

TOWN OF VICTOR

The Strategic Plan:

Community Forum
September 25th, 2008

Welcome!



The Strategic Plan: Overview

Penny Ciaburri, Project Manager
Paul Lytle, Project Facilitator



Our Strategic Plan



Vision

Parameters

Mission

Parameters

Strategic Intent

Key Initiatives / Action Plans

Task Forces

Beliefs

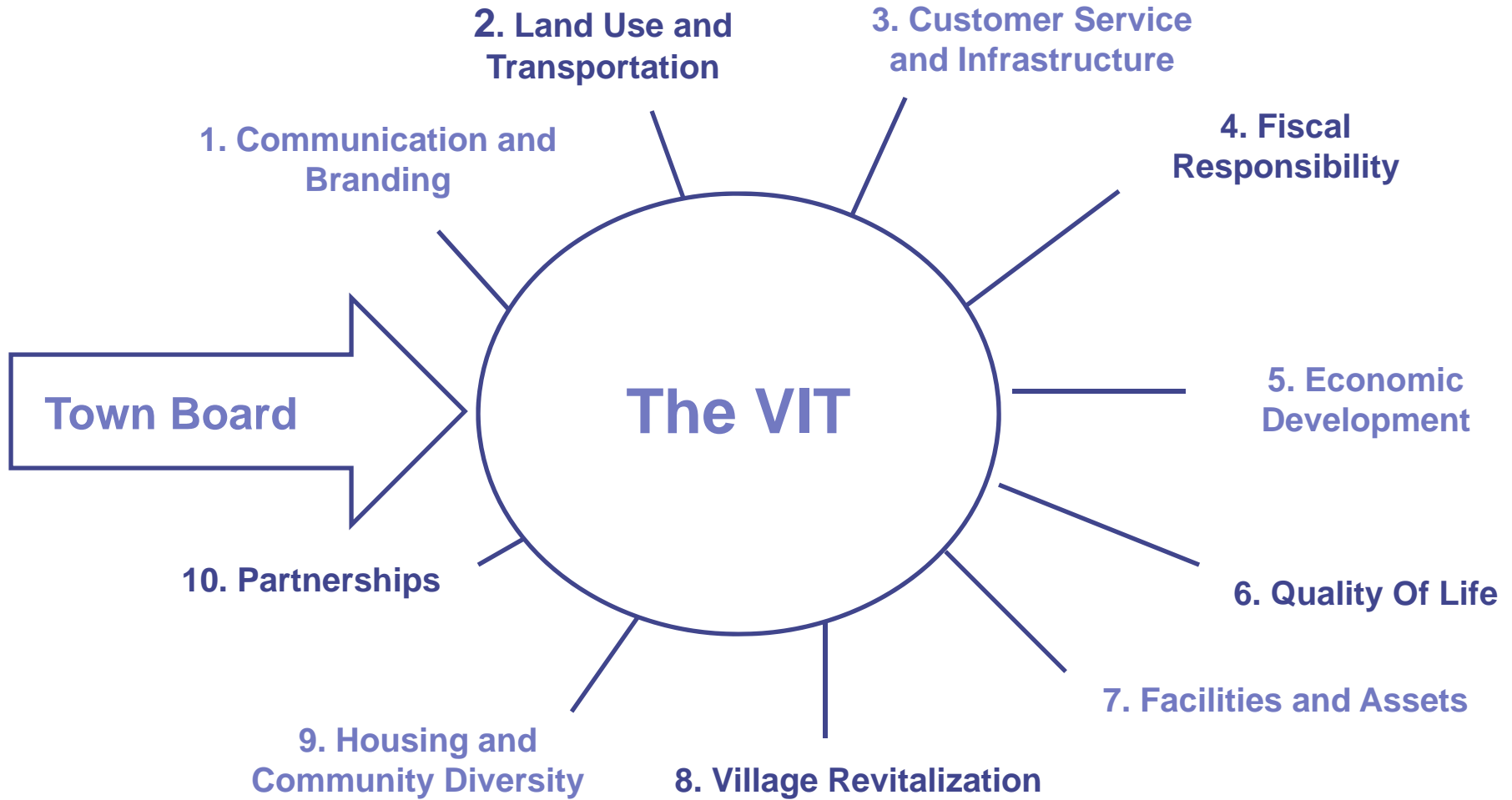
The Core Team



Task Forces



Strategic Plan/Comprehensive Plan Integration



Strategic and Comprehensive Planning

Strategic Planning...

- Expansive group of stakeholders in Core Team/Task Force format
- Design and structure according to Town's interests
- Creates quantitative (Strategic Intent) and qualitative (Vision, Mission, Beliefs, Parameters) reference for guiding the direction of the Town
- Establishes community leadership (VIT) and an ongoing planning tool
- Implements Key Initiatives (long term) / Action Plans (specific) with budgeted resources



Strategic and Comprehensive Planning

Comprehensive Planning...

- Is guided by a Steering Committee
- Operates according to state guidelines and regulations
- Stipulates plans and modifications for zoning and land use
- Is reviewed at designated intervals, as required
- Provides for the town “build out”



Our Task Forces: Accomplishments

Internal Champions
Task Force Members



Task Force 1 Accomplishments

Task Force #1 – Communications/Branding

Betty Barry

Budget Allocated: \$49,000.00

- **A branding RFP was issued; the three responses received were reviewed. The consultant, Greener Pastures Designs, was Board approved**
- **A branding workshop was delivered**
- **Taglines and collateral material for highlighting the Town's appeal underway**
- **Website updated**

WIP: Eastview Mall Kiosk

Recruitment and Welcome Packet



Task Force 2 Accomplishments

Task Force #2 – Land Use & Transportation

Kim Kinsella

Budget Allocated: As per Comprehensive Plan

- **Saratoga Associates was hired as the Comprehensive Plan consultant.**
- **Jack Dianetti is operating as Liaison from TF #2. Kris Hughes to serve as Liaison between Strategic and Comprehensive Plans**
- **Chair and Vice Chair have been selected**
- **The Comprehensive Plan Team held their kick-off meeting in August and is now in full-swing with their work**
- **Transportation grant received**

WIP: Comprehensive Plan integration



Task Force 3 Accomplishments

Task Force #3 – Customer Service

Alan Benedict

Budget Allocated: \$35,000.00

- Representation from each department has begun detailed discussion of current customer needs
- Raising the bar by changing internal expectation of success
- Formulated our mission statement for the group and charge
- Conducted a June Round Table which will be ongoing; identified 5 key areas of focus for improved customer service
- Securing outside vendors for computer and customer service training, linked to the brand work of Task Force #1

WIP: Employee Recognition and Reward Program



Task Force 4 Accomplishments

Task Force #4 – Finance

Mike Dollard

Budget Allocated: \$40,000.00

Benchmarking Protocol: (Note: To coordinate with Comprehensive Plan Survey)

- **June 20:** Feedback/comments from other Task Forces on key questions
- **June 23:** Review input; identify the list of benchmark Towns
- **August 25:** Review request for proposals (RFPs)
- **September 26:** Issue Request For Proposals for vendor services
- **October 19:** Review proposals and select vendor
- **October 27:** Obtain permission to use vendor and expend funds
- **November 27:** Review in-progress vendor activities
- **January 8:** Review/approve vendor final product
- **January 15:** Present benchmarking results to Victor Implementation Team



Task Force 5 Accomplishments

Task Force #5 – Economic Development

Kathy Rayburn

Budget Allocated: \$22,000.00

- **Economic Development piece completed and delivered**
- **Façade Improvement Program; funded 10 projects for a total of \$11,284**
- **Tourism Group/Initiative formed**
- **Discover Victor brochure, High Tech Roundtable formed**
- **Monthly After Hours Business Forums established**
- **Received \$200,000 New York Main Street Grant for Village revitalization.**
- **Job Fair developed and held with 38 businesses and 250 job seekers.**
- **Restructured Farmer’s Market with “Healthy Kids,” nutrition programs, raffles**
- **Partnership between the LDC /Chamber focused on business development**
- **Actively involved in recruiting businesses and securing business retention**

WIP: Expansion Project with Ontario County



Task Force 6 Accomplishments

Task Force #6 – Quality of Life

Brian Emelson

Budget Allocated: \$54,200.00

- **Arbor Day Event – April 25th**
- **Be Green and Glamorous Event – April 26th**
- **Cemetery Improvement Bid Document – May 28th**
- **Cemetery Committee has been formed; actively working on improvements.**
- **GROC Rough Planting Day – May 3rd**
- **Post Cards for free invitation to Ganondagon and Valentown events**

WIP: Walkable Communities Grant



Task Force 7 Accomplishments

Task Force #7 – Facilities

Betty Barry

Budget Allocated: As per Comprehensive Plan

- **Subcommittee on Courts:** Identified potential sites, researched and ruled out the possibility of sharing a facility with the Farmington. Task Force has been appointed.
- **Subcommittee on Town Hall:** Workshops, public forums, mailers sent. Public referendum was successful. Bids were awarded. Demolition/construction began in the fall of 2007 and is on schedule as of September, 2008. Anticipated occupancy is late November or early December 2008. Grand Opening event is on 12/12/08.
- **Subcommittee on Community Center:** Have presented a draft of plans and recommendations to the Town Board in August for the Community Center Facility. Referendum in December.



Task Force 8 Accomplishments

Task Force #8 – Village Revitalization

Kathy Rayburn

Budget Allocated: \$25,000.00

- **Creating a Railroad Park in conjunction with Urban Renewal Agency and Cemetery Committee.**
- **Train Committee is established in partnership with Finger Lakes Scenic Railroad excursions.**
- **Securing the Trolley Station #116, moving it to the Railroad Park**
- **Inaugural train excursion on August 9, 2008, with 1200 riders on the first day**
- **Creating an ongoing excursion program to encourage tourism, economic development and a destination for the Village and Town of Victor**



Task Force 9 Accomplishments

Task Force #9 – Housing & Diversity

Wayne Pickering

Budget Allocated: As per Comprehensive Plan

- Task Force 4 benchmarking of how other communities achieved housing and community diversity will inform work. Provided input.
- This Task Force's timeline will coincide the Town Comprehensive Plan
- Initiatives addressed during the development of the Comprehensive Plan

WIP: Comprehensive Plan integration



Task Force 10 Accomplishments

Task Force #10 – Partnerships

Babette Huber

- **Budget Allocated: \$2,500.00**
- **Successfully canvassed Victor School District faculty**
- **Developing partnerships with over 130 area organizations and businesses**
- **Partnership with school marketing program**
- **Community Forum advertisement through student groups**
- **Sent survey to 600 businesses and organizations on the Town mailing list in July to brainstorm the creation of a network of partnerships**

WIP: Internship Program



What We Have Gained!

- Our Town is strategically set to **exert control over budget choices**. We know what we want.
- We have our Strategic and **Comprehensive Plans** in action!
- We have a **“take charge community spirit”** and leadership group (VIT).
- We are positioned for **further economic grants**.
- We are **ready with a great plan** to encourage others to...
visit, work, live, play, invest, and retire – in Victor!



Our Progress...Moving Forward

- **Alignment of County, Town, and Village priorities**
- **Creation of an ever-increasing, informed community with renewed interest in the direction of the Town**
- **Connection of Strategic Plan goals with Town of Victor staff responsibilities and performance objectives**
- **Regular reporting and ongoing communication between our Town Board, VIT(Victor Implementation Team), Comprehensive Plan Steering Committee , working Task Forces and the community at large.**



Thank You For Joining In

We welcome your ideas and suggestions for the Town of Victor!

Please call the Supervisor's Office at **742-5022 to volunteer your ideas and/or time for our Strategic Plan Task Forces and/or Comprehensive Plan!**

Or...check out our Town of Victor Website!

Your questions and comments, please!

