

TOWN OF SCOTTSVILLE

Planning Commission

Special Meeting

Friday April 21, 2023, 6:00 pm

Victory Hall

401 Valley Street

Scottsville, Virginia

Members:

Molly Angevine

Lisa Caltabiano, *Chair*

Dan Gritsko, *Council Liaison*

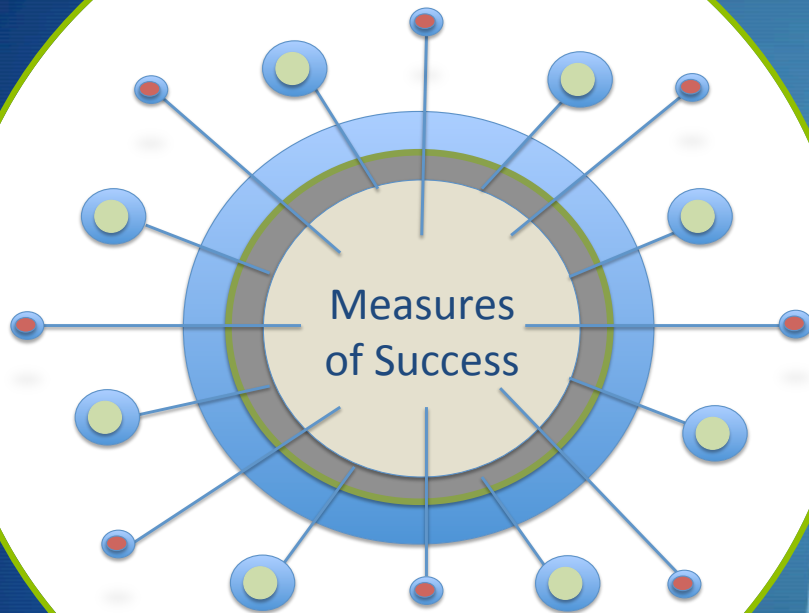
Matthew Johnson

Shannon Strassner, *Vice-Chair*

MINUTES

1. ***Call to order, establish a quorum, and agree to agenda:*** Chair Lisa Caltabiano called the meeting to order at 6:07 pm. In attendance were members: Molly Angevine, Lisa Caltabiano, Dan Gritsko, and Shannon Strassner. Shannon Strassner joined the meeting at 6:11 pm. With the quorum established, the meeting began. Commissioner Matthew Johnson joined the meeting at 7:00 pm
2. ***Strategic Planning Discussions and activities:*** Aileen Morse presented and led several planning activities with the Planning Commission, with discussion. A summary presentation of the results is attached. The group worked through a portion of strategic planning. No motions were made. Commissioners discussed continuing the planning process at future special meetings, dates to be determined.
3. ***Joint meeting with Town Council convenes:*** The Planning Commission discussed adjourning the meeting for a break before starting a new meeting with Town Council to further discuss strategic planning.
4. ***Shared strategic Planning discussion on goals & objectives:*** As mentioned previously, The Planning Commission discussed adjourning the meeting for a break before starting a new meeting with Town Council to further discuss strategic planning.
5. ***Adjournment:*** Commissioner Matthew Johnson joined the meeting at 7:00 pm. Motion was made to adjourn by Commissioner Shannon Strassner, the motion was seconded by Commissioner Molly Angevine. The motion passed via voice vote and the meeting adjourned at 7:01pm.

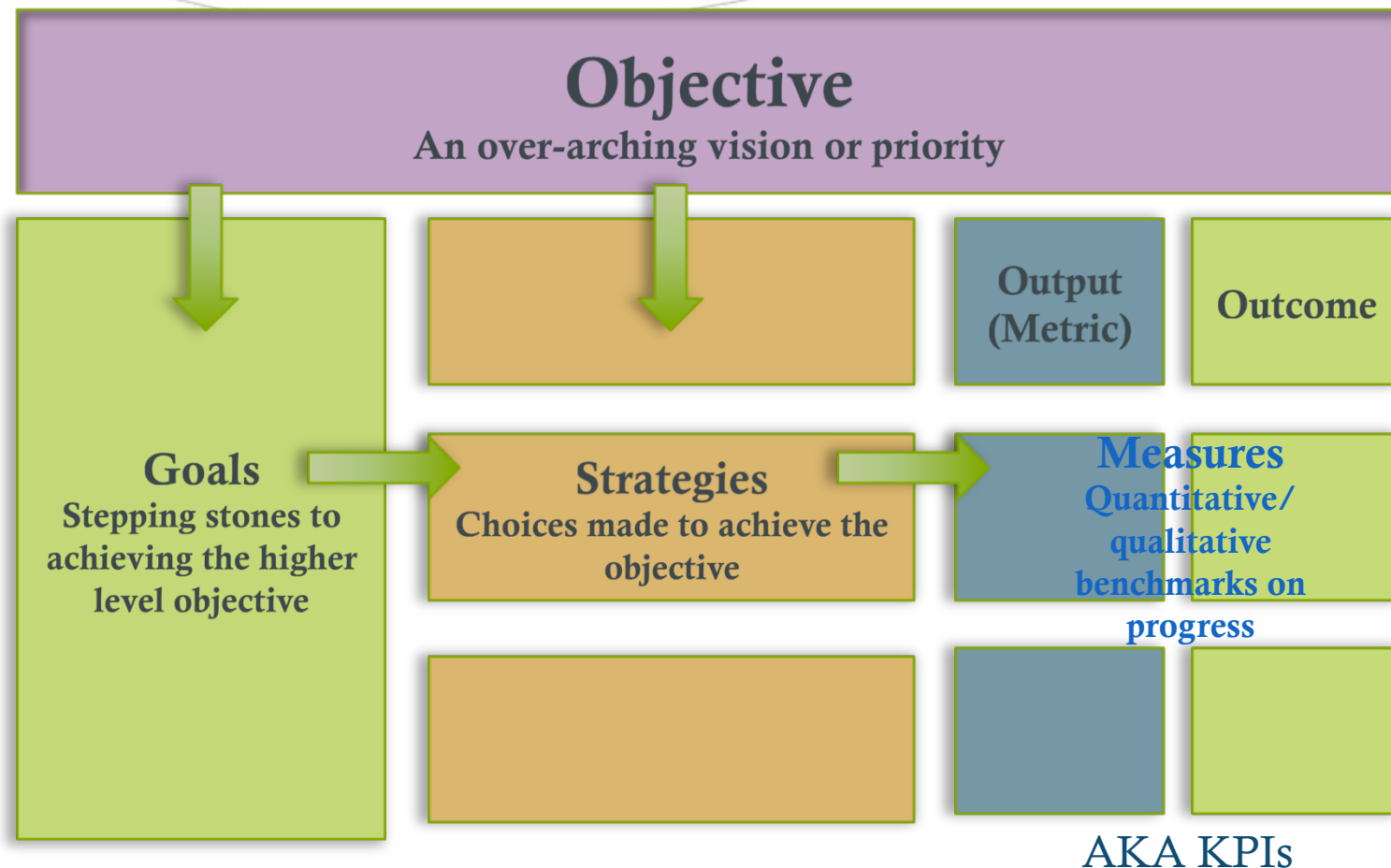
Objectives, Goals, Strategies and Measures



The OGSM Model (Objectives, Goals, Strategies, and Measures) is a commonly used and accepted framework and tool to help bring an organization's conceptual strategy to a state of actionable goals that can be realized and measured. Through this model, the strategic plan is brought to life as an actual plan and not just a concept.

OGSM Model

Objectives, Strategies, Goals, Measures



Objective 1

Promote Sound Government Practices

Objective: Promote Sound Government Practices

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1. Improve Information Availability	<ul style="list-style-type: none"> Create searchable website Assign Content Moderators Keep Content Up-To-Date 	<ul style="list-style-type: none"> Website Redesign (5/1/23) Content Migration (6/30/23) 	Greater availability of schedules, documents, research, and decisions.
2: Improve Financial Oversight	<ul style="list-style-type: none"> Develop a Plan for Managing Financials (6/23) Execute Plan (7/1/23) 	<ul style="list-style-type: none"> Clear financial management policies and procedures by next fiscal year (7/23) 	Improved transparency in financial management.
3: Clarify Roles and Responsibilities	<ul style="list-style-type: none"> Develop Onboarding Materials Document Roles and Responsibilities Document a Clear Decision Process Flow with Checkpoints Develop Clear Rules of Procedure and Decorum Provide Staff Training (2yr) 	<ul style="list-style-type: none"> Documents and Process in Place by 11/23 	Clear and well-understood roles and responsibilities in the town council and the planning commission.
4: Improve Overall Communications	<ul style="list-style-type: none"> Improve Information Flow 	<ul style="list-style-type: none"> Develop Internal Comm Plan Create a Bi-Annual Town Update Assign a Comm Mgr (2yr) Hire a Comm Mgr (4yr) 	Lessened frustration in day-to-day activities due to a lack of communication.

Objective 2

Foster Smart Growth

Objective: Foster Smart Growth

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1.			
2:			
3:			
4:			

Objective 3

Promote Tourism and a Thriving Economy

Objective: Promote Tourism and a Thriving Economy

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1.			
2:			
3:			
4:			

Objective 4

Cultivate Community Connections

Objective: Cultivate Community Connections

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1.			
2:			
3:			
4:			

Objective 5

Protect and Promote Our Natural Environment

Objective: Protect and Promote Our Natural Environment

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1.			
2:			
3:			
4:			

Objective 6

Accessibility for All

Objective: Accessibility for All

Goals (What)	Strategies (How)	Measures (Assess Success)	Outcome (Assess Success)
1.			
2:			
3:			
4:			

Working Effectively to Achieve Progress

Town Council and Planning Commission



The Business of the Planning Commission



Roles and
Responsibilities

Recommended Checkpoints

Between Town Council and Planning Commission

- Document a Process for Communication
- Align Initiatives and Ideas to Strategic Priorities
- Document Progress on Strategic Plan
- Formalize Communications
 - Templated Decisions
 - Active and Quick Turn-Around Time on Minutes
 - Formalize Role of Liaisons
 - Assign Accountability
 - Track Action Items
 - Develop an Internal Website (Intranet)
 - Full Meeting Schedule Should be Available on Website
 - Searchable Document Repository on Website
- Annual Joint Session with Town Council and Planning Commission

Working Together More Productively

- Follow up on actions
- Document Decisions
- Cross-communicate between Town Council and the Planning Commission and committees
- Clearly outline liaison responsibilities



SWOT Analysis

What Can Help or Hinder Our Joint Work?



Opportunities

- Better Engage Community Members
- Communicate the Vision through the Comprehensive Plan
- Apply for Additional Grants
- Combine Projects with County and Other Third Parties
- Work More Closely with Non-Profits



VISION

Strengths



- Combined Resources and Experience
- Utilize Historical Information
- Understand Precedent
- Creative, Intelligent Staff, Commissioners, and Councilors
- Staff Reports

Threats



- Negative Talk
- Criticisms Without Solutions
- Inadequate Communication and Coordination
- Lack of Time
- Lack of Expertise
- Personal Agendas
- Apathy
- Lack of Collaboration

Weaknesses

- Inadequate Training or Screening of Staff
- Inadequate Communication
- Personal Agendas Cloud Processes
- Poor Attendance
- Need for Accurate and Timely Information
- Inadequate Preparation by Staff
- Not Respecting Staff or Volunteers

