



# CITY COUNCIL GOAL SETTING SESSION

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FRIDAY, JANUARY 6, 2023 | 9:30 AM

The Council will meet in the Mauldin City Hall at 5 East Butler Road in the 2<sup>nd</sup> Floor Conference Room

A quorum of Council will be present

# AGENDA

1. Call to Order
2. Goal Setting Session Overview
3. Council Discussion on 2023-24 Goals
4. Adjournment

Jeff Shacker, Facilitator – MASC

## City of Mauldin – Goal Setting Meeting – January 6, 2023

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**TO:** Mauldin City Council  
**FROM:** Seth Duncan, City Administrator  
**SUBJECT:** 2023-2024 Goal Setting

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Council will host its Goal Setting Session on Friday, January 6<sup>th</sup> from 9:30am until noon. Facilitated by Jeff Shacker of the Municipal Association of South Carolina, this session will focus on identifying Council goals and priorities for the upcoming fiscal year. As a reminder, below are the Council Goals that were identified earlier this year for Fiscal Year 2022-2023.

### *Healthy Living- Safety and Well Being*

- Develop a higher priority on maintenance plan for existing beautification and maintenance for N. Main and East Butler [417 and Forrester]. (Utilize different bed material). (Engage landscape architect/ refer to standards)
- Develop plans for beautification improvements on West Butler, Ashmore Bridge out to Fork Shoals
- Explore feasibility of establishing a nursery to grow plants and other landscape materials for beautification improvement projects utilizing 17.5-acre tracts
- Grow community engagement plan and programs within public safety to take engagement efforts to next level
- Be strategic and promotional to move effectively and engage public in local government forums to include neighborhood and community groups
- Explore creative community policing and citizen engagement events (k9 obstacle course mentioned) to get people's attention and interest
- Continue police citizens' academy and implement local government 101 program
- Take Mauldin City government into schools- MHS and/or Mauldin Middle. Education and possibly practical projects

### *Economic Prosperity and Development*

- Stepped up pursuit and promotion of façade grant awards to commercial building owners- possibly city façade grants to supplement Greenville Redevelopment Authority
- Develop recommendations for Council's consideration on a program for incentivizing commercial, retail, and restaurant development in strategic areas of the City, particularly niche businesses
- Accelerate City Center initiative to build further momentum quickly and attract attention of investors, demonstrate viability, and snowball project
- Explore creative/ alternative uses of partners of City Hall in conjunction with City Center initiatives as well as uses of buildings
- Continue aggressive development of mixed-use nodes in City as catalysts for economic development and pursue short-term acquisition to facilitate
- Staffing economic development function
- Involve economic development in zoning initiatives- comprehensive zoning. Council early involvement to accelerate project/ possibly use consultant in process. RFP/RFQ

### *Strategic Reinvestment*

- Continue with Beachin' Christmas, fully develop and implement theme and take to intended level. Grow event. Ensure children are part of multi-day event, include schools, engage
- Invest in additional staff (i.e., theatre, full-time event staff to supplement and coordinate volunteers)
- Look into reorganization of community/ economic development functions (i.e., division, hierarchy, etc.)
- Look to incorporate different genres of music for events
- Budget additional funds for promotion of cultural center events, recreation and event website, follow up ads, user videos and testimonials. Business dedication and start-ups
- Look at LED strip lighting that can remain up year-round to reduce amount of labor annually

#### *Infrastructure Improvements*

- Prioritize streets, pothole repairs, drainage, ditch cleanouts, leaf cleanup and sidewalk maintenance. Basic infrastructure
- Implement multi-use trail segments more rapidly. Possibly cleared and roughed-in with substrate
- Education and Outreach. What can you do on your own? What City can do. What you own. What City owns, etc. Cary, NC- example of what can be done using website