEGY #4**

- **CREATE AND MAINTAIN SAFE AND APPEALING NEIGHBORHOODS WHERE PEOPLE CHOOSE TO SHOP, WORK, PLAY & STAY**
  - **INITIATIVE 4.1.1 – STREAMLINE PLAN REVIEW PROCESS**
  - **INITIATIVE 4.1.2 – COORDINATE WITH GMA ON AUDIT OF HOTEL / OCCUPATIONAL TAXES**
  - **INITIATIVE 4.1.3 – IMPLEMENTATION OF ABANDONED SIGN ORDINANCE**
  - **INITIATIVE 4.1.4 – IMPLEMENTATION OF VACANT BUSINESS PROGRAM**
  - **INITIATIVE 4.1.5 – DRIVE WEATHER NOTIFICATION SYSTEM**



## **CONNECTED COMMUNITY**

### **STRATEGY #5**

- **PROMOTE DIVERSE OPPORTUNITIES THAT CONNECT COMMUNITY AND FOSTER CIVIC PRIDE THROUGH COMPREHENSIVE COMMUNICATION STRATEGIES, AND CULTURAL, EDUCATIONAL PROGRAMMING**
  - **INITIATIVE 5.1.1 – ENGAGE RESIDENTS TO ENGAGE IN CIVIC ACTIVITIES**
    - **IMPLEMENT MARKETING & COMMUNICATIONS PROGRAM**
  - **INITIATIVE 5.1.2 – PROVIDE OPPORTUNITIES THAT ENRICH THE COMMUNITY'S QUALITY OF LIFE**
    - **PROVIDE SERVICES/PROGRAMS RESPONSIVE TO RESIDENTS' / VISITORS' PRIORITIES**
  - **INITIATIVE 5.1.3 – CONTINUALLY BUILD SOCIAL MEDIA OUTLETS**



## ABOUT YOUR FACILITATOR



Carl Vinson  
Institute of Government  
UNIVERSITY OF GEORGIA

### GORDON MANER

Senior Public Service Associate

Carl Vinson Institute of Government



Mr. Maner has a distinguished career in the local and state government training and development arena, and he currently serves as a facilitator, presenter, and special projects manager for the Institute. Mr. Maner is a recipient of the University of Georgia's Public Service and Outreach Walter B. Hill Award for Distinguished Achievement in Public Service and he is the recipient of the Georgia City-County Management Association's Pillar of Excellence Award for services to Georgia's cities and counties. In addition to his work in Georgia, he provides training, facilitation, and consulting regionally, nationally, and internationally.

Prior to joining the Institute, Mr. Maner spent more than 20 years in various management roles in Georgia local governments. He holds graduate degrees in psychology and in public administration from West Georgia University, and he is a skilled facilitator and presenter. His areas of expertise include facilitation (strategic planning, problem solving, relationship building), performance measurement, process improvement, management and leadership development, organization development, learning needs assessment and developing learning interventions.

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## **ABOUT US**

For more than 85 years, the Carl Vinson Institute of Government has worked with public officials throughout Georgia and around the world to improve governance and people's lives. From Georgia's early days as a largely agrarian state with a modest population to its modern-day status as a national and international force in business, industry, and politics with a population of almost 10 million, the Institute has helped government leaders navigate change and forge strong directions for a better Georgia.

Drawing upon the knowledge and resources of the University of Georgia, the Institute provides education, assistance, research, policy analysis, and publications to assist public officials in serving citizens in Georgia and throughout the world.

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Public officials and staff gain skills and knowledge to do a challenging job better through hundreds of training and development programs.

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