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Town of Verona Strategic Planning Summary

The following are notes from the second to two strategic planning sessions held by the Town Board, committees, and commissions. The sessions were held on November 11, 2017 and February 17th, 2018.

Town of Verona Vision Statement – **To maintain the Town as an independent, financially sustainable, safe, and healthy rural community**

Guiding principles with priority actions (actions will be further refined)

1. **Create a welcoming and inclusive community**
   - Improve community outreach through improved communication tools
   - Make sure people know how to get on the list serve (promote at election and other meetings)
   - Tell people through email to go to website for more information
   - Track new people coming to town and reach out to them, have open house and invite them.
   - Outreach to people at Epic and other employers
   - Annual pot luck
   - Welcome wagon packet
   - Special events/speakers
   - Keep complete mailing list
   - Promote prairie
   - Continue to rent town hall
   - Coffee with the chair
   - Explore taping town board and committee meetings
   - Honor our citizens
   - More visibility in Verona Press
2. **Provide efficient services**
   - Identify core staffing needs
   - Improve operations through updated job descriptions and potential new staff (two full time road patrolmen)
   - Checklists for developers and others
   - Implement shared expectations through ordinances
   - At annual meetings address services (yard waste)
   - Explore broadband access
   - Complete PW wish list
   - Identify what service can be contracted out
   - Revisit road abandonment
   - Revisit all existing contracts (establish contract goals)
   - Make sure service info on website is up to date

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- Review plowing strategy (formalize agreements with cities and other towns)
- Plan for trash contract update (shared efficiencies)
- Explore a combo building inspector/public works director
- Clear communication about services we don't offer
- Explore upgrade to website --- potentially accommodate credit card payments

3. **Be fiscally responsible**
   - Develop a five year financial plan that accommodates road improvement, equipment purchases, efficient operation and services and other needs.
   - - Maximize returns on funds (like EMS)
   - Developing clearer budget line items
   - Manage escrow funds (more detailed accounting)
   - T- sheets (automated time sheets), "expensify", "mileage IQ"
   - More Quickbooks training (use software to fullest)
   - Use Iworqs more fully
   - Continue to review fee structure
   - Decide when to do re-evaluation
   - Explore bank services
   - Evaluate free sand/salt policies
   - Evaluate notification placement
   - Become more data driven in general

4. **Anticipate and plan for growth**
   - Finalize comprehensive plan that promotes balanced growth
        - Identify appropriate commercial development
        - Develop a policy for where condos should take place
   - Develop ordinances that cover condo and conservation subdivision
   - Update driveway ordinance
   - Create town road ordinance
   - Plan for private/public roads
   - Publish tax impacts of development
   - Explore expansion of sewer services
   - Decide if we want to have design criteria for development
   - Plan for trails (connections)
   - Plan to better accommodate bikes
   - Influence Dane County zoning ordinance
   - Explore efficiencies with Dane County
   - Get better traffic data
   - Explore grant opportunities (especially for bikes). See if other people can write them.
   - Explore option of getting out of Dane County zoning
   - Look for additional revenue sources for infrastructure improvements
   - Find quality information sources (i.e. CARPC)

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5. **Protect and enhance cultural and natural resources**
   - Identify what resources we want to preserve (i.e. woods). Have an open meeting to discuss options. Know the tools.
   - Consider setting aside funds for natural resource preservation
   - Be more involved in reclamation plans
   - Promote cultural resources (barns, etc). Have info session on what we have.
   - Have map that shows public access points to river
   - Know what impacts our water quality
   - Know more about causes of flooding
   - Know more about how development impacts wildlife
   - Explore conservation development to preserve open space (i.e. agri-dential development). Ad hoc committee of land owners??
   - Promote Heartland Farm Sanctuary/Camp Shalom
   - Identify volunteers to work on Town Hall (scout groups)
   - Work with others on Badger Mill Creek
   - Chapter 1 of code of ordinances – Weed commissioner??

6. **Maintain open and transparent government**
   - Improve website (get more background info out. Put packet on the web)
   - Extra meetings with citizens about development
   - Promote neighborhood groups/alliances (get key contact people)
   - Adopt code of ethics
   - Review content of emails that go out (make sure they relate to town government)
   - Place resources on website
   - Promote the opportunity to run of office
   - Use databases like Iworqs to reach out to contractors

7. **Coordinate and collaborate with neighboring jurisdictions/key partners**
   - Explore boundary agreements with Madison and Fitchburg
   - Maintain and promote communication with Epic
   - Maintain quarterly meeting with school district/administrators
   - Identify other key land owners (Dane County, Jewish Fed)
   - Maintain relationships with bordering towns
   - Participate in Chamber events (identify other opportunities)
   - Foster communication between City Council and Town Board
   - Explore other shared services
   - Work on stormwater with others