



City of Fairburn Work Session Agenda

August 11, 2025
6:00 PM

The Honorable Mayor Mario Avery

The Honorable Mayor Pro-Tem Alex Heath
The Honorable Samantha Hudson
The Honorable Ulysses J. Smallwood

Mr. Tony Phillips
Mr. Rory Starkey
Ms. Brenda B. James

I. Meeting Called to Order:

II. Roll Call:

III. Agenda Items:

1. Strategic Planning Update by LeaderGov **(City Administrator's Office)**

IV. Adjournment:

The Honorable Linda J. Davis
The Honorable Hattie Portis-Jones
The Honorable James Whitmore

City Administrator
City Attorney
City Clerk

The Honorable Mayor Avery

City Clerk

When an Executive Session is required, one will be called for the following Issues:

(1) Personnel (2) Real Estate or (3) Litigation



Fairburn, Georgia Strategic Planning Update

August 11, 2025

The Law of the Five Ps

"Proper planning prevents poor performance."

James Baker



A goal without a plan
is just a wish!

Fairburn Strategic Planning Process



Your Input is Valuable

1. 1-on-1 interview input was terrific
2. Your participation in the Town Hall Meetings
3. Your participation in the off-site Council Retreat
4. Your feedback to what you hear tonight
5. Your final vote to adopt the plan



Council Retreat Priorities

List of Potential City Priorities

1. Growth in economic development
2. Increased housing & affordability
3. Long-term financial stability
4. Recognizable city brand & image
5. Quality of life
6. Improve public safety
7. Enhance parks, culture, and recreation
8. Improve transportation, sidewalks, trails, and road quality
9. Citizen engagement and transparency
10. Beautification and environmental sustainability
11. Improve quality of city department services and customer service

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Goals for each priority

Priority 1: Expand Economic Development

1. Goal: Redevelop Downtown within a phased approach
2. Goal: Grow the number and quality of our developer relationships
3. Goal: Communicate economic development progress to all stakeholders
4. Goal: Grow and support local business owners
5. Goal: Pursue land purchases to stimulate economic development
6. Goal: Complete the Build-out Mixed-use facility north of College Campus
7. Goal: Establish non-profit to fund technology and utility assistance/grants

Priority 2: Improve Quality of Life

1. Goal: Improve health of our citizens
2. Goal: Ensure Park equity/access for the community at large
3. Goal: Implement Master Parks Plan including funding priorities
4. Goal: Enhance walkability in the city executing the trail plan
5. Goal: Enhance relationship with key Partners
6. Goal: Reinvest in current facilities

Priority 3: Improve City Infrastructure

1. Goal: Build out the Fairburn Transportation Plan to make transportation as efficient as possible
2. Goal: Secure two additional long-term water source agreements to protect our water supply and keep costs competitive
3. Goal: Improve reliability and capacity of utility services
4. Goal: Reduce semi-truck access to city roadways
5. Goal: Complete a feasibility study for a City amphitheater

Priority 4: Grow Citizen Engagement

1. Goal: Grow Citizen Participation in City Events
2. Goal: Improve how the City communicates events
3. Goal: Increase number of Public Education Meetings
4. Goal: Increase Council Engagement so citizens hear from Elected Officials

Strategies to reach your goals

1. Staff is in the process of developing strategies for each goal
2. Measurable/KPIs
3. Due dates and timelines
4. Specific actionable next-steps

After its adoption, the plan will require regular visibility to citizens, Council and staff, as well as ongoing updates, modifications, and progress reporting.

Staff strategies will be a part of the Strategic Plan



Vision, Mission & Values

Vision Statement Recommendation

We want to be a unified city that creates a caring, inclusive, prosperous and healthy place to live, work and play.

A vision aligns all stakeholders toward a common future, purpose and goal.

It focuses our efforts to a worthy end objective.

Please provide any written feedback to the City Administrator so that we can integrate it into the final version.

Mission Statement Recommendation

Our mission is to intentionally listen to the needs of the community and provide quality services that exceed the desires of citizens, businesses, and visitors.

A Mission statement reminds everyone of what our daily objective is.

It reminds us what is most important.

Please provide any written feedback to the City Administrator so that we can integrate it into the final version.

Core Values Recommendation

1. Integrity
2. Positive Attitude
3. Compassion & Empathy
4. High Standards
5. Proactive Leadership
6. Effective Communication
7. Public Education & Engagement

Core values commit us to behave in a way that helps us get the best outcome.

Values must be promoted and discussed regularly to have meaning and value.

Values must be both celebrated and held accountable to.

Please provide any written feedback to the City Administrator so that we can integrate it into the final version.



Next Steps

Next Steps

- Staff complete final goal strategies – August 2025
- LeaderGov complete draft of Strategic Plan – End of August 2025
- City design Strategic Plan for public viewing – September 2025
- Council adopt Strategic Plan – End of September 2025

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