

Edenton Town Council 2017 Vision Statement

The Edenton Town Council met on Saturday, March 25, 2017 to update the Vision Statement for the Town of Edenton and to review short term goals. Mayor Roland Vaughan, Council Members Steve Biggs, Sam Dixon, Bob Quinn, Norma Simpson and Jimmy Stallings were present along with Town Manager Anne Marie Knighton. Absent was Councilman Elton Bond.

The Mayor and Town Council have formulated their direction and vision for Edenton with the following statement as their guiding principle:

“We see Edenton, as a Town where history, hospitality and natural beauty come together to form a community that is proud of its past and excited about its future. The Mayor and Town Council also recognize Edenton’s future prosperity depends on protecting these assets through encouraging residents and visitors to become integral participants in Edenton’s unique community.”

The Mayor and Town Council’s vision for Edenton over the next ten years is:

1. To strive to be a crime- free community through education, enforcement and vigilance on the part of all citizens and our police authority.
2. To invigorate and enhance our downtown business district through aggressive support, supplemented by quality shopping centers and a diverse industrial mix in outlying areas that will translate into job opportunities and expanded tax base.
3. To develop and enhance Edenton’s waterfront, by expanding outdoor activities supplemented by a variety of recreational and cultural activities for residents and visitors.
4. To have a sound, stable infrastructure that meets the needs of citizens, business and industry including well maintained streets, clean and reliable supply of water, clean and reliable wastewater treatment, environmentally sensitive storm water disposal and a reliable electrical distribution system.
5. To be a municipal government that works collaboratively with citizens and other governments to plan for and respond to citizen needs and provide timely, efficient, effective and customer friendly services.
6. To be a welcoming and friendly home for young families and retirees by understanding and preserving the honor of Edenton being named one of America’s prettiest Towns by Forbes.com. The Town will grow our population as sustainable opportunities present themselves, and maintain its strong sense of small town values and citizen’s involvement. The Town will preserve and promote its historic resources and unique downtown and focus on community attractiveness. The Town will strive to support access to affordable, high quality medical and health care.

7. To be known as a desirable tourist destination and a perfect home for retirement. The Town will support this through enhancing its small town charm and serenity, embracing and sharing its historic past and landmark buildings, enticing and beautiful waterfront.
8. Create an adequate and sustainable annual budget that insures uninterrupted delivery of public safety, fire and other quality services to our citizens and to have a sound, stable fiscal reserve to meet unanticipated needs and emergencies.

Strategies to Achieve Vision

1. *To strive to be a crime-free community through education, enforcement and vigilance on the part of all citizens and our police authority.*
 - a. Support, encourage and maintain strong communication with the neighborhood watch groups through communication, education and enforcement.
 - b. Reduce the number of uninhabitable and dangerous structures abandoned or “boarded up” that provide shelter and gathering places for criminal elements and undesirables and negatively impact the value of neighboring properties through vigorous enforcement of the and Moseley Street, the Minimum Standards Housing Code, Unsafe Building Code and Prevention of Demolition By Neglect Ordinance.
 - c. Publicize to landlords the availability of a tenant reference center through the Police Department to assist in evaluating tenant’s acceptability as renters through criminal history records checks.
 - d. Develop an amendment to lease application forms that gives the prospective tenant’s permission for landlord to obtain a criminal record check to be completed by the Edenton Police Department. Publicize and distribute amendment to landlords and encourage use of tenant reference center.
 - e. Develop a “crime free rental agreement” for landlords and encourage its use.
 - f. Enhance police/community partnerships by officers engaging in community policing efforts that include: foot patrols, bike patrols, golf cart patrols, citizen watch group meetings and personal police zones that improve communications and increase individual officer accountability.
 - g. Renew concentration on enforcement of noise ordinance, especially focusing on loud music emanating from vehicles and loud mufflers.
 - h. Explore strategies available within the two Redevelopment Zones to establish residential housing incentives for town employees to live in our neighborhoods.
 - i. Expand use of Geo-Policing strategies using crime data and information from citizens

that targets nuisances and crimes trends in specific neighborhoods.

- j. Support establishment of citizens-based Crime Stoppers program.
- k. Evaluate expansion of the National Register Historic District to include North Edenton to make available federal and state historic preservation tax credits to rehabilitate deteriorating dwelling units.

2. ***To invigorate and enhance our downtown business district through aggressive support, supplemented by quality shopping centers and a diverse industrial mix in outlying areas that will translate into job opportunities and expanded tax base***

Strategies:

- a. Hire expert to conduct assessment of community revitalization, planning and redevelopment opportunities to create new investment and jobs.
- b. Seek support and funding for implementation of the Road Diet Plan for North Broad Street
- c. Hire professional engineer to develop technical plans for street light and streetscape plan of the North Oakum Street corridor and a street light replacement plan for the entire Broad Street corridor.
- d. Continue to collaborate with the Edenton Chowan Partnership, NC Department of Commerce, Economic Development Partnership of NC, NC East Alliance, Albemarle Commission, Edenton Chowan Chamber of Commerce and Chowan County to facilitate expansions for existing industries and recruit and entice new investment and job creation opportunities.
- e. Advocate for expansion of natural gas to more neighborhoods in Edenton.
- f. Work to retain and attract state and federal agencies to locate in our community, and advocate for continued presence of such agencies in the State's new prosperity zone initiative.
- g. Promote regional economic development efforts with the Tidewater, VA area to Edenton and Northeastern NC, with focus on the Virginia Ports Authority and the railroad. Promote the benefits of Edenton and Chowan County being a part of the Foreign Trade Zone that connects us with the Ports of Virginia.
- h. Strive through the use of tax incentives, tax credits and other economic development tools to redevelop buildings and opportunities in our downtown.

- i. Continue to support and be an active participant in the Town's Main Street Program. Support Destination Downtown Edenton's Strategic Plan and marketing efforts.
 - j. Support development of office incubator space, live work space to help attract entrepreneurs to live in Edenton.
- 3. *To develop and enhance Edenton's waterfront by expanding outdoor activities supplemented by a variety of recreational and cultural activities for residents and visitors.***
- a. Encourage protection of existing public boating access & look to supplement water access.
 - b. Continue to seek opportunities to implement the Greenway and Open Space Master Plan.
 - c. Be more vigorous in marketing Edenton Harbor as a destination for boaters, kayakers, fishermen and other water-related activities.
 - d. Pursue development of boardwalk/nature trail on Filbert's Creek.
 - e. Support the Chowan County Tourism Development Authority and the Edenton Historical Commission Strategic Plan and Vision
 - f. Consider ways to bridge connections with Edenton to our regional neighbors, including Albemarle Plantation and Scotch Hall
 - g. Support research, education and outreach programs to protect and improve water quality of Edenton Bay, the Chowan River, Albemarle Sound and the town's three creeks – Queen Anne's Creek, Filbert's Creek and Pembroke Creek.
 - h. Investigate feasibility of adding fuel service at Edenton Harbor
 - i. Identify land for development of a dog park and seek grant funding opportunities
- 4. *To have a sound, stable infrastructure that meets the needs of citizens, business and industry including well maintained streets, clean and reliable supply of water, clean and reliable wastewater treatment, environmentally sensitive storm water disposal and a reliable electrical distribution system.***
- a. Consider long term funding approaches for flood hazard mitigation projects such as drainage system improvements
 - b. Implementation of street repaving/overlay surge plan that also creates a sustainable repaving plan after initial surge.

- c. Continue to advocate for high speed, affordable broad-band internet access throughout Chowan County and the entire northeast region.
- d. Continue to invest in our fine general aviation airport and aviation services, and support the Airport Commission in its efforts to promote our aviation assets.
- 5. ***To be a municipal government that works collaboratively with citizens and other governments to plan for and respond to citizen needs and provide timely, efficient, effective, and customer friendly services.***
 - a. Continue to track and insure follow-through on citizen/Council requests.
 - b. Continue to provide staff training on employee safety and wellness, with focus on defensive and safe driving skills.
 - c. Look for ways to translate importance of customer response to employees.
 - d. Work with Chowan County collaboratively on existing and future programs to benefit the citizens of Edenton & Chowan County.
 - e. Continue to train supervisors in skills to communicate organizational goals to employees.
 - f. Annually hear formal presentations at Council Meetings from Town boards and commissions and other partners the Town provides funding to: Edenton Chowan Partnership, Chowan Arts Council, Destination Downtown Edenton, Edenton Historical Commission, Albemarle Hopeline, Albemarle Commission and US Highway 17 Association.
 - g. Improve new employee orientation to instill team concept, focus on working for the Town, not just a specific department.
 - h. Hire firm to conduct a comprehensive compensation/salary study to achieve goal of paying employees a living wage, competitive salaries and benefits to retain a qualified and dedicated workforce. Provide each employee with a report of the value of the benefits they receive from the Town.
 - i. Continue initiatives to ensure that all town facilities are energy-efficient and continue to search for ways to help citizens learn about energy-savings opportunities.

6. ***To be a welcoming and friendly home for young families and retirees by understanding and preserving the honor of Edenton being named one of America’s prettiest Towns by Forbes.com. The Town will grow our population as sustainable opportunities present themselves, and maintain its strong sense of small town values and citizens involvement. The Town will preserve and promote its historic resources and unique downtown and focus on community attractiveness. The Town will strive to support access to affordable, high quality medical and health care.***
- a. Encourage Chowan County to repurpose the former D. F. Walker High School and save it from demolition.
 - b. Encourage Chowan County and the Board of Education to develop long range plans to renovate J. A. Holmes High School facilities and keep the high school in downtown Edenton.
 - c. Encourage stick built construction on existing vacant lots, with special emphasis on properties within the two redevelopment zones. Study feasibility of adopting residential architectural guidelines.
 - d. Support economic development efforts to create high-skill level jobs that will help keep young people here. Focus on maintaining a diverse industrial base.
 - e. Seek NCDOT funding for implementation of N. Broad Street Streetscape Plan, per the recommendation of the Town’s Corridor Overlay Plan
 - f. Continue to support NC Coastal Land Trust’s efforts to acquire preservation easements and open space to protect rural characteristics of our community.
 - g. Seek grant opportunities to help fund acquisitions of open space
 - h. Ensure that all Town-owned buildings, facilities and publicly maintained areas including parking lots and sidewalks are handicap accessible.
7. ***To be known as a desirable tourist destination and a perfect home for retirees. The Town will support this through enhancing its small town charm and serenity, embracing and sharing its historic past and landmark buildings, enticing and beautiful waterfront.***
- a. Hire marketing professionals to help the Town create a place branding strategy. The brand will be used to market and promote Edenton as a desirable and attractive place for millennials, professionals and retirees to live and work.
 - b. Continue to support the Chowan Arts Council and civic organizations efforts to provide quality cultural events

- b. Encourage more water, eco-tourism and heritage tourism opportunities
- c. Continue to support Destination Downtown Edenton and the Main Street Program.
- d. Encourage TDA & DDE to continue to grow Edenton as a ‘wedding destination’ and a “weekend getaway” destination.
- 8. ***Create an adequate and sustainable annual budget that insures uninterrupted delivery of public safety, fire and other quality services to our citizens and to have a sound, stable fiscal reserve to meet unanticipated needs and emergencies.***
 - a. Maintain a sound, stable fiscal reserve to meet unanticipated needs and emergencies.
 - b. Monitor the Town’s Financial Management Policies & Goals on an annual basis.