

CITY MANAGER

GOALS FOR COMMUNITY

March 18, 2026

GOAL 1	UPGRADE AND MAINTAIN CITY INFRASTRUCTURE.			
OBJECTIVE	<p>Identify and prioritize the repair of the city's buildings, structures, facilities and infrastructure. Develop a strategy to make those repairs. Report to the Commission by 1st Quarter of the new Fiscal Year of each year identifying infrastructure repairs needed and the timeframe and potential funding for those repairs. Report should include:</p> <p>Water line repairs (schedule), bidding process, next steps in securing additional funds</p> <p>Status of wells, ensure they are pumping sufficiently to stabilize the potable water supply; develop a long-term sustainability plan with built in redundancy to minimize downtime.</p> <p>Wastewater issues – Status of Sewer Plant, Riverside Street, 3rd Street, Clancy Lift Station, bar screen, etc. Report on all matters that are wastewater related.</p> <p>Quality of life (status of Pool, Golf Course, Parks, Recreation Center)</p> <p>Dam maintenance, implement strategy to inspect and repair dams</p>			
<i>Performance achieved Overall rating:</i>				
DESCRIPTION: (DESCRIBE THE RESULTS ACHIEVED)				
Performance-Level Term: (CIRCLE)				
1 Needs Improvement	2 Marginally Met Expectations	3 Met Expectations	4 Exceeded Expectations	5 Outstanding

GOAL 2	UTILITIES – SIGNIFICANTLY REDUCE UTILITY COLLECTIONS DEFICIT, IMPROVE COMMUNICATION WITH THE PUBLIC AND ADDRESS COMPLAINTS.			
OBJECTIVE	<p>Ensure staff and management respond to complaints from the public in a professional and expedient manner.</p> <p>Follow up on all complaints; ensure the originator of the complaint is informed of the result.</p> <p>Ensure timely response to significant events using social and traditional media, utilize collections position to professionally handle utility complaints.</p> <p>Significantly reduce the number of accounts that are in arrears and develop strategies to collect revenues owed to the city.</p>			
<i>Performance achieved:</i>				
<u>DESCRIPTION: (DESCRIBE THE RESULTS ACHIEVED)</u>				
<u>Performance-Level Term: (CIRCLE)</u>				
1 Needs Improvement	2 Marginally Met Expectations	3 Met Expectations	4 Exceeded Expectations	5 Outstanding

GOAL 3	<p>ADDRESS FISCAL ISSUES FOR THE CITY OF T OR C TO INCLUDE:</p> <p>STABILIZE AUDIT REPORTS PROCESS</p> <p>APPLY FOR FUNDING TO STABILIZE COSTS FOR WATER/WASTEWATER BILLING</p> <p>SECURE FUNDING TO RENOVATE LEE BELLE JOHNSON CENTER AND PREPARE FOR OCCUPANCY AS SOON AS POSSIBLE.</p>
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OBJECTIVE	<p>Ensure budgets meet the minimum needs of each department and plan for sufficient cash reserves to meet projected growth. A well-thought-out budget should reduce the number of BAR requests post budget.</p> <p>Ensure staff work toward clean audit reports that are timely and address past issues.</p> <p>Work diligently to secure w/ww funding to try to avoid fee increases for w/ww users.</p> <p>Support grant writing opportunities to stabilize the LBJ Center foundation and renovate the building for occupancy as soon as possible.</p>
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Performance achieved:

DESCRIPTION: (DESCRIBE THE RESULTS ACHIEVED)

Performance-Level Term: (CIRCLE)

1	2	3	4	5
Needs Improvement	Marginally Met Expectations	Met Expectations	Exceeded Expectations	Outstanding

GOAL 4	DEVELOP A STRATEGY TO IDENTIFY, DEVELOP AND IMPLEMENT ORDINANCES THAT ENSURE THE CITY KEEPS UP WITH ANTICIPATED GROWTH AND CHANGES				
OBJECTIVE	<p>- MEET OR OTHERWISE DISCUSS WITH THE P AND Z BOARD TO CONSIDER ZONING CHANGES TO IMPROVE THE QUALITY OF LIFE FOR CITIZENS.</p> <p>CONSIDER THE FOLLOWING ORDINANCES FOR UPDATE:</p> <p>ZONING, SPECIFICALLY METAL SHIPPING CONTAINERS IN THE HISTORIC DOWNTOWN DISTRICT</p> <p>A CODE ENFORCEMENT ORDINANCE THAT CAN ACHIEVE RESULTS PERTAINING TO DILAPIDATED OR RUNDOWN PROPERTIES.</p> <p>Consider ordinance change to T-1 areas to be more inclusive of parks and public spaces.</p>				
<u>DESCRIPTION: (DESCRIBE THE RESULTS ACHIEVED)</u>					
<u>Performance-Level Term: (CIRCLE)</u>					
1 Needs Improvement	2 Marginally Met Expectations	3 Met Expectations	4 Exceeded Expectations	5 Outstanding	

GOAL 5	APPLY FOR SPECIFIC FUNDING AND GRANTS THAT ENHANCE THE QUALITY OF LIFE FOR OUR CITIZENS.				
OBJECTIVE	<ul style="list-style-type: none"> - Consider application to promote a Healing Waters Discovery Trail that may include a walking bridge and amphitheater as well as acquiring the wetlands adjacent to Rotary Park. - Research application process for a Multicultural Center to include pool, exercise rooms, and other amenities benefitting our diverse community. - Explore funding for community-wide transportation, inclusive of Elephant Butte, Elephant Butte Lake State Park, and areas around T or C. 				
<i>Performance achieved:</i>					
<u>DESCRIPTION:</u> (DESCRIBE THE RESULTS ACHIEVED)					
<u>Performance-Level Term:</u> (CIRCLE)					
1 Needs Improvement	2 Marginally Met Expectations	3 Met Expectations	4 Exceeded Expectations	5 Outstanding	

GOAL 6	INCREASE CITY COMMUNITY INVOLVEMENT THROUGH SPECIAL EVENT SUPPORT AND SPECIAL EVENT PRODUCTION.
OBJECTIVE	<p>Support special events that benefit the city utilizing staff and equipment when appropriate.</p> <p>Utilize PIO, messenger boards and other venues to develop strategies to increase support for these events and improve visitation to the city. Develop a messenger board policy.</p> <p>Promote significant positive impacts to the community by conducting "groundbreaking" ceremonies or creating press releases i.e. Cantrel Dam start-up, various funded water line projects, 250TH Anniversary Celebration, Leavitt Music Grant Concerts, city concerts and other significant events.</p>

Performance achieved:

DESCRIPTION: (DESCRIBE THE RESULTS ACHIEVED)

Performance-Level Term: (CIRCLE)

1	2	3	4	5
Needs Improvement	Marginally Met Expectations	Met Expectations	Exceeded Expectations	Outstanding

GOAL PERFORMANCE

SCORE

1. UPGRADE AND MAINTAIN CITY INFRASTRUCTURE.
2. UTILITIES – SIGNIFICANTLY REDUCE UTILITY COLLECTIONS DEFICIT, IMPROVE COMMUNICATION WITH THE PUBLIC AND ADDRESS COMPLAINTS.
3. ADDRESS FISCAL ISSUES FOR THE CITY OF T OR C
4. DEVELOP A STRATEGY TO IDENTIFY, DEVELOP AND IMPLEMENT ORDINANCES THAT ENSURE THE CITY KEEPS UP WITH ANTICIPATED GROWTH AND CHANGES
5. APPLY FOR SPECIFIC FUNDING AND GRANTS THAT ENHANCE THE QUALITY OF LIFE FOR OUR CITIZENS.
6. INCREASE CITY COMMUNITY INVOLVEMENT THROUGH SPECIAL EVENT SUPPORT AND SPECIAL EVENT PRODUCTION.

TOTAL SCORE

SIGNED, GARY WHITEHEAD

WITNESSED, MAYOR HECHLER