

## 2023 Pembroke, MA Select Board

### 2023 Goals & Priorities

Each year after reorganization the Board shall commit to discussing and voting on its Goals & Priorities for the upcoming year. The Board shall align its Goals & Priorities for improving Pembroke and its Town Government as it interacts with the Town Manager, various committees, task forces, citizens, local businesses, and other government entities. In so doing, the Board aims to lead by establishing strategic priorities while exercising judgement and providing support, guidance, and encouragement where appropriate. Prior to the annual seating of the newly elected Board, the Board shall review its accomplishments and remaining opportunities from the concluding year.

- **Economic Development & Financial Stability**
  - Develop Annual Grant Report.
  - Investigate opportunity for dedicated grant-writer or committee.
  - Review and update "Opening a Business in Pembroke" Guide.
  - Invite the Chamber of Commerce for regular input.
  - Create and implement a plan to increase stabilization account.
  - Provide direction and guidance to CPC and Town Manager on CPA fund Priorities.
  - Consider non-resident pond sticker program.
  - Implement Sister City Program
- **Communication & Town Engagement**
  - Coordinate regular / bi-annual meetings with legislators.
  - Update the website "Notify Me" page.
  - Upgrade sound system in Veteran's Hall.
  - Consider office hours availability for Select Board Member(s).
  - Investigate opportunities for digital signage in town hall.
  - Investigate opportunity for part-time dedicated communications coordinator.
  - Identify opportunities to better leverage PACTV services.
  - Investigate opportunities to leverage existing town mailings w/ quarterly town newsletter.
- **Effectiveness & Efficiency in Town Government**
  - Utilize Action Tracker/Trello Board for regular review and progress updates.
  - Create "Bylaw Review Subcommittee".
  - Support the development and implementation of a new "Master Plan".
  - Consider a "Summer Internship Program" for Town Hall.
  - Identify opportunities to enhance town employee and dept engagement and recognition.

- Begin utilizing available funding and resources for DPW summer employment.
- Review and update scope and need for various Boards and Committees.
- Review and update Town Policies.
- Communicate and Coordinate Town Boards, Committees, and Commissions
- **Stewardship of our Natural resources**
  - Attain “Tree City USA” designation.
  - Investigate need for “Recreation Trails Committee”.
  - Create “Shared Water Resources” working group.
  - Consider partnering with “Wildlands Trust” to help enhance and maintain our open space and trails.
  - Collaborate with NSRWA on feasibility for the removal of Luddams Ford Dam.
  - Collaborate with PWA to advocate for and promote the preservation of our ponds.
- **General Infrastructure, Maintenance & Improvements**
  - Deliver the new Community Center Project on time & on budget.
  - Begin the new Public Safety Building Project.
  - Identify Solutions to ensure water quality.
  - Develop and implement a plan toward IT and Facilities Management for town.
  - Create and maintain list of people and equipment constraints now and on the horizon.
  - Review plans and processes to improve vegetation maintenance and visibility around sidewalks, roads, and signs.
  - Compile, Review and Evaluate list of town-owned property for use or sale.
  - Promote use of textile bins in town due to expiration of pickup program.