CITY COUNCIL GOAL SETTING SESSION

THURSDAY, FEBRUARY 1, 2024 | 6:00 PM

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

A quorum of Council will be present

AGENDA

1. Goal Setting Session Overview — Seth Duncan, City Administrator
2. Status Report on 2023-2024 Goals
3. Council Discussion on 2024-25 Goals
4. Closing Remarks
5. Adjournment

City of Mauldin – Goal Setting Meeting – February 1, 2024

TO: Mauldin City Council
FROM: Seth Duncan, City Administrator
SUBJECT: 2024-2025 Goal Setting

Council will hold its annual Goal Setting Session on Thursday, February 1st starting at 6pm. 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 this time last year for Fiscal Year 2022-2023.

	Council Goals
Must Do	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.
	Update the Comprehensive Plan and evaluate the need to update Zoning Ordinances.
	Prioritize streets, pothole repairs, drainage, ditch cleanouts, leaf cleanup and sidewalk maintenance.
Should Do	Implement multi-use trail segments more rapidly and evaluate alternative design guidelines/specifications for trails.
	Evaluate possibility of including sidewalks in transportation funding and dedicated millage towards sidewalk projects.
	Develop a Strategic Plan
	Staffing economic development function.
Could Do	Cultural Center campus evaluation to include lighting, security, electrical, and more.
	Develop a higher priority on maintenance plan for existing beautification and maintenance for N. Main and East Butler.
	Look into reorganization of community/ economic development functions (i.e., division, hierarchy, etc.)

Additionally, it is no secret that Mauldin, and the greater Upstate region, continues to grow. Despite various national economic headwinds – higher interest rates, soaring home prices, a tight labor market, international uncertainty – South Carolina's growth is expected to continue for the foreseeable future. In 2024-2025, I believe we will continue to see modest growth in our community and could even see the highest number of home starts in recent memory.

With all this growth, we must be prepared not just to respond to the emerging needs of the community but to get ahead of them. In this, I asked department heads when outlining their budget needs for the upcoming year to focus on the personnel and equipment needed to serve a community of 35,000 residents by the end of the decade. I'm calling it our **30-35 Goal**. By the year **2030**, I'm forecasting that our resident population will reach **35,000** people (or more). As we do, we will need to ensure each of our departments are equipped with the personnel, equipment, and resources necessary to serve that population.