

3

SUSTAINABLE TOWN GOVERNMENT
Goal: ELECTED LEADERSHIP
Objective #1: Build Strategic-Level Capabilities & Decision-Making Capacity

Narrative: With the implementation of a formal departmental structure, the Town of Bluff will have additional human resources to handle day-to-day tasks. This will provide town council members more time and ability to think strategically and make high-level, critical decisions for the town.

Responsible Agency/Department: Mayor, Town Council

Short Term Actions:

- Utilize the 2023 Strategic Plan document to prioritize projects, programs, and objectives
- Drive town council participation in long-term strategy conversations at the state and regional level
- Delegate routine tasks to staff members and respective departments

Long-Term Actions:

- Educate the public about the importance of elected official roles to provide a pipeline of interested individuals who will run for office
- Provide education, training, and resources to staff members to increase internal capacity of the entire organization and facilitate the transfer of day-to-day tasks to staff

Objective #2: Elected Official Role Expectations

Narrative: By establishing clear expectations for elected officials, the Town can ensure that all council members are held to the same standards and decisions are made fairly and consistently. Additionally, attending and serving on other regional boards helps council members better understand the issues facing the town, as well as the perspectives of other boards and committees leading to better decision-making and a comprehensive understanding of Bluff's needs and priorities. As a municipality, having a seat at the table is vital for regional decision-making.

Responsible Agency/Department: Mayor, Town Council

Short-Term Actions:

- Develop a standardized, Bluff-specific document to use in conjunction with the ULCT handbook to streamline existing training and on-boarding procedures for newly-elected or potential town council members. This document should include required training, helpful links, and additional resources to acclimate a new council member to their role. It may also include information regarding technology usage (town computers) and soft-skill training regarding Bluff-specific internal policies (December 2023)
- Create a standardized board and commission assignment process to identify mandatory and important boards, gathering input regarding interest in each of the boards, and making assignments based on council member seniority. Some boards will require specific attendance based on administrative functions held by the council member. (December 2023)
- Implement regular quarterly board reports during town council or work session meetings
- Evaluate board and commission assignments annually

Objective #3: Drive Engagement with the Community

Narrative: The 2023 strategic plan proposes many ways in which the local town government will be structured in order to create a division of roles and responsibilities. In addition to providing transparent expectations for elected and appointed positions, and staff members, the town encourages formal communication avenues for residents to contact their elected officials and staff. Many day-to-day questions can be fielded by paid staff members, and elected officials can handle the high-level needs of the community.

Responsible Agency/Department: Town Council, Town Administration

Short-Term Actions:

Provide the public with approved communication methods to reach elected officials including easy accessibility to emails, town phone numbers, and time for public comment during regularly scheduled meetings.

- Provide the public with educational materials on what matters can be addressed by the administration departments, as well as contact information
- Ensure contact information is readily available on the town website and on posted materials
- Propose as needed ‘Connect with Council’ sessions for ToB elected officials to be available to the public, as well as a chance for all boards/commissions to be present as an ‘open house’ prior to regularly scheduled town council meetings
- A chance for council members to discuss projects that they are passionate about and to find allies in town with same passions
- An option during election season for candidates to meet town and hear concerns

Elected Leadership Outcomes

- Newly elected officials and individuals who are potentially interested in running for office have realistic expectations about the role and responsibilities
- Council members are responsible for the high-level, strategic direction of the organization and the administrative staff and departments handle the day-to-day operations

Elected Leadership Progress Indicators

- Handbook is drafted by December 2023
- Board/commission assignment process is finalized by December 2023
- Town council reviews board assignments annually
- Town council members present quarterly reports on their respective board assignments

