City of Fernley

Strategic Plan

Fiscal years 2011-16

VISION

To be the best place in the West to live, work and play.

MISSION

To provide our growing dynamic community excellent municipal services to make Fernley a great place to live, work and play. Together, we enhance the desirability, safety, friendliness, aesthetics and quality of life in our City.

Mayor LeRoy Goodman; Councilmembers: Kelly Malloy, Ward 1; Donald Parsons, Ward 2; Roy Edgington Jr., Ward 3; Curt Chaffin, Ward 4; Cal Eilrich, Ward 5;
Greg Evangelatos, City Manager, Brandi Jensen, City Attorney, Mel Drown, City Treasurer, Lena Shumway, City Clerk, Shari Whalen, City Engineer, Fred Turnier, Community Development Director

CORE VALUES

Our guiding principles are:
Honesty
Integrity
Professionalism
Respect
Competency
Leadership
Responsibility
Innovation

CUSTOMER SERVICE VALUES –THE 3 P'S

Interactions will be **Polite, Professional** and **Performed**
Consistent with the city's Strategic Plan.

COMMITMENT

We will meet our commitments to our citizens

DIVERSITY

We will create an organizational culture that respects and values individuals and group differences and encourages the productive potential of every employee.

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The Vision and Mission are supported by two core goals: Financial Stability and Employee Relations and three Goals representing community well-being, sustained growth and engagement.

A) Financial stability: ensure fiscal integrity, stability, and equity of the City's financial planning

- Enhance productivity for cash receipting and cash disbursements
- Establish controls and safeguards over the City of Fernley's purchasing
- Establish levels of authority, procedures and guidelines for opening new utility accounts and maintain existing accounts
- Improve the existing budget development process
- Implement areas for revenue enhancement
- Commit to running the city in an operationally efficient and effective manner
- Evaluate departmental services and establish performance-based spending priorities
- Strengthen and stabilize the city's financial position
- Review existing fee and franchise schedules

B) Employee relations: provide a successful and efficient work environment

- Value employees and their contributions to making City of Fernley a great place to live, work and play
- Provide a working environment that encourages resourcefulness, one that is free from harassment, where employees feel safe in expressing their concerns
- Provide training and advancement opportunities for employees
- Provide clear expectations for employee performance
- Keep employees informed about current issues and decisions

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1. **Promote opportunities for economic development and redevelopment**

   a) Encourage sustainable job growth and expansion

   b) Create opportunities for growing local businesses

   c) Explore the creation of a redevelopment district

   d) Improve the development process through streamlining and benchmarking

   e) Update the master plan to reflect community values and goals

   f) Beautify the City through education, pride and enforcement

2. **Preserve and maintain quality of life and enhance maintenance and reconstruction of City infrastructure with emphasis on stability**

   a) Share information with the public, City Staff, and local, state, and federal elected officials to enhance understanding of water issues that affect Fernley

   b) Protect and expand water resources and solidify our future ability to serve our water customers

   c) Improve and maintain Streets and Storm Drain System, Water and Wastewater System, and Parks System through accurate evaluation of existing conditions, cost effective maintenance methodologies, and technically sound capital project prioritization

3. **Promote citizen engagement and build strong alliances with other government entities**

   a) Improve internal and external communications

   b) Develop, extend and promote citizen interaction with city government and promoted volunteer opportunities for citizens of Fernley

   c) Initiate and advance local, state and federal strategic alliances and promote shared services with other agencies.

Fund and Department Number	100-412
Department or Function Name	**Mayor/City Council**
Prepared by:	Daphne Hooper
(A) Base Salary and Wages:	
Position: Exempt	Annual Salary or Wages
Regular Employees over 20 hours per week:	
Mayor	15,218
Ward 1 - Council Member	11,413
Ward 2 - Council Member	11,413
Ward 3 - Council Member	11,413
Ward 4 - Council Member	11,413
Ward 5 - Council Member	11,413
Subtotal (A1)	72,281
Employees Less than 20 hours per week:	
Subtotal (A2)	
Total Base Salary and Wages (A)	72,281
(B) Additional Compensation:	
Estimated Annual Overtime	0
Estimated Annual Standby Pay	0
Estimated Vacation Payout at Termination	
Total Additional Compensation (B)	0
Total Salaries and Wages (C)	72,281

Account #	Account Name	Amount	Reference to Detail
5000.1	Salaries and Wages	72,281	
5000.2	Overtime	0	0
5000.3	Standby Pay	0	0
5000.4	Estimated Vacation	0	Conv. from sick/vac
	Subtotal Salaries/Wages	72,281	A+B+ Vac Est
5100.1	FICA (1% X A2)	2,359	Part Time only
5100.15	Medicare (1.45% X A)	1,048	Total
5100.2	Unemployment	0	Total
5100.25	Retirement (25.75% X A)	8,816	Base Pay Only
5100.3	Group Insurance ($12,500 X #	0	Per Employee
5100.4	Workers Comp (3.21% X A)	693	Total
	Subtotal Benefits	12,916	
	Total Salaries & Benefits	85,197	

Line Item Operating Budget
Non-Personnel

Fund and Department Number	100-412
Department or Function Name	Mayor/Council
Prepared by:	

Account #	Account Name	Amount	Reference to Detail
412-322	Professional Svc-Other	500.00	
412-550	Printing and Postage	250.00	
412-580	Training	500.00	
412-581	Dues and Membership	9,200.00	Nevada League of Cities - $4700 EDAWN - $1500 WNDD - $3000
412-582	Travel	1,000.00	Nevada League of Cities WNDD
412-600	General Supplies	1,000.00	
412-605	Minor Equipment	500.00	
412-610	Fee Waivers	600.00	
412-650	Community Support	10,500.00	NV Rural, RSVP - $5000 9/11 Ceremony - $1500 Spooktacular - $2000 Reverse 9-1-1 - $2000
	TOTAL	24,050.00	