



## 2024 Strategic Planning Work Session Agenda

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**February 15, 2024 (8am to 5pm)**

**Breakfast and Gathering – 8:00am to 8:30am – City Council Chambers**

**Session One (8:30am to 9:15am) – Discuss 2023 Strategic Plan and Results**

1. Review of 2023 Strategic Plan – Jeff Downes
2. Introduction of *Vestavia Hills Service Stars* – Jeff Downes
3. Keys to Providing Services to Our Residents – People, Place, and Process
4. Celebrating Our People – Recognition of Long-Term Employees

**BREAK**

**Session Two (9:30am to 10:30am) – Our People – “The Magic of Cast”**

5. Fire Department – Chief Marvin Green (Video)
  - a. New Employees
  - b. Onboarding Process
  - c. Culture
6. Police Department – Chief Shane Ware
  - a. Staffing Levels
  - b. Hiring Update
  - c. Retention
  - d. Trends and Factors
7. Library in the Forest – Taneisha Tucker (Video)
  - a. Staff Perspectives and Active Customer Service Efforts
8. Parks and Leisure Services – Jamie Lee
  - a. Evolution of Staffing Levels and Staffing Expertise
9. Building Safety – Keith Blanton
  - a. Inspection Activity
  - b. Staffing Levels/Capabilities
10. City Clerk – Rebecca Leavings
  - a. Succession Planning
11. Information Technology – Darrin Estes
  - a. The Growth of the I.T. Department from One Person to a Four-Person Team
12. Municipal Court – Umang Patel
  - a. Cross-Departmental Training/Education
  - b. Engagement with Other Municipal Courts
  - c. Enhanced Professionalism Training and Assessments

13. Public Services – Lori Beth Kearley
  - a. Strengths and Successes
  - b. Recruitment
  - c. Training and Skill Development
14. Finance – Melvin Turner
  - a. Review of Personnel and Credentials
  - b. Human Resource Division – Jeff Downes

**Session Three (10:30am to 11:30am) – Our Place – “The Magic of Setting”- Part One**

15. Engineering and Public Works Improvements and Plans – Lori Beth Kearley
  - a. Cahaba Heights Gateway Improvements (Ethan Fisher and CHMA)
    - i. Present masterplan, 1<sup>st</sup> phase implementation and schedule
  - b. Hwy 31 South Gateway Improvements (Ethan Fisher, Rick Nail, and Duane Pritchett)
    - i. Present concept plan and schedule
  - c. Infrastructure Projects – Discuss bid and construction schedules for:
    - i. Blue Lake Roundabout
    - ii. Hwy 31 Pedestrian Bridge
    - iii. Massey Road
    - iv. Hwy 31 and Columbiana Road
  - d. Safe Streets and Roads for All (SS4A) Action Plan: Future Transportation Projects
  - e. Sidewalk Masterplan (Ethan Fisher)
    - i. Progress & Next Steps
  - f. Continue implementation of Stormwater Masterplans/Studies
    - i. Fairhaven
    - ii. Upper 31 – Eastern Trunkline
    - iii. Southland
    - iv. Pizitz Drive
  - g. Work Environment
    - i. Public Works Facility
      1. Fully Operational
      2. Breakroom Buildout
      3. Material Storage Areas

**LUNCH PROVIDED**

**Session Four (12:30pm to 2:00pm) – Our Place – “The Magic of Setting”- Part Two**

16. Parks and Leisure Services – Jamie Lee
  - a. Civic Center – Membership Demand and New Programming
  - b. Aquatic Center – Membership and Operations
  - c. Wald Park Tennis and Pickleball Courts
  - d. Altadena Valley Park Update
  - e. Liberty Park Athletic Complex Master Plan
17. Fire Department – Chief Marvin Green
  - a. Improvements to Fire Stations and Apparatus
18. Police Department – Chief Shane Ware
  - a. Liberty Park East Operations Center
  - b. Firing Range Update

- c. One-to-One Car Initiative Update
  - d. Facility Capacity Limitations
- 19. Library in the Forest - Taneisha Tucker (Video)
  - a. Patron Perspectives
  - b. Facility/Service Updates
- 20. Building Safety – Keith Blanton
  - a. Updates to Work Environment
- 21. Municipal Court – Umang Patel
  - a. Utilization of Technology
  - b. Enhancements of Office Environments
- 22. Information Technology – Darrin Estes and Public Safety Leaders
  - a. Generator 24 hours (photos or video)
  - b. Improved A/V in Council Chamber

**Session Five (2:00pm to 4:30pm) – Our Process – “The Magic of Process”**

- 23. Public Services – Lori Beth Kearley
  - a. Provide exceptional customer service through reduction in review and approval time for engineering permit reviews.
  - b. Pavement Preservation
  - c. Storm Pipe Lining
- 24. Fire Department – Chief Marvin Green
  - a. Business Inspection Activity
  - b. Impacts to Fire Service Delivery – Liberty Park and Patchwork Farms
  - c. Training Facility
- 25. Finance Department – Melvin Turner and Zach Clifton
  - a. Online Sales/Use Tax Collections
  - b. Software Implementation Projects and Impact to Operations
- 26. Police Department – Chief Shane Ware
  - a. Training
  - b. Code Enforcement Update
  - c. Compact SC/Opioid Settlement Update
  - d. New Initiatives and Review of Crime Statistics - Program Results
- 27. Library in the Forest – Taneisha Tucker (video)
  - a. Marketing and Communications
  - b. Outreach and Removal of Barriers to Service
  - c. The Library of the Future
- 28. Parks and Leisure Services – Jamie Lee
  - a. New Scheduling and Registration Software
- 29. Building Safety – Keith Blanton
  - a. Evolution of Online Service Provision
- 30. City Clerk – Rebecca Leavings
  - a. Digitization of Permanent Records
  - b. Evolution of Software Solutions
- 31. Municipal Court – Umang Patel
  - a. Evolution of Paperless Environment
  - b. Better Utilization of Existing Software

32. Information Technology – Darrin Estes
    - a. Second (ISP) for Failover and Redundancy
    - b. Network Storage
    - c. Cyber Security
    - d. Disaster Recovery
  33. Communication and Collaboration Efforts – Cinnamon McCulley
    - a. Review of Community News
    - b. Digital Communications
      - a. Issuu
      - b. VH Connect Texting
    - c. Economic Development Partnerships
      - a. Chamber of Commerce – Merchant Groups and Merchant Assistance
      - b. Leadership Vestavia Hills – Young Professionals Group Project; Murals Project
  34. New VH Connect and Use of Citibot – Jeff Downes
    - a. Review of VH Connect Data
    - b. Trend Analysis of Request Types
  35. Economic Development Opportunities – Jeff Downes
    - f. Update of Various Development Areas
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## **February 16, 2024 (8am to 12pm)**

### **Breakfast and Gathering – 7:30am to 8:00am – City Council Chambers**

#### **Session Six (8:00am to 9:00am) – Vestavia Hills City Schools – Special Guest: Dr. Todd Freeman**

1. Updated Demographic Study
2. Next Steps for VHCS Strategic Plan
3. Collaborative Communication Strategies

**BREAK**

#### **Session Seven (9:15am to 10:00am) – BJCTA – Micro-Transit – Special Guests: Paige Coker (BJCTA Board Member), Community Foundation of Greater Birmingham – Christopher Nanni and Gus Heard-Hughes**

#### **Session Eight (10:00am to 12:00pm) – Other Matters and Opportunities**

4. Executive Session: Purchase and Sale of Real Estate – Tom Walker – Village Creek Development
5. Veteran’s Park in Vestavia Hills – Mayor Ashley Curry
6. History of Vestavia Hills Exhibit – Mayor Ashley Curry
7. Public Art in Vestavia Hills
8. Future Comprehensive Plan Update for the City of Vestavia Hills
9. 2024 Legislative Session
  - a. Potential Casino-Gaming Legislation in Birmingham Region and Impacts on Vestavia Hills
  - b. Vestavia Hills Legislative Priorities
10. Financial Review – Jeff Downes
  - a. FY 23 End-of-Year Results
  - b. FY 24 First Quarter Results

- c. Cash Management
- d. Surplus Utilization
- e. Fitch AAA Rating

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- 11. Wrap-up Issues
- 12. Open Conversation
- 13. Council Priority Determination