

The Asbury City Council held a Strategic Planning Session on November 29, 2022 to discuss priorities for the next fiscal year and beyond. The priorities for the city were approved and are included in the 2024 Strategic Planning Report. The City Council will work with City Staff to implement the goals. The full report is available on the city website at https://www.cityofasbury.com/government/city_council/strategic_planning_report.

City Council Goals (2023-2024)

1. Update the Comprehensive Plan to address:
 - a. Land use – identify areas for residential and commercial development and future annexation.
 - b. Economic development – identify types of businesses and areas for commercial development.
 - c. Housing – identifying types of housing and areas for residential development.
 - d. Transportation – identify new traffic corridors for growth area.
2. Develop master plans for key locations to provide developers, business owners and landowners a visual concept of what a development could be for undeveloped properties in and adjacent to the community.
3. Economic Development.
 - a. City Council to consider developer incentives for residential and commercial development.
 - b. City Council should be open to the purchase of land or work with a developer to accommodate residential or commercial growth.
 - c. The City Council should collaborate with the AADC to accomplish the City Council's economic development goals by communicating the Council's goals and objectives with the group.
4. Transportation.
 - a. Explore intersection controls, funding, and alternative routes for major roadways in the community.
 - b. Begin to implement the Park Comprehensive Plan to improve bicycle and pedestrian safety and improve pedestrian safety in the community.
 - c. Revisit a potential partnership with the Jule to provide public transportation to the community.
5. Community Facilities.
 - a. Begin to explore the feasibility of a new community center.
 - Visit other communities newer center.
 - Collaborate with other partners.
6. Other Priorities.
 - a. Revisit the ATV/UTV Ordinance.
 - b. Consider allowing snowshoeing and cross-country skiing at the Meadows.
 - c. Consider a "Tuesday morning huddle" staffed by council members and staff.
 - d. Add the council meeting recordings to the website.

- e. Review the current communications plan for opportunities to create additional public awareness.
- f. Consider budgeting for and utilizing public engagement software.
- g. Move toward a ward system for elections.
- h. Meet with legislators to discuss current City challenges and not changing the Local Option Sales Tax (LOST) allocation.

Continuing Priorities

1. Funding of reserves for plant, building and equipment to fund replacement of these items when the useful life has ended.
2. Update utility infrastructure as needed when planning for street improvement projects.
3. Staff retention – competitive wages and salaries, benefits and recognition.
4. Set appropriate debt and property tax levels.
5. Review and update of utility rates, TIF and debt capacity.
6. Explore other funding opportunities with federal, state, local and grant funding.