



## ***Prioritizing Small Town Living 2023-2028 Goals and Strategies***

*Developed and Approved by Ashby City Council June 8, 2023.*

The Ashby City Council's vision is to put effort forth, and/or complete, the following goals over the next five years:

### **First Year Priorities:**

- **Childcare.** The City Council will pave the way for childcare facilities and staffing. Engage the city of Ashby's stakeholders (community partners, childcare providers, regional efforts combating the childcare shortage, potential partners in this work). Conduct market research on community childcare solutions.
- **Welcoming Community.** Create a welcoming community for new and current residents through city actions, business support, bolstering an informed community, and personally welcoming new residents and businesses. Establish a welcoming committee consisting of diverse members representing as many of Ashby's ethnicities and cultures as possible. Plan a kick-off event to celebrate multi cultures through food, crafts, and music. This committee will also assist in promoting tourism and a place to live (i.e. event center, boarding, lake sports, Central Lakes Trail, etc.), while assisting in the creation of a pamphlet promoting businesses, events, and attractions.

### **Mid-term Strategies (*between 1 year and 5 years*):**

- **Infrastructure.**
  - The Public Works Department and Committee, along with the Council, will work to identify solutions to expand Ashby's sewer system.
  - Road maintenance. The City Council will work with Public Works to identify city roads needing maintenance.
  - The City Council will discuss identifying designated land zoned for an industrial park.
- **Housing <to begin in year 1>.** Develop and activate a planning commission to identify land and zoning opportunities for new construction and/or renovations, with emphasis on senior housing and apartments. Identify stakeholders and partners to strengthen the work. Work in partnership with Grant County's HRA Program to gain an understanding of HRA programs available to the city and citizens to inform and supplement this work.
- **Economic Development.** Activate and task the Economic Development committee to focus on the following, while reporting to the Council the findings and potential solutions:
  - Identify vacant commercial spaces in city limits. Conduct outreach to vacant property owners to gather information regarding intent to sell. (i.e., SAV, Nursing Home, Car Garage next to JC's, etc.).

- Business retention. Conduct an online survey for all Ashby area businesses to gather information regarding what businesses need and desire from the city of Ashby to be the most successful. Incorporate workforce in survey questioning, specifically identifying barriers.
- Food trucks. Research if welcoming food trucks into Ashby would be beneficial. Incorporate Ashby's City Restaurant and food truck into research. What could it strengthen, would it threaten our current restaurants? What opportunities would it create?
- Grocery Store. Support Ashby's grocery store. What does the grocery store need from the city to retain and better its service to our community members?
- **Community Development.** The Council will work with the City Clerk to ensure the following objectives are met.
  - Tourism. Promote the Event Center at the Legion, the Retreat Center for room and board and events, and community events.
  - Community Survey. The Council will gather community information via an online survey available via a web link or via the use of a laptop at the City Hall. The results of this survey will show the Council how the city is doing with meeting constituents' needs and identify additional opportunities.
  - Supporting the Senior Center. The Council and Clerk (6 members) will take turns via rotation attending the monthly Senior Citizen meeting. This attendance will ensure that the Seniors are informed, in addition to ensuring the city will address maintenance issues and needs as they arise.

**Five Year Vision.**

- All barriers have been removed for childcare and housing.
- Thriving School
- Thriving Main Street
- Thriving active businesses
- Emphasis on Ashby Attractions
- No vacant buildings (commercial or residential)
- Collaborative community