

LOW PRIORITY

Objectives	Responsible Party(ies)	Actions Steps	Proposed Completion NOTE: Plan was not adopted until Oct 2014	Progress	Notes
Work with the Chamber to improve and maintain existing Farmer's Market.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	Survey existing market attendees to find out any issues or concerns and to gather ideas to help improve the existing market.	Summer 2014		Currently advertising on social media page and will utilize mass emailing program (Constant Contact) in 2016 when new season begins.
		Evaluate the surveys and develop a plan to address any issues, concerns, or ideas that were gathered during the survey process.	Winter 2014		
		Implement the necessary actions outlined in the plan to improve the Farmer's Market.	Spring 2015		
Develop an incentive-based home improvement program for homeowners.	Fortville Town Council Fortville Redevelopment Commission	Define who will oversee the program and what the return will be.	Summer 2014		
		Begin finding funding to dedicate to the program.	Summer 2014 - 2016		
		Finalize program logistics & funding and begin accepting applications	Summer 2016		
Secure funding from Hancock County's Food and Beverage Tax	Fortville Town Council Fortville Redevelopment Commission	see page 104	Ongoing		
Apply for Hancock County Community Foundation Grants.	Fortville Town Council	The Fortville Town Council should begin determining projects that align with the HCCF goals and identifying possible organizations to partner with. Note: Applications are accepted in two grant cycles: Spring, typically in June and Fall, typically in August.	Summer 2014		Applied & received \$9500 for Community Center enhancement in 2015
		Submit application for Spring grant opportunities if they are applicable to the previously identified projects.	Spring 2015		
Educate the public on the importance of preserving the Town's natural environment.	Fortville Town Council	Include links to EPA, DNR, and other environmental organization resources on the Town's website.	Fall 2014		
		Work with the electric and water utilities to develop informational flyers on energy efficiency, water conservation, and other related sustainability topics.	Continuous		
Minimize negative impacts of erosion, sedimentation, and storm drainage on natural resources through the development of legislation and proper infrastructure solutions	Fortville Town Council Fortville Plan Commission	The Fortville Town Council adopts an ordinance to encourage environmentally sustainable design principles, especially for public facility and infrastructure projects.	Fall 2014		
		Develop zoning ordinances that are inclusive of erosion control requirements, especially for construction mitigation.	Fall 2016		
		The Fortville Town Council adopts Zoning Ordinances according to guidelines in IC 36-7-4-602.	Fall 2017		
Establish a Town-provided, community-wide curbside recycling program.	Fortville Town Council	Identify a source of funding and program to provide a free curbside recycling service to each household in our community. Some options may include: Pay as you throw program -- Fees collected for trash service offset the costs for recycling program. Usually, this type of program increases fees based on the amount of trash that is collected from a household. Use a third-party recycle program like Recyclebank.	Summer 2014		Currently, residents can contact CGS for curbside recycling and their own expense or they can drop off their recycling in the containers provided by the town at the park.
		Begin marketing and distribution of containers for new curbside recycling program.	Summer 2014 - Winter 2014		
		Community-wide curbside recycling program begins.	Spring 2015		

Work with the RDC and Chamber to establish a business incubator or co-working facility for entrepreneurs and small business start-ups.	Fortville Town Council Fortville Redevelopment Commission Fortville/McCordsville Chamber of Commerce	Conduct a feasibility study for a proposed incubator, including identification of funding sources that will support the operation with at least one (1) full-time staff member, building maintenance/renovation, upgraded office requirements, and professional support.	Summer 2016		
		Develop a business plan that identifies stakeholders, classifies a market niche, and establishes a staff organization.	Spring 2017		
		Attain funding, a staff, and a location for operating.	Summer 2018		
		Begin business outreach and recruiting efforts.	Spring 2019		
Embrace and market the opportunity for rail spur development.	Fortville Town Council Fortville Redevelopment Commission Fortville/McCordsville Chamber of Commerce Hancock Economic Development Council	Set up a meeting with representatives from each of the responsible parties listed above, as well as CSX, to begin coordinating efforts.	Summer 2014		
		Develop marketing materials and market research to identify industry opportunities for targeted development and outreach efforts.	Summer 2014 - 2015		
		Begin business outreach and recruiting efforts.	Summer 2015		
Strengthen the relationship between the Town and economic and tourism groups in the County.	Fortville Town Council Hancock Economic Development Council Hancock County Visitors Bureau Hancock County Tourism Commission	See page 113	Ongoing		
Market and expand fiberoptic infrastructure.	Fortville Town Council		Ongoing		
Install high-grade/highly visible crosswalks around schools and other public facilities.	Fortville Town Council		1-2 years		The Town of Fortville has applied for and was awarded federal funds (STIP) to get started with the Mt. Vernon Trail System that will include a crosswalk and light between the schools on 200 west.
Build a commuter lot – or find existing town-owned properties that may serve to fill this need.	Fortville Town Council	Begin feasibility analysis to identify usage and hours.	Summer 2014		
		Identify properties for use.	Spring 2015		
		Town Council allocates funding to purchase and construct commuter lot.	Summer 2015		
Maintain and enhance commuter bus routes to Downtown Indianapolis (existing provider Miller Trailways)	Fortville Town Council		1-3 years		
Set-up regular meetings with the School Board / Superintendent and the Town Council.	Fortville Town Council Mt. Vernon Community School Board/Superintendent	Work with the Mt. Vernon Community School Board / Superintendent to set up regularly scheduled meetings with the Town Council. This can be simply a School Board update at the Town Council meetings or a more involved discussion between the two groups.	Summer 2014		
		First regularly scheduled meeting begins.	Spring 2015		

Develop capital improvement plans that consider required infrastructure to service existing and proposed schools.	Fortville Town Council Fortville Plan Commission Fortville Public Improvement Advisory Committee (PIAC)	Work with the PIAC to discuss the need for infrastructure to service existing (sidewalks, crosswalks, etc.) and proposed schools (electrical, water, sewage, stormwater, etc.).	Summer 2015		
		Include any needed infrastructure into the Capital Improvement Plan.	Winter 2015		
Develop / strengthen community policing initiatives.	Fortville Town Council Fortville Police Department	Work with the Fortville Police Department and existing Neighborhood Watch participants to discuss any support our supplies (signage) we can offer to improve the program.	Spring 2015		
		Explore other community policing initiatives that could work in Fortville. Identify key players for those initiatives and bring everyone to the table to discuss what it would take to get them up and running.	Continuous		
Encourage the use of the library and its facilities.	Fortville Town Council Fortville Action Inc. Fortville/Mt. Vernon Township Public Library	Work with Fortville Action Inc. to develop a public event that can be incorporated into the Library.	Spring 2015		
		Hold the public event in the Library. Ensure that the event showcases all of the services and resources available to residents.	Summer 2015		
Develop an education and outreach plan that encourages water conservation techniques and best practices.	Fortville Town Council	Include links to EPA's Water Sense and other water conservation resources on the Town's website.	Fall 2014		
		Work with the water utility to develop informational flyers on water conservation.	Fall 2014		
		Work with the water utility to provide home-owners with low-flow aerators for sinks, showerheads, and other home faucets.	Continuous		
Develop a Town-wide public Wi-Fi system.	Fortville Town Council Fortville/ McCordsville Chamber of Commerce	Town Council allocates funding to purchase and install a public Wi-Fi system.	Summer 2015		A fibrotic line has been ran to Landmark Park for the camera system and can be used for Wi-Fi at an additional cost.
Maintain and build upon the Electronic Notification System (Nixle) that allows residents to sign up for text and email alerts from the Town.	Fortville Town Council Fortville Emergency Personnel	Begin a marketing campaign to advertise the Town's use of Nixle. This can include: Utility mailers Social media mentions Flyers Information and registration posted to the Town's website	Winter 2014		Currently utilizing "Nixle" along with social media and town website. There are currently 292 citizens registered for Nixle. We have also started utilizing a mass emailing program called Constant Contact to provide periodic updates of events.
		Evaluate the effect of the marketing campaign. What worked? What didn't work? Where are we with total participation?	Summer 2015		
		Develop a marketing plan that addresses the evaluation in Step 2.	Open		