

**2021 Strategic Planning Work Session Agenda
February 11, 2021 (8am to 5pm)**

Session One (8:00am to 9:30am)- Evaluate Available Resources and External Perceptions

1. Review Previous Year Strategic Priorities
2. Financial Review
 - a. FY 20 End-of-Year Results
 - b. FY 21 First Quarter Results
 - c. General Fund Balance - Review
 - d. Community Spaces Fund - Review
 - e. Capital Fund – Review
 - f. Surplus Utilization and Management Strategies
3. Evaluate Input and Trends from 2020 ETC Citizen Survey
 - a. Trends Compared to Previous Surveys +/- 4% Change
 - b. Benchmarks
 - i. vs National Survey
 - ii. vs Comparable cities
 - c. Interesting Differences in Results by Area of City
4. Action Center Review of Data and Trends

BREAK

Session Two (9:45am to 12:00pm and 12:30pm to 2:00pm)- Evaluate and Measure Internal Opportunities

LUNCH SERVED AT 12:00pm

5. Departmental Annual Review
 - a. I.T.
 - i. Cyber Security Efforts and Future Activities
 - b. City Clerk
 - i. Records Digitization
 - ii. Zoning Regulations and Updates for Discussion
 - c. Building Safety
 - i. 2021 Updates to Building Codes- Facts and Ramifications
 - ii. Productivity Metrics
 - d. Municipal Court
 - i. Future Software Efforts
 - ii. COVID Effect
 - e. Finance
 - i. Succession Planning
 - ii. Revenue Enhancement Efforts
 - f. Library in the Forest
 - i. 2021 Strategic Planning Efforts
 - ii. Input of Council on Focus Areas

- g. Police
 - i. Review of Patrol Unit Capabilities and Fit Up- Rear Parking Lot- City Hall
 - ii. Historical Review of Crime Trends
 - iii. Analysis of Response Time- Focus on Eastern Beats
 - iv. Training and East Facility Opportunity
 - v. Discuss Changes in the Massage Parlor/Therapy Ordinance- VHPD and MC
- h. Fire
 - i. Future Operational Demands from Growth on Eastern Side of City
 - ii. Training Accomplishments and Training Facility Update
 - iii. Review of Heavy Rescue Capabilities- Rear Parking Lot – City Hall
- i. Communications
 - i. Success/Engagement Metrics
 - ii. 2021 Summary of Planned Activities
 - 1. Parks and Recreation/Community Spaces
 - 2. Other Communication Efforts
- j. Public Services
 - i. Sanitation Service – *Guest: Rick Sweeney*
 - 1. Recycling Effectiveness
 - 2. Optional Considerations
 - ii. Operational Review – Parks and Recreation
 - iii. Personnel and Activity Plans/Metrics - Parks and Recreation
 - 1. Organizational Capacity and Division of Labor
 - 2. Programming Enhancements
 - 3. Community Building Marketing and Sales
 - a. CVB Collaboration- *Guest: Tonia Whatley*
 - 4. Conclusion of LPV and New Revenue Generation Activities
 - 5. Introduction of New POS and Registration Software
 - iv. Christmas Decorations Discussion
 - v. Public Services Project Reviews – Engineering and Public Works
 - 1. Traffic Improvement Projects
 - a. Columbiana and US 31
 - b. Rocky Ridge/Dolly Ridge
 - c. Blue Lake and Sicard Hollow
 - 2. Pedestrian Project Updates
 - a. East St
 - b. Mt View
 - c. Rocky Ridge
 - d. Cahaba Heights Rd
 - 3. Future Drainage Improvement Projects
 - a. Oakview
 - b. Southwood (East)
 - c. Kyle Lane
 - 4. ALDOT Funded Project Updates
 - a. Hwy 31 Pedestrian Bridge

- b. Massey Rd
- c. Sicard Hollow Tunnel
- 5. Road Resurfacing Efforts
- vi. SHAC Dog Park Project- Mine Reclamation Grant

BREAK

Session Three (2:00pm to 4:00pm)- Focus on Facility and Infrastructure Capital Plans

- 6. Community Spaces and Infrastructure Plan Discussion – *Guest: TCU*
 - a. Phase III Wald Park- Tennis and Dog Park
 - i. Review of Vestavia Listens Topic- Tennis Desires
 - ii. Report Input from Stakeholders (Jim Sharp and/or Jeff Baker)
 - iii. Operational Considerations
 - iv. Project Scope and Bid Strategy
 - b. New Merkel Update
 - c. Wald Park Update
 - d. Community Building Update
 - e. Crosshaven Dr Update
- 7. ***Walk-through of Community Building Construction Site (Note for proper clothing- safety items to be provided)***

BREAK

Session Four (4:00pm to 5:00pm)- Evaluate External Opportunities

- 8. Regional Cooperation – *Guests: Hoover Mayor Frank Brocato and City Administrator Allan Rice*
 - a. Sanitation Services- Repower South
 - b. Small Cell Experiences and Aesthetic Requirements
 - c. Other Opportunities

February 12, 2021 (8am to 12pm)

Session Five (Until Complete)- Evaluate External Opportunities and Determine Priorities

- 1. Wrap Up- Recap Previous Day Discussions
- 2. Liberty Park Development (Potential Executive Session- Purchase and Sale of Real Estate)
 - a. Status Update and Discussion
 - b. Next Steps
- 3. Executive Session- Purchase and Sale of Real Estate
 - a. Highway 31 Possibilities
- 4. Legislative Session- Vestavia Hills Priorities
 - a. SSUT
 - b. Extension of Contract Periods for Sanitation Contracts

- c. Other Legislative Topics and Considerations
- 5. Wrap up issues
- 6. Open Conversation
- 7. Priority Determination

LUNCH- FOOD PROVIDED