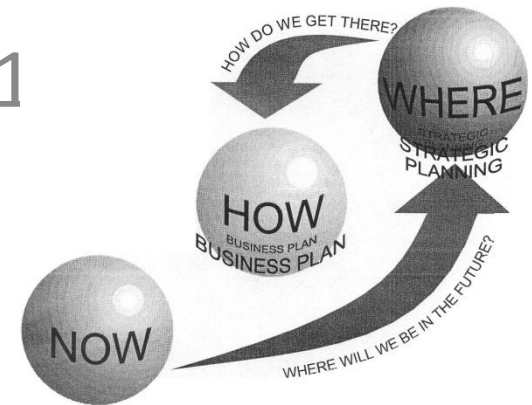


# Town of Victor Strategic Plan The Final Chapter

Victor Town Board Meeting  
September 26, 2011



WOW!!!! Look What We've Done Since  
2006.....



# ***Communications Task Force***

- Website is now current – focal point for updated information
- Facebook
- Electronic Newsletter
- Town of Victor Logo
- Community Calendar
- Eastview Mall Kiosk
- Photo Library
- Updated Brochures
- In-House PR
- Focus Group Conducted
- Hopefully Live Webcasts of Board Meetings
- Electronic Board Packets
- Newsletter RFP's

# ***Customer Service Task Force***

- Comment Card System
- “Contact Us” up and running on Facebook and Town website
- Employee Newsletter
- Customer Service Training
- Employee Recognition Program
- Employee Training Initiatives
- Benefits Training, New Employee Orientation Training, Performance Reviews
- New Resident Welcome Packet
- Important Town Phone Number Magnet
- Team Building Events
- Wellness initiative
- Team building activities
- Bike Rack, picnic table at Town Hall

# ***Fiscal Responsibility Task Force***

- Benchmarking Survey Completed
- Analysis of Town Departments Completed
- Budgets and Audits are posted on the Town website
- Budget Workshops are advertised and open to the public
- Additional items identified in this Task Force will be evaluated by the Finance Department for viability

# ***Economic Development Task Force***

- Main Street Merchants Association
- Partnerships with Chamber of Commerce, Ontario County Economic Development, Finger Lakes Visitors Connection, Greater Rochester Visitors Association
- Business Outreach
- Certificate of Occupancy Brochure/Business Welcome Info
- New York Main Street Grants Received
- LDC Facebook Page
- Available Properties List
- Victor Brochure
- Hospitality tables/tents at local events
- Active Chamber of Commerce
- Business recruitment piece
- Website and Facebook accounts highlighting area properties available and Victor business amenities

# *Quality of Life Task Force*

- Partnerships with Ganondagan and Valentown –free passes given to residents for events
- Expanded Parks & Rec Programs and Events
- Arbor Day Program
- Library Computers
- Historical Lecture Series
- Farmers Market
- Victor Sustainability Advisory Committee
- Other activities will be addressed in the Comprehensive Plan
- Earth Day poster contest
- Victor Village Cemetery
- Victor Genealogical Society

# ***Facilities Task Force***

- New Town Hall constructed
- Courts plans in process
- Recreation Center voted down in referendum

# ***Village Revitalization Task Force***

- Partnerships with LDC, Chamber of Commerce, Parks & Rec, Finger Lakes Visitors Connection
- Friends of the Railroad, Railroad Excursions
- Victor photo contest
- Arts Council
- Art & Wine Walks
- Main Street Facade Improvements
- Depth of Main St. Businesses (restaurants, health care, retail)
- Informational Kiosks at Mead Square Park
- Concerts, Movies, Christmas Tree Lighting in Mead Square Park
- Beautification of Village – artistic benches, planters, banners, brick pavers, Welcome to Victor brick signs
- FLCC
- Preservation of Historic Heritage – Village Registry, Village Cemetery, Genealogical Society, Historic Advisory Committee

# ***School District and Other Partnerships Task Force***

- Re-birth of the Victor Roundtable
- Establishment of Community Calendar
- Community Partnerships promoted with the Victor Chamber of Commerce and Finger Lakes Visitors Connection
- Updated directory of non-profits on Town website

# ***Difficulties Encountered***

- Tightened budgets, lack of project funding
- Lack of perceived support
- Residents not willing to volunteer their time to serve on Task Forces – most activities taken over by Town staff
- Many projects took a long time to complete
- Task Forces existed too long
  - Residents became burned out and left

# The Future....

- Some items remain:
  - Grocery Store
  - Parking needs, signage
  - Mead Square Project/Main Street Plan needs to be re-done
  - Library Growth
  - Fireman's Field
  - Website upgrade
  - Sharing of resources between Town and Village
  - Impact of Comprehensive Plan on Town operations, residents, developers, businesses, and Town finances
  - Senior transportation, outreach service communications
  - Continuing assistance to the LDC for Village Revitalization (items identified in packets)
- New Task Forces/Project-Focused Groups may come out of Comprehensive Plan, especially Land Use and Transportation and Housing Diversity – two task forces that were tabled until the Comp Plan was completed.
- Suggestion – limit scope of projects per group, and put a timeframe on length of assignment
- Suggestion – conduct mini-surveys to gauge residents and employees for the next steps for needs/improvements for the Town of Victor

# Food for thought.....

- A Strategic Plan is founded on a vision and continues long after the initial groundwork is set. It provides a clear path for the future, while allowing for the vision to mature and change as time passes. It transforms today's vision into tomorrow's reality.

# Thank You!!!

- I would like to thank the following people for their support:
  - All of our Internal and External Task Force Champions who took time out of their busy schedules to focus the efforts of our teams.
  - All of our Task Force volunteers whose hard work, initiative, and creativity have led to numerous positive impacts on our Town in so many areas
  - The Town Board for their support of this important endeavor

# Next Steps??????

