

City of Blue Ridge

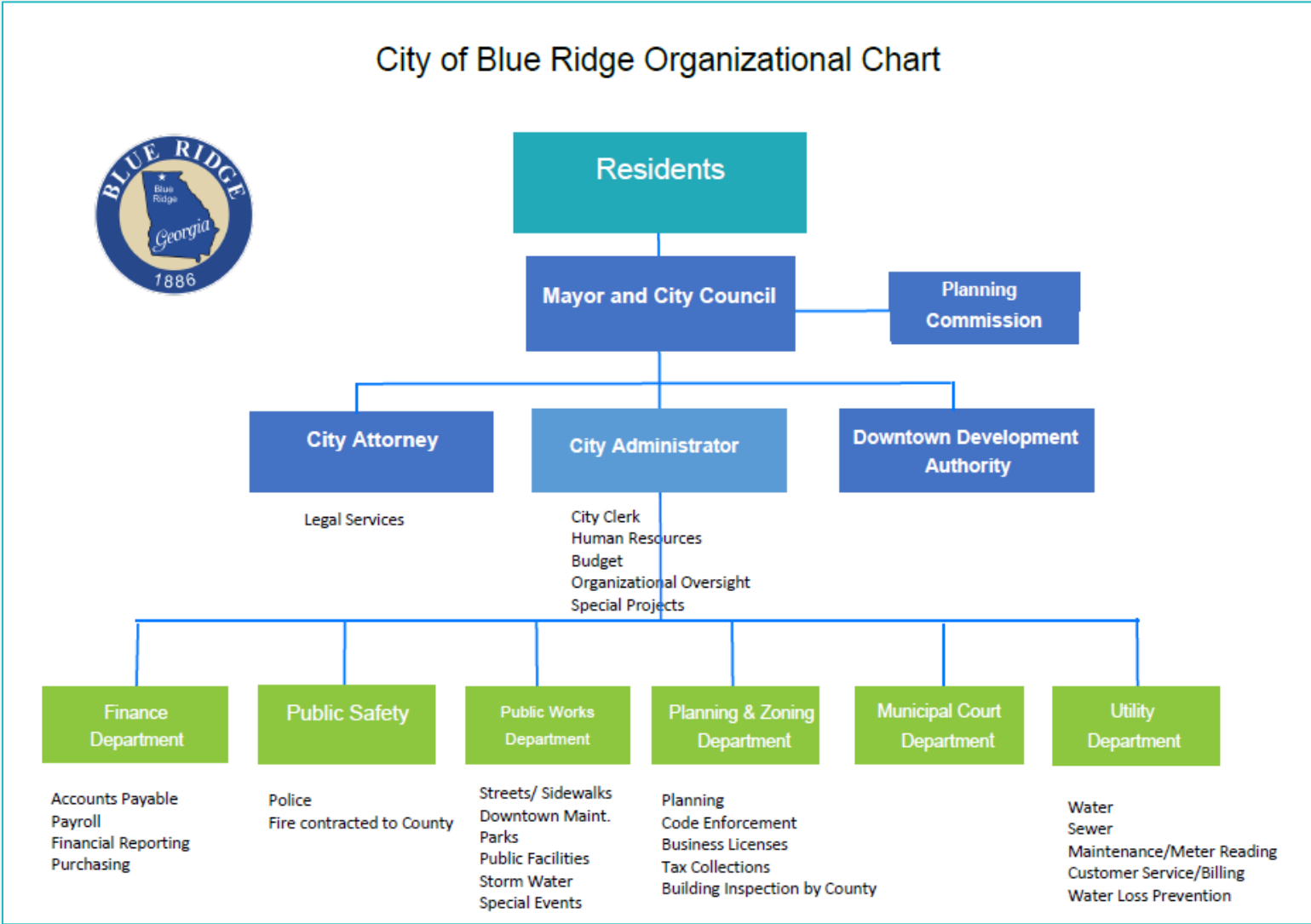


City Council
Visioning Session Workshop
April 7, 2022

Accomplishments

- Updated New Council Meeting Procedures – which has resulted in more productive meetings
- Adopted a Mission Statement for the City
- New City Council Agenda Format and Backup Package – Transparency
- Better documentation reflecting actions taken on Council meetings (Ordinance, Resolutions or Motions)
- Monthly Report to City Council also available to the public
- Downtown Parking Issues addressed with Limited Parking Ordinance and kiosk ordered for City parking lot
- Purchasing Regulations Ordinance
- Recruitment for Planning & Zoning Director position
- Developed a tracking system for development applications and Code Violations
- Improved oversight of expenditures
- Professional businesslike approach
- Define roles and job responsibilities for employees
- Notification to community regarding street closures and other important announcements via social media
- Improved financial reporting
- IPADS for City Council Meetings eliminates wasting paper and preparation time
- Reorganization of government operations

Organization Chart



Items in Process

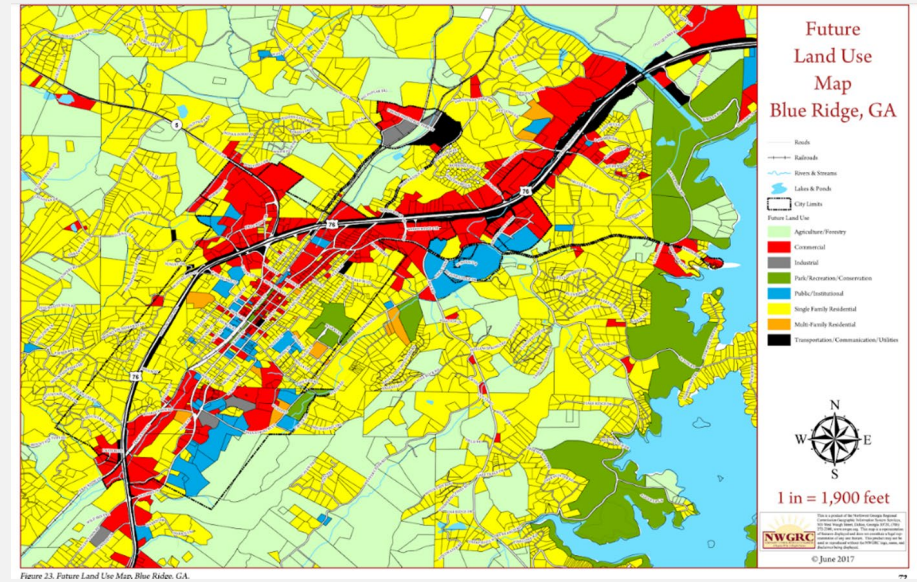
- Review and update planning/zoning fee schedules – April Council Meeting
- Improved Live stream of Council Meetings
- Implement Reorganization Plan
- Upgrade City Webpage
- Develop a more transparent budget document – based on goals/objectives, not just numbers
- Review of City codes
- Review of Zoning Code/impact fees
- Moratorium to address drainage issues
- Better cooperation with the County to address regional issues
- Pursue funding sources for Downtown Restroom renovation and upgrade



Vision Topics – Looking Forward

Review and Revise Zoning Code

- Urban Dwellings, Mixed Use Developments in the Central Business District - Article 11A - no limit on density
- Controlled growth -What type of development is desirable
- Architectural guidelines for the Central Business District
- Short Term Rentals – motivation for rezonings and deannexation requests – need to establish policy
- Policies to attract workforce housing
- Annexation Policy – Should the extension of utilities require annexation into the City
- Rezoning requests should address infrastructure and traffic flows



Vision Topics – Looking Forward

Develop 5 Year Capital Improvement Document to Address Infrastructure Needs - Reinvest in Residential Areas

- Evaluate the city's roads and sidewalks to develop a plan to resurface roads and replace sidewalks.
- Include water and sewer improvement projects
- Include needed drainage improvements
- Review Downtown Park, City facilities and Mineral Springs Trails to determine needed improvements.
- Address equipment and vehicle needs and include a replacement schedule.
- The implementation of technology improvements and management information systems to enhance the productivity and efficiency of City operations.
- Need to develop funding sources from impact fees, stormwater utility fees, grants and developer improvements.



Government Structure

The most effective form of government is based on the premise that the responsibility for policy rests with the City Council and the responsibility for daily administration and execution of policy rests with the City Administration. In order to be successful, a team-like atmosphere between the City Council and Administration must be developed. The structure is similar to a private corporation as it emphasizes that the government operates as a business.

Establish Policy

Public Sector	Private Sector
City of Blue Ridge	ABC Corporation
Residents	Stockholders
City Council	Board of Directors

Administration & Implementation

City Administration	Chief Executive Officer
Department Directors	Department Heads

Vision Topics - Looking Forward

Government Structure Improvements

Why should we address how the government operates?

- Creates continuity and reduces politics from government operations and replace it with stability and efficiency.
- Reduces employee turn over.
- Develops a long term vision for the City that addresses community needs and facilities.
- Reduces departments from operating in silos.
- Need to streamline government as much as possible and create accountability.
- Shift from being functionally and incrementally focused to being strategically focused.

Implementation Steps

- Update the City Charter - address form and antiquated processes
- Review all City Codes and update where necessary.

Vision Topics - Looking Forward

Role of the Downtown Development Authority

Famers Market

- Programming and use
- Improve marketing
- Facility improvements - Signage and Fencing
- Ice Skating

