



Town Strategic Plan 2013

- Strategic Theme
- Theme Goals
- Theme Actions

- **Economic Vitality**

- Support a “business friendly” environment that attracts new businesses and is responsive to the needs of the current business community.
- Develop strategies for attracting and retaining business.
- Support Main Street Gardnerville in revitalization efforts of the downtown District.
- Work cooperatively with other agencies and governments in economic development.
 - Work with Main Street and local businesses to revitalize and enhance the Downtown District through the beautification efforts of the Main Street Program.
 - Actively participate in the development of the “Valley Vision” plan along the 395 corridor from Topaz Lake to Jacks Valley Road.
 - Continue to enhance and nurture relationships with other government agencies, Chamber of Commerce, NNDA, WNDD, the Douglas County Business Council, and other organizations.
 - Work with other agencies to streamline the plan review process while maintaining the interests of community residents and businesses.
 - Encourage and contribute in both financial and non-financial means assisting the program and activities of Main Street Gardnerville that are beneficial to the community.
 - Coordinate and participate in creating a parking district section in county code to increase the building potential of the smaller parcel located within the town.
 - Work with other agencies to make Muller Parkway a truck bypass. After bypass is complete work to create a center median on Main Street to beautify the downtown.
 - Explore areas of possible expansion for town east and west (Douglas or Mission Street)
 - Work on Industrial Park infrastructure as well as signage, parking and traffic patterns.
 - Improve pedestrian accessibility in the Downtown District and historical areas of town.
 - Work with other agencies to improve traffic control at the intersection of 756 and Waterloo.



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- **Strong sense of community**

- Maintain Gardnerville's "small town" look and feel and develop a richer sense of ownership from the Town's residents and businesses as evidenced through increased pedestrian traffic, monthly events and continued focus on beautification projects.
- Support community activities and family oriented events.
- Support fund-raising opportunities that further community goals.
- Support policies that maintain Gardnerville's heritage while allowing for well managed and complimentary growth in development and recreational opportunities while conserving our historical, environmental and cultural resources.
- Continue to market the Town through presentations to community and civic groups as well as prospective businesses of our town. Encourage new business to come to town.
 - Actively solicit and encourage community involvement in town planning.
 - Encourage and utilize volunteer opportunities for town projects.
 - Encourage staff and Board involvement in community activities.
 - Encourage partnerships to preserve culturally and historically sensitive areas and buildings within the town.
 - Continue to work with the private sector to encourage and enhance Downtown revitalization.
 - A Board Member will serve as liaison to the Nevada League of Cities, Douglas County Regional Transportation Committee, Carson Valley Arts Council and Main Street Gardnerville.
 - Improve pedestrian access throughout town and determine linkage opportunities for future development.

- **Government Transparency / Efficiency / Accountability**

- Maintain a well managed and fiscally sound, open, accountable, and progressive government.
- Continue the Town's Internet presence through regular updates to the town website and be active on Face Book and Twitter.
- Continue to develop and nurture relationships with other government agencies.
- Continue to seek new ways of providing services effectively and efficiently.
- Continue to develop Town Asset Management Systems that account for condition, costs, and location.
 - Board packets are generated electronically for use by the public.
 - Bids are to be electronically distributed and allowing cost savings to the contractor, saving the town time and resources.
 - Encourage community involvement in Town planning.
 - Perform routine maintenance operations efficiently and effectively on streets, storm drains systems, ponds, trails and parks, and landscape areas.
 - Promote connected developments through multi modal trails and providing pedestrian connections throughout town.
 - Track cost of benefit for purchasing backhoe as opposed to renting.
 - Participate with the county on Vueworks system.



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- **Infrastructure that attributes to a safe and healthy community**

- Continue to seek new ways of providing services more effectively and efficiently.
- Provide town services at the lowest cost possible for the residents and businesses.
- Work with other government entities on joint economic planning and development that creates “destination” for residents and visitors alike.
 - Actively solicit opportunities to plant street trees and flowers throughout town. Possibly initiate themed landscaping.
 - Be aggressive with maintenance activities to reduce long-term costs and preserves infrastructure in a desirable condition.
 - Strive to attain a Pavement Condition Index that preserves pavement before reconstruction is necessary.
 - Encourage staff to seek additional work related training to create efficiency and improve operations.
 - Encourage community involvement in Town operations.
 - Jointly bid projects with other government agencies to reduce cost.
 - Actively pursue a bypass (Muller Parkway) to get truck traffic off main street
 - Add bike lanes, public transportation, educate residents about public transportation, connection of Gardnerville and Minden with public transportation
 - Work with other agencies on parking district and getting parking downtown.
 - Work with developers and other agencies in an effort to connect each subdivision with sidewalks and trails with signage for a more walkable community.
 - Develop relationships with businesses with excess parking to share access and parking with businesses that have inadequate parking.