

AGENDA--CITY COUNCIL
CITY OF MARTINSVILLE, VIRGINIA

Council Chambers – Municipal Building
7:00pm Regular Session
Tuesday February 22, 2022

7:00 pm - Regular Session

Pledge to the American Flag and Invocation by Council Member Martin

1. Approve minutes from the January 25, 2022 Council Meeting and the January 27, 2022 Special Session. (5 mins)
2. Read a Proclamation acknowledging March 2022 as Women's History Month. (5 mins)
3. Consider adoption on first reading, Ordinance 2022-1 repealing City disguise & mask restrictions. (10 mins)
4. Consider adoption on first reading, Ordinance 2022-2 amending the allowable height of uncut grass. (10 mins)
5. Consider information related to ARPA (American Rescue Plan Act of 2021) funds the City is receiving and potential use of those funds. (20 mins)
6. Consider a review and possible update to the City's Strategic Plan. (15 mins)
7. Consider a proposed schedule for the FY22-23 budget process. (10 mins)
8. Consider approval of the consent agenda. (5 mins)
9. Business from the Floor -
The public comment portion of the Council meeting provides citizens the opportunity to discuss matters relevant to the operation of the City, which are not listed on the printed agenda.
Citizens who wish to participate in a meeting's public comment period may do so by emailing their comments to Karen Roberts, Clerk of Council, at kroberts@ci.martinsville.va.us, calling in their comments to 276-403-5182, faxing comments to 276-403-5280, or mailing comments to City of Martinsville, attn.: Karen Roberts, P.O. Drawer 1112, Martinsville, VA 24114. *Comments must be received by 12:00noon Monday February 21.* Citizens may also request to speak at the Council meeting in the same manner. Comments, or a request to speak, must be received by noon the day before a Council meeting for consideration by Council at the meeting.
Any person submitting comments or requesting to speak must identify themselves by name and address, including zip code, limit their remarks to 3 minutes or less (as read aloud), address a topic of City business, and refrain from making any personal references or accusations of a factually false and/or malicious nature. Priority for comments is given to City residents, taxpayers, and business owners. Speakers may not yield time. Groups of speakers on the same topic must designate a single representative. Comments violating these rules may not be presented at the Council meeting. Any speaker violating these rules may be removed from the podium or from the Council chamber.
This policy does not apply to public hearings, at which any citizen of Martinsville may appear and speak on the subject of the public hearing.
10. Comments by members of City Council. (5 minutes)
11. Comments by City Manager and City Attorney. (5 minutes)

Meeting Date: February 22, 2022

Item No: 1.

Department: Clerk of Council

Issue: Consider approval of minutes

Summary: None

Attachments: January 25, 2022 Council Meeting
January 27, 2022 Special Meeting

Recommendations: Motion to approve minutes as presented.

Date: February 22, 2022

Item No: 2.

Department: City Council

Issue: Read a Proclamation acknowledging March 2022 as Women's History Month.

Summary: In 1980 a consortium of women's groups and historians led by the Nation Women's History Project (now the National Women's History Alliance) successfully lobbied for national recognition and in February, 1980 President Jimmy Carter issued the first Presidential Proclamation declaring the week of March 8, 1980 as National Women's History Week. Subsequent Presidents continued to proclaim a National Women's History Week in March until 1987 when Congress passed Public Law 100-9 designating March as "Women's History Month." Since that time the month of March has been observed as Women's History Month.

The National Women's History Alliance designates a yearly theme for Women's History Month and the 2022 theme is "Women Providing Healing, Promoting Hope." A Proclamation is attached acknowledging Women's History Month and bringing awareness to the significance of the contributions women have made in our society.

Attachments: Proclamation

Recommendations: No action by Council needed - the Mayor will read the Proclamation.



PROCLAMATION

RECOGNIZING MARCH 2022 AS WOMEN'S HISTORY MONTH IN THE CITY OF MARTINSVILLE

WHEREAS, American women of every race, class, and ethnic background have made historic contributions to the growth and strength of our Nation in countless recorded and unrecorded ways; and

WHEREAS, American women have played and continue to play critical economic, cultural, and social role in every sphere of the life of the Nation by constituting a significant portion of the labor force working inside and outside of the home; and

WHEREAS, American women have played a unique role throughout the history of the Nation by providing the majority of the volunteer labor force of the Nation; and

WHEREAS, American women were particularly important in the establishment of early charitable, philanthropic, and cultural institutions in our Nation; and

WHEREAS, American women of every race, class, and ethnic background served as early leaders in the forefront of every major progressive social change movement; and

WHEREAS, American women have served our country courageously in the military; and

WHEREAS, American women have been leaders, not only in securing their own rights of suffrage and equal opportunity, but also in the abolitionist movement, the emancipation movement, the industrial labor movement, the civil rights movement, and other movements, especially the peace movement, which create a more fair and just society for all; and

WHEREAS, Over time, Martinsville women have served in a variety of key leadership roles in local and state government, in churches, schools, and in numerous organizations throughout the community; and

WHEREAS, Despite these contributions, the role of American women in history has been consistently overlooked and undervalued, in the literature, teaching and study of American history,

NOW, THEREFORE, I, Kathy Lawson, Mayor, and members of Martinsville City Council do hereby proclaim the month of March 2022 as Women's History Month in the City of Martinsville and we urge all citizens to join in celebrating the contributions women have made to our society.

Kathy Lawson, Mayor



Date: February 22, 2022

Item No: 3.

Department: City Attorney

Issue: Consider adoption on first reading, Ordinance 2022-1 repealing City disguise & mask restrictions.

Summary: The City has long had a disguise/mask ordinance which is no longer enforced due to First Amendment conflicts with the prohibition of disguising gender. Further, the state code addresses the issue thoroughly, including wearing masks for health reasons. Therefore, it is recommended that this ordinance be repealed altogether, as both obsolete and duplicative of state law.

Attachments: Current city and state code language, and draft repeal ordinance.

Recommendations: Adoption on first reading at Council's pleasure, by roll call vote.

City of Martinsville, Virginia

Ordinance No. 2022-1

BE IT ORDAINED by the Council of the City of Martinsville, Virginia, in Regular Session held on March 8, 2022, that Section 13-16 of the Code of the City of Martinsville be repealed and reserved.

* * * * *

Attest:

Karen Roberts, *Clerk of Council*

Martinsville City Code, Sec. 13-16. - Masquerading; disguises.

It shall be unlawful and a Class 1 misdemeanor for any person to appear upon the public streets or sidewalks of the city, or in any public place in the city, wearing a mask, hood, facial makeup or other means of disguise so as to conceal such person's identity, or for any person to wear any wig, costume, dress, garb, garment, either outer or undergarment, or makeup, or any combination thereof, so as to disguise or conceal such person's true gender; provided, however, that this section shall not apply to children twelve (12) years of age or under engaged in Halloween activities on Halloween, to persons taking part in any fair, carnival, circus, exposition or parade licensed by the city, or to publicly advertised theatrical productions conducted within auditoriums, theaters, amphitheaters, stadiums or enclosed buildings or on outdoor stages.

Code of Virginia § 18.2-422. Prohibition of wearing of masks in certain places; exceptions.

It shall be unlawful for any person over 16 years of age to, with the intent to conceal his identity, wear any mask, hood or other device whereby a substantial portion of the face is hidden or covered so as to conceal the identity of the wearer, to be or appear in any public place, or upon any private property in this Commonwealth without first having obtained from the owner or tenant thereof consent to do so in writing. However, the provisions of this section shall not apply to persons (i) wearing traditional holiday costumes; (ii) engaged in professions, trades, employment or other activities and wearing protective masks which are deemed necessary for the physical safety of the wearer or other persons; (iii) engaged in any bona fide theatrical production or masquerade ball; or (iv) wearing a mask, hood or other device for bona fide medical reasons upon (a) the advice of a licensed physician or osteopath and carrying on his person an affidavit from the physician or osteopath specifying the medical necessity for wearing the device and the date on which the wearing of the device will no longer be necessary and providing a brief description of the device, or (b) the declaration of a disaster or state of emergency by the Governor in response to a public health emergency where the emergency declaration expressly waives this section, defines the mask appropriate for the emergency, and provides for the duration of the waiver. The violation of any provisions of this section is a Class 6 felony.



Date: February 22, 2022

Item No: 4.

Department: City Attorney

Issue: Consider adoption on first reading, Ordinance 2022-2 amending the allowable height of uncut grass.

Summary: These proposed amendments conform other sections of the City code to the ten-inch height enforced by Property Inspections.

Attachments: Draft ordinance.

Recommendations: Adoption on first reading at Council's pleasure, by roll call vote.

City of Martinsville, Virginia

Ordinance No. 2022-2

BE IT ORDAINED by the Council of the City of Martinsville, Virginia, in Regular Session held on March 8, 2022, that Sections 13-37 and 15.5-21 of the Code of the City of Martinsville be amended as follows:

Sec. 13-37. - Excessive growth of grass, weeds, etc., on vacant property.

(a) It shall be the duty of the owner of any parcel of land in the city to cut or cause to be cut all grass, weeds or like vegetative growth which exceeds a height of eighteen (18) inches above the ground and which is deemed by the director of public works to create a potential threat to public health or safety; and it shall be the duty of the owner of any legally established lot situated in the city fronting a city-maintained public street to cut thereon any weeds, brush, grass or like vegetative growth if an occupied building or residence is situated on an adjacent lot, subject to the following:

(1) Applicable growth shall be cut to a height of ~~eighteen (18)~~ ten (10) inches above ground for a depth of eighty (80) feet from the street line measured at ninety (90) degrees with the street line; and

(2) Such vegetative growth shall be cut two (2) times per year between May 15 and June 15; and between August 1 and September 1.

The director of public works may grant a variance from these requirements if, in his opinion, steep slopes or terrain make it impractical to cut such vegetative growth as described above provided that the intent of these requirements is complied with. Should the owner of any such property fail or refuse to abide by this requirement, the director of public works shall give a written notice to such owner requiring him to cut or have cut such grass, weeds or vegetative growth within fifteen (15) days after the date of the notice.

(b) The notice referred to in subsection (a) above shall be given to the owner by personally serving a copy of such notice on the owner or his agent or by mailing a copy to the owner at his last known post office address by registered or certified mail, return receipt requested, or if the owner or his address is unknown, by publication of such notice in a newspaper of general circulation in the city once per week for two (2) successive weeks. A copy of such notice sent to the owner by registered or certified mail at the address of such owner listed on the land books of the city shall be deemed sufficient and equivalent to notice having been received by the owner, regardless of whether such copy is returned undelivered or not.

(c) Upon the failure or refusal of the owner, after serving of the notice pursuant to this section, to cut or cause to be cut the grass, weeds or vegetative growth within the time provided, the director of public works may have the necessary work done by city employees or city agents under contract. All of the actual costs and expenses of such work, plus the cost of serving the

notice, shall be chargeable to and paid by the owner of the property. Any bill sent to the owner which is not paid within thirty (30) days shall be transmitted to the city treasurer, who shall include such bill in the next regular real estate tax bill sent to the owner. Every such charge with which the owner has been assessed and which remains unpaid after the deadline for the payment of the next installment of real estate taxes shall constitute a lien against such property; provided, however, that such lien shall be recorded in the same manner as liens for real estate taxes are recorded. It shall be the duty of the city treasurer to assure the proper recording of any such lien.

(d) The failure or refusal of any property owner to comply with the terms of any notice to cut grass, weeds or other growth served pursuant to this section shall constitute a Class 4 misdemeanor. In any prosecution, there shall be a rebuttable presumption that any growth exceeding three (3) feet in height creates a potential threat to public health or safety.

(e) Nothing in this section shall be construed to require the cutting of any tree or ornamental shrubbery, unless it is creating a safety hazard.

Sec. 15.5-21. - Nuisances prohibited; term defined.

It shall be unlawful for the owner or owners, occupant or occupants of any property or premises located in the city to create, cause, or permit the continuation of any nuisance. The term "nuisance" to include, without limitation, the examples set forth as follows:

(1) Any condition which is breeding ground or harbor for mosquitoes or a breeding ground for rats or other pests.

(2) Any place of weeds, grass, or other noxious vegetation over ~~eighteen (18)~~ ten (10) inches in height that is within fifty (50) feet of an inhabited residence or business firm.

(3) An open place of collection of water where insects tend to breed. For the purposes of this chapter, and "open place of collection of water" shall be held to mean and be that contained in ditches, pools, ponds (natural or artificial), excavations, holes, depressions, open cesspools, privy vaults, fountains, cisterns, tanks, shallow wells, barrels, troughs, urns, cans, boxes, bottles, tubs, buckets, partially disassembled vehicles, defective house roof gutters, tanks of flush closets or similar containers.

(4) An open place of combustible items such as mattresses, boxes, paper, automobile tires and tubes, garbage, trash, refuse, brush, debris from the clearing or grading of lots, old clothes, rags or any other combustible materials or objects of a like nature.

(5) An open place of collection of garbage, food waste, animal waste or other rotten or putrescible matter of any kind.

(6) Any furniture, appliance or other metal products of any kind or nature openly kept which have rough or jagged edges of metal or glass.

(7) Any furniture or other articles not specifically intended for outdoor use or exposure to the elements and which would tend to absorb or retain moisture thereby attracting insects, pests or vermin.

(8) Any accumulation of rubbish, trash, old building materials or junk causing or threatening to cause a fire hazard, or causing or threatening to cause the accumulation of stagnant water, or causing or threatening to cause the inhabitation of mice, snakes or vermin of any kind which may be dangerous or prejudicial to the public health.

(9) Any condition detrimental to the public health which violates the rules and regulations of the health department.

The code official heretofore designated by council to enforce the building maintenance code in the city and alternatively the city attorney are hereby vested with discretionary authority to decline to undertake enforcement of this section with respect to nuisances which are (a) deemed to be of a private nature between neighboring property owners, or (b) deemed not to constitute a public nuisance, or (c) not visible to the unaided eye from street or ground level outside the boundaries of the property on which the subject nuisance exists.

* * * * *

Attest:

Karen Roberts, *Clerk of Council*



Date: February 22, 2022

Item No: 5.

Department: City Manager

Issue: Consider information related to ARPA (American Rescue Plan Act of 2021) funds the City is receiving and potential use of those funds.

Summary: Under the American Rescue Plan Act of 2021, the City of Martinsville will be receiving a total of \$15,463,451. Half of the funds were received in June, 2021 with the remaining half expected in June, 2022. City staff have participated in a number of webinars and training sessions regarding appropriate use of funds and the required schedule. Information will be presented at Council's meeting.

Attachments: Proposed plan and schedule for use of ARPA funds

Recommendations: Presented for Council's discussion and consideration. Council's approval of the plan and schedule as presented or as may be amended is suggested.

PROPOSED USAGE & SCHEDULE OF ARPA FUNDS

Project	ARPA Category	Estimated Cost	Funding Other	Funding ARPA	7/1/21 to 6/30/2022	7/1/22 to 6/30/2023	7/1/23 to 6/30/2024	7/1/24 to 6/30/2025	7/1/25 to 6/30/2026	7/1/26 to 12/31/2026	Status
Projects Already Completed or Committed		\$1,918,073		\$1,918,073	\$1,918,073						Stormwater, firewall installation, elevator repairs
Install Backup Generator @ Reservoir	Water/Sewer	\$130,000	\$104,000 EDA	\$0							WP working on EDA Application. 20% City match to come from water budget
Broadband Expansion City Fiber Infrastructure	Broadband	\$4,000,000	\$4,000,000?	\$0	\$0	\$0	\$0	\$0			Expansion of broadband into neighborhoods - look at other grant options
Hooker Field Restrooms, Conc., Seating		\$1,900,000		\$1,850,000		\$1,850,000					Design work underway now. Hope to bid late summer.
Allocate for Misc Stormwater Repairs	Stormwater	\$200,000		\$200,000	\$100,000	\$100,000					Public/private agreements on certain stormwater repairs/issues
Southside BallPark, Restrooms		\$400,000		\$400,000	\$400,000						Long overdue, restrooms in poor condition, not ADA compliant
Uptown Revitalization		\$4,500,000		\$4,500,000		\$1,500,000	\$1,000,000	\$1,000,000	\$1,000,000		UP will present details at later Council meeting
Summit View Water Line Project	Water/Sewer	\$804,070		\$804,070		\$804,070					Plans & permits are complete, project is ready to bid
Establish City-wide Historic Districts		\$200,000		\$200,000	\$100,000	\$100,000					estimated
Blighted Property Demolition		\$500,000		\$500,000	\$200,000	\$150,000	\$150,000				high priority
Municipal Bldg Upgrades				\$500,000		\$250,000	\$250,000				post-reversion changes, renovations to accommodate revised space usage
Citywide Park Upgrades				\$500,000	\$250,000	\$150,000	\$100,000				high priority; signage, shelters, equipment, amenities
Affordable Housing		\$500,000		\$500,000	\$200,000	\$300,000					\$350K Aaron Mills Loan, 5 Pts, others
Usage for Lost Revenue				\$4,000,000	\$2,000,000	\$1,000,000	\$1,000,000				Will review usage during budget preparation
Piedmont Arts Capital Campaign				\$50,000	\$50,000						City participation in PA capital campaign; tourism related
				\$15,922,143	\$5,218,073	\$6,204,070	\$2,500,000	\$1,000,000	\$1,000,000	\$0	
Total ARPA Funds To City				\$15,463,451							

Date: February 22, 2022

Item No: 6.

Department: City Manager/City Council

Issue: Consider a review and possible update to the City's Strategic Plan.

Summary: The City's Strategic Plan was last updated in 2017 and it is suggested that the plan be reviewed by Council with possible updates in mind. As you will note, the plan is set up in 8 sections - government, community development, recreation & culture, education, economic development, self-image, budget & finance, and public safety.

A possible review/update strategy could be to schedule a series of evening work sessions, with each session dedicated to certain sections.

Attachments: Strategic Plan

Recommendations: Discuss how/in what manner Council would like to proceed.



Goals and Initiatives 2015 Strategic Plan

VISION

Martinsville-Henry County is a nationally recognized success story. Once a thriving industrial center, the region has been renewed as a diverse community, but one that has never lost its small town appeal. With a vibrant "destination uptown", numerous entrepreneurial, career, cultural and recreational opportunities, a comprehensive education system, and a varied, technologically advanced economy, Martinsville, an All American City, has consistently ranked for over a decade among the top cities under 25,000 in which to live in the Southeast. Near both the Blue Ridge Mountains and the metropolitan areas of Virginia's Roanoke Valley and North Carolina's Piedmont Triad, Martinsville-Henry County offers the best of tightly knit, highly affordable, neighborly life with easy access to the amenities of the urban cities.

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
Government: 1. Ensure a government that is efficient, transparent, affordable, inclusive and collaborative.	Completed survey.	1.1 Improved customer satisfaction.	Complete & analyze a customer service survey. Develop action plan based on surveys. (Success Indicators 1.1/1.3/1.6)	An understanding of how customers feel about services being delivered	City Manager and Department Heads	immediate
	More frequent MGTV programming. Use website and social media to announce opportunities.	1.2 Increase community participation and number of citizens qualified and interested in serving on Boards & Commissions. Emphasize community inclusion.	Expand MGTV usage and use of website and social media. (1.2/1.3) Create brochure and maintain presence at community events (ie. Oktoberfest). Explore needs for establishing new Boards (1.2).	# new programs T:(4) new programs 1st year.	City Manager, MIS, and Human Resources.	immediate
	A citizen academy with excellent participant reviews. Use website and social media to announce opportunities.	1.3 Improved communications with the citizens and public to demonstrate and reinforce the government's accountability.	Establish citizen academy. Celebrate successes at Council meetings. Hold citizen meetings with Mayor and Vice Mayor. (1.3)	# citizens completing the academy w/goal of 10 per year.	Human Resources	immediate
	More jobs, stronger tax base.	1.4 Successfully partner with our governmental neighbors and private groups to bring new business and other entrepreneurial opportunities to our community.	Continue supporting the EDC, the Chamber, C-PEG's small business initiative, and other appropriate organizations. (1.4)	Adequately fund economic development activities. # of new business created, growth in tax base, unemployment level	Council	immediate
	An independent analysis of programs, services, processes and departments has been conducted., etc.	1.5 Evaluate internal and external opportunities to combine programs, services, process and/or departments, etc. to create a more efficient and effective government.	1.5 Explore opportunities to consolidate programs, services, processes, and/or departments..	Amount of cost savings and/or intangible benefits.	Council, City Manager, Department Heads, School District.	immediate
	Analysis of the implications of a change in the structure of government is completed	1.6 Explore options for the change in structure of local government	1.6 Report generated for distribution to constituent base. Develop stronger relationship with Henry County Leadership.	Cost savings to City residents. Joint strategic planning with Henry County Board of Supervisors	City Council, City Manager, City Attorney, and Department Heads	immediate
	Public enthusiasm and support. Increased participation on all boards, commissions, and public meetings.	1.7 Opportunities for citizens	1.7 Promote leadership opportunities in the City. 1.7 Create city government internship program.	# board/commission vacancies and participation in community opportunities.	City Manager, Human Resources	mid range
	Cooperative programs with Harvest, NCI, PHCC, National College, Memorial Hospital, Carilion, Incubator, and others.	1.8 Public and private partnerships.	1.8 Maintain, encourage, and support leadership training and opportunities for citizens. 1.4/1.8 Develop stronger relationship with The Harvest Foundation.	# public/private partners and leadership training available.	Council and Community Development.	long term

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
Community Development: 2. Provide an attractive, safe, active and creative community with a great quality of life.	2.1 Work with citizen groups to determine needs and functions of community-centered facilities.	Community Needs identified.	2.1 Work with citizen groups to determine design, programming, functionality, and fiscal authority.	Citizen participation. Identify neighborhood needs and develop plans for implementation.	Council	Immediate
	2.2. Clean, attractive and vibrant neighborhoods and communities.	Maintain historic integrity of existing structures				
		Create awards program for revitalization and renovation of properties.				
		Establish additional urban community gardens and support existing gardens.	2.2 Organize groups to encourage urban gardens.	Quality community garden(s), embraced by the community.	Community Development, Parks and Recreation	mid range
	2.3 Develop Plan for Rental Certification Zones	Plan exists	Develop plan for regular retail property inspections	Implementation of inspection program	Community Development, Inspections	
	2.4 Expand regional transit system.	Transit program.	2.4 Continue to support public transit program including to neighboring outside communities.	# system users.	Public Works	immediate
	2.5 An environmentally responsible community.	Program focusing on a Green society.	2.5 Establish Green initiative.	Reduced landfill wastes and reduced energy dependence.	Public Works	mid range
		Explore expanding recycling program	2.5 New sites determined for drop off, consider curbside pick-up, expand recyclables.	Reduced landfill wastes and reduced energy dependence.	Public Works	immediate
	2.6 Expansion and growth of retail, dining, cultural and educational opportunities.	Comprehensive transformation plan for the City.	2.6 Support C-PEG's small business development; EDC; Start-Up Martinsville; and other similar initiatives.	# communities reviewed and completed implementation plan.	Community Development	immediate to long term
	2.7 Present suggested projects to The Harvest Foundation for potential funding	Community Needs identified.	2.1 Work with citizen groups to determine design, programming, functionality, and fiscal authority.	Citizen participation and established community center	Council	Immediate

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
Recreation and Culture: 3. Develop, enhance and promote recreation and cultural opportunities for all citizens in Martinsville-Henry County.	3.1 Broad citizen and visitor participation in recreation and leisure services activities.	Completed and returned surveys.	3.1 Conduct citizen/community city/county recreation	# responses and quality of information.	Parks and Recreation	immediate
		Well attended events.	3.1 Develop a plan to enhance Race weekend tourist experiences.	# events and # participants.	Piedmont Arts, Arts and Culture Commission, EDC Tourism, VMNH, Chamber of Commerce/CPEG	Immediate
		Well attended event.	3.1 Expand the concept of senior health fair to various groups.	# and age groups of participants.	Parks and Recreation	immediate
		Seek senior center accreditation.	3.1 Receive national senior center accreditation.	Accreditation received.	Parks and Recreation	immediate
	3.2 Explore Recreational opportunities for all segments of the population including public/private partnerships.	Variety of new programs offered.	3.1 Develop additional programs, encourage wider participation.	# and age groups of participants.	Parks and Recreation	mid range
	3.2 Safe, affordable, diverse, accessible activities and facilities spread out across the community..	Accessible and utilized community facilities	3.2 Safe area facilities that reflect the interests of the community.	usage and how community accepts park.	Parks and Recreation	immediate
	3.3 Partnerships with outside agencies to assist citizenry in making healthy lifestyle choices.	Completed master plan.	3.1/3.3 Develop a community recreation/leisure services master plan.	Creation of community master plan and program guide.	Parks and Recreation and ActivateMHC/YMCA	mid range
	3.4 Partner with and maximize existing facilities and programs.	Partnerships developed and programs maximized.	3.4 Create MOUs, MOAs, LOIs with outside agencies to begin to or continue using programs and facilities.	MOUs, MOAs, and LOIs created and signed.	Parks and Recreation	immediate
	3.5 Active citizen participation in a wide variety of cultural events.	Quality events and festivals that are supported by the community.	3.5 Encourage art festivals, performing arts, annual concerts, festivals, and competitions.	# events and # participants.	Piedmont Arts, Arts and Culture Commission, EDC Tourism, VMNH	mid range
		Quality events that are supported by the community.	3.5 Encourage multicultural cultural activities.	# events and # participants.	Piedmont Arts, Arts and Culture Commission, EDC Tourism, VMNH, Chamber of Commerce/CPEG	mid range
	3.6 An environment for new and upcoming artists.	Art work displayed in municipal building.	3.6 Develop a plan to create/display local artists' work in municipal building and other public venues.	# of participating artists and comments from the public.	Piedmont Arts, Arts and Culture Commission, EDC Tourism, VMNH	mid range
	3.7 An environment that enhances cultural opportunities	A plans that enhances Uptown cultural activities that are enjoyed by those participating.	3.7 Create a plan to enhance and support cultural activities in the city.	# of people visiting the Uptown area and feedback from the initiative.	Piedmont Arts, Arts and Culture Commission, EDC Tourism, VMNH	long term

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
Education 4. Create, establish and promote a high quality educational system that meets personal and professional needs of our citizens and acts as a driver for economic development.	4.1 High quality education system. Plan and schedule Strategic Education Planning Meetings with School Board and School Administration	Continued effective and efficient management of city school system. Annual scheduled work sessions and meetings	4.1 Continue to evaluate efficiency opportunities.	dollars saved and quality of services.	Council and School Board	immediate
	4.1 High quality education system. City Council and School Board work together for the success of the city schools and the city.	Continued effective and efficient management of city school system.	4.1 Communicate continually through Council-School Board relationships	Dollars saved and quality of services. Annual review of Council-School Board	Council and School Board	immediate
		City School Superintendent to work collaboratively with County School Superintendent.	4.1 Continually evaluate city and county school systems, working together for financial savings through collaboration.	dollars saved and quality of services.	Council and School Boards	immediate
		Budget documentation to show allocation of resources.	6.5 Establish working relationship with City Schools to determine best possible way to create accountability.	Report to Council regarding FY budget and program objectives in Oct., Jan/Feb, Apr. Also joint worksession meetings at these times	Council	immediate
		Superior schools where all students achieve accredited standards.	4.1 All City Schools achieve the state's "Fully Accredited" status at the state level and meet "Annual Measurable Objectives" (AMO) at the federal level	Reach fully accredited designation at each school and meet AMO benchmarks for all subgroups.	School Board	immediate
	4.2 State-of-the-art facilities and leading edge technology.	Facilities maintained and improvements made to meet ongoing needs. Annually present and review a list of technology and facility capital needs, and maintenance needs.	4.2 Ensure adequate infrastructure to support & maintain a conducive educational environment.	availability of adequate facilities.	School Board and other relevant City departments	immediate
	4.3 Prepare students to become college, career, and citizenship ready.	Availability of programs meeting public demand.	4.3 Expand programs to reflect changing needs of society, including vocational and technical needs.	# participating in new programs; # graduates/graduation rate; #college admissions, CTE certifications, military enrollments	School Board/Council	immediate
		Reduce achievement gaps among all students.	4.3 Increase the percentage of minority, low-income, and at-risk students who obtain an advanced diploma and seek post secondary educational opportunities.	# students with advanced diplomas and seeking post secondary study.	School Board, PHCC, NCI, American National University, Workforce Investment Board	immediate
		Reduce achievement gaps among all students.	4.3 Increase the percentage of teachers who reflect the population they teach.	% of teachers compared with student demographic percentage	School Board, PHCC, NCI, American National University,	immediate
	4.4 Prepared future leaders	City/School cooperative effort, participation at all levels, and multiple programs.	4.4 Establish youth leadership programs at all school levels.	At least 10% of students included.	School administration, Mayor, City Council	long term
	4.5 Support all institutions of higher learning in our community.	NCI established as an accredited 4 -year institution	4.5 Work with NCI and PHCC staff and board to ensure successful institutions of higher learning.	Campus established.	School Board, School Administration, City Council, City Manager	immediate

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
Economic Development: 5. Aggressively create and develop an environment for job creation, development, retention and capital investment.	5.0 Support holistic approach of EDC, Chamber/C-PEG initiatives in growing our economic base. This would include retention, recruitment, entrepreneurship, small business dev., and tourism. Continually evaluate expectations from City Council to EDC and C-PEG before annual funding decisions made.	Increased number of businesses and jobs	5.0 Businesses recruited, retained, grown, started, and supported. Amount of tourism revenues generated. Actively market available City properties with development potential.	# of businesses and # of jobs created. Tourism revenues generated.	MHCEDC, C-PEG, and Council.	immediate
	5.1 Vibrant Uptown with increased residential opportunities.	Available apartments and condos; and increased number of retail shops and restaurants.	5.1 Explore opportunities that increase the number of people living, shopping, and dining in the Uptown area.	% vacancy of residential properties, # of retail shops. Increased traffic Uptown.	Community Development, MURA, MHCEDC, Chamber of Commerce and CPEG	immediate
	5.2 Cooperative regional partnerships for job creation. Be Proactive vs. reactive in aggressive job creation. Prepare for and advocate for Route 73 project completion. Market the City of Martinsville aggressively as business-friendly.	Increased occupancy in all City owned and revenue sharing sites..	5.2 Explore potential new ventures for job creations such as bio-medical, information technology, research, fiber optic, bio-energy, tourism, etc.	# jobs created, reduction in electric rates, growth of tax base, reduction in unemployment rate and landfill tipping fees.	Council and MHCEDC, Chamber of Commerce and CPEG..	immediate
	5.3 A quality and available area workforce.					
	5.4. Increased business and entrepreneurial opportunities.	Increased number of jobs & available educational opportunities.	5.4 Expand educational opportunities to educate workforce for new job creation.	# jobs created.	Council, MHCEDC, PHCC, NCI. and National College	immediate
	5.5 Targeted development for specific sections of the City including promotion of commercial activity.	Increased number of jobs & available educational opportunities.	5.5 Business incentive packages created. Redevelopment of commercial properties.	# jobs created.	Council, MHCEDC.	immediate
	5.6 Environment rich in entrepreneurship and innovation including a Business Incubator Program, Skilled Trades Incubator Program, Business Coaching	Increased number of jobs & entrepreneurial opportunities.	5.6 Businesses created. Business Coaches made available.	# jobs created.	Council and MHCEDC, Chamber of Commerce and CPEG..	immediate

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
Self Image: 6. Improve our self image both externally and internally.	6.1 Strong community spirit and pride.	Establish plan, develop schedule and budget for improvements.	6.1 Develop and execute a plan for interior and exterior improvements to municipal building. Promote positive elements related to neighborhood events, City-events and activities, special events.	Completed plan.	Public Works	immediate
	6.2 Diverse and energetic community with multiple volunteer oriented opportunities.	Opportunities promoted and increased spirit of volunteerism.	6.2 Promote community volunteer opportunities utilizing MGTV and other suited means.	increased number of willing and qualified volunteers.	City Manager, Department Heads, Committee Members, Council.	immediate
	6.3 Positive and optimistic community	increased pride and self-image of community.	6.3 Create and implement a community pride initiative in concert with neighborhood watch groups that aims to improve the area's self-image.	Completed initiative.	Council	immediate
		Seek All American City designation	6.3 Create and implement a plan to seek the All American City designation.	Completed initiative.	Council	long term
	6.4 Establish an employee suggestion committee to improve internal processes.	Committee Established	6.4 Suggestions being received and committee meeting to determine their implementation	Suggestions implemented.	City Manager, Department Heads, Committee Members.	immediate
	6.5 Improve Employee morale.	Clear, open and transparent dialogue and communication.	6.5 Use employee suggestion committee to improve internal processes aimed at improving employee morale.	Suggestions implemented.	City Manager, Department Heads, Committee Members, Council.	immediate
		Establish employee awards and recognition opportunities including some public.	6.5 Awards and recognition opportunities created.	Awards and recognition opportunities given.	Council and City Manager	immediate
		New programs including outside community interest and youth activities and events	6.6 Develop opportunities for youth by expanding MGTV to include options for outside youth and community programming to reflect the community	Expanded MGTV programming	Council and City Manager	immediate

City of Martinsville Strategic Plan 2017 - #7 BUDGET & F

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
Budget and Finance 7. Ensure that the City of Martinsville remains a financially viable and sustainable community.	7.1 Balanced budget. Regular reports submitted by staff on efforts to raise revenues and reduce expenses. Focus efforts on "growing the top line."	Each year the City Council and Manager create and adopt a balanced budget.	7.1 Working group created for pre-budget related discussions. Working group to include Department Heads, City Manager and Council.	Working group has met. Balanced budget created. Develop strategies to incentivize investment in properties to increase property values. Develop strategies to grow revenue. Develop a continuous improvement program.	Council, City Manager, Department Heads.	immediate
			7.1 Working group established with City Schools to create a budget for the school appropriation.	Working group would seek to accomplish: - Creating a transparent process by which the City and School administrations jointly develop a school budget. - Creating line-item accountability for both the City Council and School Board regarding the school budget. - Toning down of rhetoric between the two organizations. - Improve communication between the two organizations. Draft a policy to allocate a percentage of real estate taxes to school funding. - Continuous review process with the working group meeting periodically throughout the year to review the budget and compare it to actuals. - Creating trust between the organizations. - Explore the possibility of using a funding formula.	Council, City Manager, Superintendent, School Board.	immediate
	7.2 Priority based budgeting.	Each year the Council and City Manager meets to determine the Council's top priority for the year. A budget is then developed around those priorities.	7.2 Priorities determined.	Budget created.	Council and City Manager	immediate
	7.3 Maintain strong financial rating.	City maintains strong rating through continued conservative fiscal management and low debt loads.	7.3 Balanced budget created within revenue constraints.	A+ rating maintained.	Council and City Manager	immediate
		Update 5-year expense and revenue projections.	7.3 Revenue projections for the next 5 years are created.	Projections present to Council	Council and City Manager	immediate
			7.3 20-year capital improvement plan created.	Plan present to Council	Council and City Manager	immediate

Strategic Priorities	Key Outcomes	Success Indicators	SUPPORTING GOALS achievement oriented	Performance Measure and Target	Lead Responsibility	PRIORITY
8. Public Safety: Maintain a safe environment for City-Henry County residents.	8.1 Maintain safe neighborhoods	Designation as crime prevention city.	8.1 Become a certified crime prevention city.	Achievement of status.	Police Department	mid-range
		Identify crime levels by neighborhood	8.1 Develop neighborhood safety and crime metrics system	Metrics in place	Police Department	mid-range
		Program accreditations	8.1 Attain and maintain accreditation for police, fire and safety programs.	# of active groups	Police and Fire Departments	mid-range
		Active neighborhood watch groups.	8.1 Maintain interest in neighborhood watch groups and use community policing	# of active groups	Police Department	mid-range
		Neighbors taking an active role in their community	8.1 Expand neighborhood initiatives to include adopt-a-street and community neighborhood programs.	# of adopt-a-street programs and number of community neighborhood programs	Police Department	mid-range
	8.2 Provide required training for police and fire departments.	Resources secured and devoted to training	8.2 Training programs initiated and taken.	# of trainees passing %.	Police and Fire Departments	immediate
	8.3 Ensure adequate staffing levels per professional designations and budgets for police and fire departments standards and to provide for succession planning.	Resources secured and staff hired reflective of demographics of the city. Work with City Manager and Council on budget.	8.3 Actively recruiting new police and fire personnel.	# of hires	Police and Fire Departments	immediate
	8.4 Ensure equipment is operational, well-maintained, and operated with the proper priorities and efficiencies.	Resources secured, equipment maintained, new equipment purchased.	8.4 Monies set aside for new pumper truck, ambulances, and police cruisers.	Equipment purchased with budgetary constraints.	Police and Fire Departments	immediate
			8.4 Monies set aside for other required equipment.	Equipment purchased with budgetary constraints.	Police and Fire Departments	immediate
			8.4 Create record retention policy on police cameras and other surveillance equipment.	Database created of saved images	Police and Fire Departments	immediate
			8.4 Explore newer technologies for application to fire and safety including Code Red	Plan for application of new technology	Police and Fire Departments	immediate
			8.4 Develop video camera program for targeted areas such as Hiking Trail, Uptown, high crime areas, etc.	Cameras installed	Police and Fire Departments	immediate
	8.5 Monitor potential gang and group criminal activities and put programs in place to prevent their growth.	Creation and implementation of gang prevention and mitigation program.	8.5 Program created and implemented.	Gang activities have declined. Based on # of incidences of gang violence/criminal activity.	Police Department	immediate
	8.6 Reduce opioid dependency and prescription abuse	Address drug abuse activities	Program created and implemented	Reduced incidence rates of abuse and related problems.	Police Department	immediate

Meeting Date: February 22, 2022

Item No: 7.

Department: City Manager

Issue: Consider a proposed schedule for the FY22-23 budget process.

Summary: The FY23 budget process is currently underway with City Departments and outside agencies preparing and submitting funding requests. For planning purposes for future Council meetings, the following is the schedule staff is working toward in regard to the FY23 budget:

Tuesday, April 26, 2022 – present budget and set budget public hearing

Tuesday, May 10, 2022 – conduct budget public hearing and consider approval of budget ordinance on first reading

Tuesday, May 24, 2022 – consider approval of budget ordinance on second reading & adoption of the FY23 budget.

Council typically holds 3 work sessions (City departments, Schools, capital, outside agencies, other as needed) between budget presentation and the public hearing and suggested dates are Wednesday, April 27; Thursday, April 28; Tuesday, May 3; Wednesday, May 4; and Thursday, May 5.

Attachments: None

Recommendations: No action needed at this time. Eventually Council will need to decide on work session dates.

Meeting Date: February 22, 2022

Item No: 8.

Department: Finance

Issue: Consider approval of the consent agenda

Summary:

The attachment amends the FY22 budget with appropriations in the following fund:

FY22

General: \$ 18,406 – Reimbursements

Attachments: Consent Agenda – 2-22-22

Recommendations: Approve

BUDGET ADDITIONS FOR 2/22/22

ORG	OBJECT	DESCRIPTION	DEBIT	CREDIT
<u>FY2022</u>				
<u>General Fund:</u>				
01101918	443106	VDEM - SWVA Incident Mgmt. Team		15,586
01322106	505230	SWVA Incident Mgmt - Telecommunications	160	
01322106	506100	SWVA Incident Mgmt - Misc Expenses	15,426	
		Reimbursements		
01102925	436142	Non-Cat Federal - US Marshall OT Grant		2,820
01311085	501200	Police Department - Overtime	2,820	
		Reimbursement		
Total General Fund:			18,406	18,406