



## Town of Topsfield Select Board FY2022 Town Goals – 8.25.2021

### 1) Economic Development

- a. Fund and Develop Master Plan
- b. Continue Revitalization of Downtown
  - i. Old Highway Garage
  - ii. Enhance frontage of Main Street
  - iii. Find funding and implement wayfinding signs
  - iv. Enhance Business Opportunities
  - v. Pursue opportunities for improvement of the Village Shopping Center
- c. Conduct analysis of Rt. 1 Commercial Opportunities
  - i. Create a list of current vacancies
  - ii. Meet with business owners to determine how the town can help improve occupancy rates
  - iii. Discuss with Essex Agricultural Society development opportunities for vacant gas station

### 2) Communication/Transparency

- a. Identify & develop better communication channels & policies (e.g. a Town FB Group, increased cable utilization, easier to navigate website)
- b. Improve Town Website
  - i. Ensure consistent branding
  - ii. Utilize as marketing tool for town
  - iii. Assign content update responsibilities in job descriptions
  - iv. Add new link to TCP on “Visit Topsfield”
  - v. Add new section on “How to do Business in Topsfield”

### 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
  - 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).
- c. Strengthen the culture of safety in the workplace and ensure adherence to OSHA guidelines
- d. Identify/implement applications & procedures to improve efficiency & customer service
- e. Ensure development of written policies and procedures for newly reorganized Water, Park and Cemetery, and Highway departments

### 4) Fiscal Management

- a. Develop an effective long-term method for understanding and prioritizing the Capital and Facilities needs of the Town and Schools to manage the tax burden on residents
- b. Evaluate broadening the 5-year financial model to facilitate evaluation of various revenue and expense scenarios.
- c. Create a town meeting warrant that addresses town & school needs while minimizing the overall

tax burden to residents.

5) **Resident Safety & Amenities**

- a. Enhance Recreational/Community Event Opportunities
  - i. Hire Recreation Director
  - ii. Pursue grant opportunities
  - iii. Enhance Recreational Opportunities (e.g. summer camps, farm stand/farmer's market, community gardens, art shows)
  - iv. Encourage/increase volunteer involvement
- b. Monitor and address PFAS issues
- c. Identify and prioritize the need for connecting sidewalks.
- d. Revitalize Topsfield's Green Committee and evaluate high value projects (e.g. composting)