

**Priorities Submitted By Mayor & Members Of City Council**

**For**

**February 25, 2012 Budget/Planning Retreat**

**7 Continued Emphasis on Creating Economic Development Opportunities (Burnette, Carter, Ellis, Epps, Grogan, Tuggle and Turner)**

1. Continue to aggressively pursue economic and business opportunities through the Economic Development office....Mega Park, small business assistance, national chain recruitment, etc....Continue to have Mr. Dougherty to attend business functions and local luncheons. This will continue to promote our efforts to recruit businesses and bring jobs to the area.
2. Continue the Mega Park initiative and discussions.
3. Complete the Cook Block Main Street project for the merchants.
4. Continue all possible efforts for economic development especially in conjunction with the Mega Park in Pittsylvania County.
5. Continue to support the Eden Community Resource Center as needed.
6. Continue to search for all possibilities to obtain developers of jobs and water users.
7. Jobs, Jobs, Jobs. We need to expand our search for Industry. At least two to three times per month someone should be on an airplane, train or in a car going somewhere for face to face contacts and selling of Eden.
8. Keep on top of Mega Park.
9. Pursue economic & business opportunities.
10. Continue looking at all possibilities and work closely with our Virginia allies on the Mega Park project.
11. Make the River-Fest a three day.

**7 Pay Raises For Employees (Burnette, Carter, Ellis, Epps, Grogan, Tuggle and Turner)**

1. Consider pay raises for employees as a #1 priority.
2. Give a pay increase to all employees.
3. Pay increase for employees-Employees have not had a pay increase in several years.
4. What can we do for our employees in terms of a pay raise?
5. Pay raises for the employees – what can we do for our employees?
6. Pay raises, reinstatement of longevity pay, and anything else that can be done to increase employee compensation.
7. Allocate funds for pay raises.

**7 Continued Emphasis on Water & Sewer Infrastructure Needs & Priorities Including Administrative Order from the Environmental Protection Agency (EPA) (Burnette, Carter, Ellis, Epps, Grogan, Tuggle and Turner)**

1. Water & Sewer Projects....Be selective with choices of projects that MUST be done to maintain our system integrity. We don't want to be myopic and avoid doing projects that may put us back under NCDENR and EPA scrutiny for lack of action in addressing our infrastructure problems.
2. Continue within the water and sewer infrastructure of all projects. Stop the smell on Stadium and the entrance to city near the sewer plant.
3. Continue to improve water and sewer infrastructure as can be afforded. Be sure we stay within regulations and prepare for new regulations that will probably come unfunded.
4. Drinking Water-Continue to work to determine lowest cost technology to meet THM rules. Work with and hold Duke Energy accountable for bromides in Dan River.
5. Identify critical water and wastewater infrastructure immediate needs-This probably will be done for us in the wastewater arena by the EPA. If that is fact then this becomes a compliance issue. Do not lose focus of water infrastructure.
6. Keep on track with our water & sewer infrastructure improvements.
7. Water/Sewer infrastructure including EPA Administrative Order – Action Plan for implementation and funding all of the mandated improvements.
8. Finish replacing all 2" waterlines.

**4 Seek Funding Alternatives/Options & Pursue Expansion of Greenways System (Carter, Ellis, Epps and Turner)**

1. Next Phase of the Greenway. Also, seek funds so we can do more for the future of Eden.
2. Investigate ways to fund additional greenways throughout the city according to the master plan. Also, update the plan if needed.
3. Develop the next section of the greenway.
4. Continue to apply for grants for our greenway projects.

**4 Continued Emphasis on Keeping Eden Clean & Beautiful (Burnette, Carter, Ellis and Epps)**

1. Post NO Dumping Allowed Signs in strategic locations though out the City as needed.
2. Keep Eden Beautiful-This program has been put in place, now let's make sure that we promote and support all efforts to improve the attractiveness of our community.
3. What additional things can we do to make our city more aesthetically appealing to attract people and business?
4. Keep Eden more appealing by continuing our efforts to keep Eden clean.

## **2 Look at the Possibility of Adding Additional Staff (Ellis and Tuggle)**

1. Evaluate personnel with respect to departments and efficiency. We have approved cuts by attrition for many years, but it may be “pennywise and pound foolish” to cut and leave ourselves shorthanded without a plan to make our fire department solid with respect to firemen and/or not enough police officers to deal with the ever growing gang and drug problems that the city faces. I use these two as examples, but I am certain that all the departments need evaluating and the possibility of additional employees.
2. Increase the city employment in the Fire Department, Police Department, Streets Department and all of the other departments within the next five years. The Fire department is in dire need to employee a full-time 12 crew membership, check all ways that the part-time would be stopped meaning the part-time-paid fireman. These firemen are not volunteering any longer on a regular, consistent and reliable basis.

## **2 Replace Vehicles and Equipment (Ellis and Grogan)**

1. Have a lease program for new Police Cars that are needed badly. Lease or buy because we really need them. Eight to ten cars are in need.
2. Replace vehicles/equipment around the city that has been put on hold now for several years.

## **1 The following items were submitted by one member of Council as listed below:**

Check into using some of our sports fields for Hispanic league ball, I think we are losing money (**Carter**).

Consider the enactment of a possible tax increase if needed. See what 2% then 3% to 5% max over the next five years. If there is no increase in employment meaning incoming jobs then we may have no other choice but to raise taxes (**Ellis**).

Implement a recycling program with containers for pick-ups on certain days. This may be a sign for the increase of taxes and/or rates to pay for the additional service. Also, do what we can to make it easier for the citizens to Re-cycle (**Ellis**).

The Mill Ave. Pool needs chairs and a makeover. It looks bad with nothing fort people to sit on. Increase the daily and seasonal rates. \$3.00 to \$4.00 daily inside city: \$5.00 out of city with all ID'S Shown, SAFETY OF THE CHILD FROM SEX OFFENDERS. \$40.00 CITY passes, \$60.00 out of city season pass. If the rates were increased this would help to pay for the chairs and improvements. (**Ellis**).

Continue the use of the used computers for the after school programs **(Ellis)**.

Sidewalks, continue to search for grants for sidewalks and improvements. Also, bike lanes within certain areas of the City **(Ellis)**.

Parking at Freedom Park, the lot at the water tank needs to be used for RVs with electricity and water **(Ellis)**.

Install safety nets over the fields at Freedom Park to protect people from foul balls **(Ellis)**.

Purchase a field drag for the ball fields. This is a special need **(Ellis)**.

Light the walking track at Freedom Park **(Ellis)**.

Utilize Spray Park for school softball programs and Mill Avenue Park for school baseball programs as needed **(Ellis)**.

Develop a City Ordinance on the colors for buildings. Specify the paint colors that can be used **(Ellis)**.

No new taxes **(Epps)**.

Cost/benefit of Piedmont Triad Partnership **(Hagood)**:

- Review results, if any reports exist?
- Future \$
- Responsibility

Cost/benefit of involvement with Pittsylvania County by the City of Eden **(Hagood)**:

- To date \$
- Future \$, Pay back \$, what has to happen and when?
- How much per W/S residential account?
- Much like an assessment of \$150, that may potentially go over \$1000 per residence?

Public Safety of Eden **(Hagood)**:

- Review to include crime trends
- Policies
- Personnel experience
- Vehicles

- Past year highlights
- Improvements

Right Size Eden City Departments (**Hagood**):

- State wide and like size communities
- Review activity levels (for example, almost no building)
- Per capita

REDUCE COSTS (**Hagood**).

In reviewing the information about the lack of retaining our "young adult" population in Rockingham County I hope we can develop some programs and a possible public relations campaign that might investigate ways turn this trend around. Do we need to formally survey this population and get answers to the reasons for leaving? What can we do to improve recreational activities for this age group? What kind of informational sessions might the City of Eden provide that might assist these citizens? Financial sessions? Understanding home ownership? Building resumes? Exploring small business opportunities? (**Turner**)

After continuing to see the statistics for poor health conditions of our county it would be beneficial to develop programs in conjunction with our county health department or our Eden recreation department to promote more exercise through walking, biking and running by using all the sidewalks we have repaired. Using current GPS technology it would be simple to "map out" routes with mile markers in various areas of the city. A kickoff event could be hosted at Freedom Park using some of the existing trails there. We might even be able to develop a website of trails and routes and a way for individuals to enter their mileage for keeping track and meeting goals. This might also be done in conjunction with Morehead Hospital and local schools (**Turner**).

Develop a conservative budget with large contingency funds for unanticipated problems. Closely scrutinize everything as in the past. There is no question that things will arise in the coming budgetary year that will require funds that we don't anticipate (**Tuggle**).

### Long Term Priorities – Next Five Years

1. Viable Partnerships for Eden Economic Development-Look for partnerships that the City of Eden can be involved with other developers of our area (**Burnette**).
2. Greenway-Continue to look for grants for development but also look for organizations that could actually do the work at their cost (**Burnette**).
3. Mega Park-Look for all opportunities (**Burnette**).
4. Succession Plan for all leadership positions-Make sure that we have complete and up to date succession plans for our departments (**Burnette**).
5. Within the next five years let's identify the site and start construction on an Aquatic Center and possibly a Civic Center. They wanted one at RCC, where is it? (**Ellis**)
6. Investigate ways the City of Eden may assist with the high school dropout rate. This impacts all of our population (**Turner**).
7. Continue to review zoning issues across the city to bring more consistency to our ordinances (**Turner**).
8. Continue to develop conservative budgets with infrastructure, economic development and personnel needs as a long-term goal (**Tuggle**).