

Working together is success.

— Henry Ford



Town of Exeter Goal Setting Report

May 14, 2018

Primex³
NH Public Risk Management Exchange

Center for
Public Sector
Advancement

Promoting Excellence in the Public Sector

Purpose and Intended Result of the Session

The purpose of the session was for the Board and Town Manager to come together to lay the horizon for the Town and establish goals and strategies that will help guide the Town over the next twelve (12) months.

Participants

Julie Gilman, Chairwoman

Donald Clement, Select Board

Anne Surman, Select Board

Molly Cowen, Select Board

Kathy Corson, Select Board

Russ Dean, Town Manager

The exercise was facilitated by:

Rick Alpers, Risk Management Consultant, Primex³

Shelley Walts, Member Service Consultant, Primex³

2016 Goals Review Discussion

The session began with the Select Board and Town Manager reviewing previous goals and identifying what is going well within the Town and what needs work or improvement.

Rick Alpers also reviewed the process for the new members of the Select Board for establishing goals.

Top 2016 Goals

GOAL #1: *Master Plan Update*

The update has been completed and is available for public use.

GOAL #2: *Continue to Improve Economic Development Program*

- Looking at Grants to assist
- Master Plan came into being so Economic development will flow from document
- New Planner hired and processes implemented
- Continue to encourage commercial development in identified locations in Town

GOAL #3: *Community Relations and Outreach*

- Communication Advisory Committee being formed
- An App for being designed for smart phones
- Continuous work is being done to the website to improve functionality

GOAL #4: *Capital Improvement Strategy*

- Continue to develop and plan CIP strategy
- Continue to work on achieving identified targets
- Planning Board oversees Capital Improvement Program (CIP)

What is Going Well with the Town of Exeter

- Economic Development
- Great Select Board that is respectful
- Vitality and energy within Town and Volunteerism
- Master Plan process got more people involved
- Police / Fire / Public Safety satisfied with the Town of Exeter
- Great restaurants
- Synergy between Economic, Planning and Zoning Boards - working well together
- Amazing communication – Great volunteers
- Desirable place to be / live
- Schools will have full day Kindergarten in Fall 2018
- Sidewalks

What Needs Work in the Town of Exeter

- Parking
- Traffic
- Facilities
- Communication
- Budgeting – balance between needs versus wants
- Unaffordable

2018-19 Discussion

Molly Cowan

1. Increase participation in Town Government
2. Economic Development- bring together CEO, CFO, COO, DR, Educators within the local community to network and “brain dump” for development ideas

Anne Surman

1. Retention of youth/millennials to stay/live/work in Exeter NH
2. Review policies

Kathy Corson

1. Communication- establish different mediums of communication
2. Facilities- establish Committee to utilize Plan

Julie Gilman

1. Intersection Review on All Roads
 - ➔ Inter-modal focus
 - ➔ Complete Streets
2. Historic Preservation to remain a priority in Exeter’s identity

Russ Dean

1. Review of Tax Exemptions / Credits as they currently stand
2. Craft Housing Strategy - regionally and locally
3. Review Parking / Traffic concerns
4. Town-owned facilities need a detail plan and prioritization of repair or replacement

Don Clement

1. Board needs to develop clear mission and vision – be accountable to citizens
2. Continue to message where Town the town is headed
3. A long-term Strategic Plan is needed for the community

Goals for 2018-19

The Select Board and the Town Manager identified the top goals for the Town of Exeter and to develop a work plan. The goals were formulated from the individual goals listed above. The goals and deadline for an update or completion are listed below.

GOAL #1: Facilities

- Initiate a Plan
- Develop long-term sustainable strategy to update current facilities
- Potential steering committee formation to help drive the process

Select Board to have a work session by **June 30, 2018** to review facilities report and rating system of facilities and provide clear message on direction

GOAL #2: Traffic and Parking Review

- Develop strategy to review and enhance parking
 - ➔ Explore off street parking options
 - ➔ Grant for engineering study
 - ➔ Public input session
 - ➔ 2019 message for a clear understanding to provide to voters
- Review of traffic flow as development continues
- As roads are updated- keep in mind Complete Streets
 - ➔ Intersections
 - ➔ Sidewalks
 - ➔ Cycle lanes

Policy education of Complete Streets by Dave Sharples by **August 1, 2018**

GOAL #3: Quality of Life Concerns

- Housing strategy / affordability
- Communications - social media
- Keeping the millennials and future generations and attracting new citizens
- Increase participation in local government
- "Brain Dump" of local citizens for networking and strategy planning for betterment of the Town

Other Objectives to Consider

- Policy Review
- Review of Exemptions / Credits

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