



Town of Topsfield Select Board FY2023 Town Goals – 10.17.2022

1) Economic Development

- a. Continue Business Showcases
 - i. Road show
- b. Develop Master Plan
- c. Encourage enhancement/redevelopment of industrial and vacant buildings on Rt. 1
- d. Continue Revitalization of Downtown
 - i. Old Highway Garage RFP
 - ii. Enhance frontage of Main Street
 - 1. Pursue opportunities for improvement of the Village Shopping Center
 - 2. Evaluate a mural on Country Farms
 - 3. Sidewalk infrastructure improvements
 - iii. Implement wayfinding signage fabrication and installation
 - iv. Enhance the farmers markets for next Spring/Summer
 - v. Provide procedural support for proposed development projects
- e. Support Existing Business
 - i. Help promote our local Businesses
 - ii. Continue to build relationships with existing business community
- f. Marketing/Attract visitors
 - i. Promote agriculture activities
 - ii. Promote resources such as rail trail, Ipswich river, Audubon and other open spaces

2) Communication/Transparency

- a. Plan for Topsfield's cable future
 - i. Ensure HD Channels (Verizon and comcast) go live
- b. Identify & develop better communication channels & policies (e.g. a Town FB Group, increased cable utilization, easier to navigate website)
 - i. Post meeting minutes and agendas through social media
- c. Reinstitute Select Board monthly listening sessions

3) Town Services/Operations

- a. Human Resources
 - i. Conduct Salary Survey and implement appropriate recommendations
 - ii. Implement appropriate HR Audit Recommendations
- b. IT Improvements
 - i. Finalize installation of intra Fiber Network – Phase 2
 - ii. Optimize use of IT Regionalization
 - iii. Evaluate/prioritize opportunities for increased effective use of Munis (e.g. ESS, timely vendor and payroll expenditures via the town website).

4) Fiscal Management

- a. Develop an effective long-term method for understanding and prioritizing the Operating, Capital and Facilities needs of the Town and Schools to manage the tax burden on residents
- b. Update the five-year financial forecast

5) Resident Amenities

- a. Enhance Recreational/Community Event Opportunities (e.g. Pump park, summer camps, community gardens, art shows)
- b. Identify and prioritize the need for connecting sidewalks

6) Sustainability

Evaluate high value projects, in collaboration with the Sustainability Advisory Committee (e.g. composting town Wide Electric Aggregation and community solar options)