

**FAYETTEVILLE CITY COUNCIL  
STRATEGIC PLANNING RETREAT MINUTES  
CAPE FEAR BOTANICAL GARDENS  
FAYETTEVILLE, NC  
FEBRUARY 26, 2015  
9:00 A.M.**

Present: Mayor Nat Robertson

Council Members Kathy Jensen (District 1); Kady-Ann Davy (District 2); H. Mitchell Colvin, Jr. (District 3); Chalmers McDougald (District 4); Robert T. Hurst, Jr. (District 5); William J. L. Crisp (District 6); Larry O. Wright, Sr. (District 7); Theodore Mohn (District 8); James W. Arp, Jr. (District 9)

Others Present:

Theodore Voorhees, City Manager  
Kristoff Bauer, Deputy City Manager  
Rochelle Small-Toney, Deputy City Manager  
Jay Reinstein, Assistant City Manager  
Karen McDonald, City Attorney  
Lisa Smith, Chief Financial Officer  
Rusty Thompson, Engineering and Infrastructure Director  
Scott Shuford, Development Services Director  
Michael Gibson, Parks, Recreation and Maintenance Director  
Dwayne Campbell, Chief Information Officer  
Harold Medlock, Police Chief  
Ben Major, Fire Chief  
Michael Gibson, Parks, Recreation and Maintenance Director  
Jerry Dietzen, Environmental Services Director  
Victor Sharpe, Community Development Director  
Barbara Hill, Human Resource Development Director  
Tracey Broyles, Budget and Evaluation Director  
Rebecca Rogers-Carter, Strategic Performance Analytics Director  
Chris McMillan, Management Analyst  
Kevin Arata, Corporate Communications Director  
Jacques Howard, Economic and Business Development Director  
Susan Monroe, Marketing and Economic Development Manager  
Pamela Megill, City Clerk  
Warren Miller, Facilitator  
Julie Bremann, Facilitator  
Members of the Press

### **CALL TO ORDER**

Mayor Robertson called the meeting to order at 9:00 a.m. and recognized Mr. Warren Miller and Ms. Julie Bremann, facilitators of the retreat with Fountainworks, a market research and policy consulting company.

### **INVOCATION**

The invocation was offered by Council Member McDougald.

### **ANNOUNCEMENTS**

Mr. Theodore Voorhees, City Manager, introduced Colonel Kevin Arata, the new Corporate Communications Director. Colonel Arata stated he is looking forward to helping to continue all the hard work that has taken place both at Fort Bragg and the City pertaining to transparency; it is our jobs as public servants to make sure that we are honest and truthful with our customers.

Mr. Voorhees introduced the City's first Director for its new Economic and Business Development Department, Mr. Jacques Howard. Mr. Voorhees introduced Ms. Susan Monroe and announced her employment with the City as the new Marketing and Economic Development Manager. Mr. Howard stated he is impressed with the strategic planning initiative and said he

and Ms. Monroe are here to truly support.

### **ITEMS FOR PRESENTATION AND DISCUSSION**

The following topics were presented and discussed:

- Café Conversations and the top citizen priorities
- FY 2015 Employee Opinion Survey
- Senior Management Input – Senior Management Top Policy Priorities
- FY 2015-16 Budget Outlook
- Goal 1: The City of Fayetteville will be a safe and secure community.
- Goal 2: The City of Fayetteville will have a strong, diverse, and viable local economy.

City Council recessed for lunch at 12:20 p.m. and reconvened at 1:45 p.m.

The following topics were presented and discussed:

- Goal 4: The City of Fayetteville will be a highly desirable place to live, work, and recreate with thriving neighborhoods and a high quality of life for all citizens.
- Goal 3: The City of Fayetteville will be designed to include vibrant focal points, unique neighborhoods, and high quality, effective infrastructure.
- Goal 5: The City of Fayetteville will have unity of purpose in its leadership, and sustainable capacity within the organization.
- Goal 6: The City of Fayetteville will develop and maintain strong and active community connections.

### **GOAL PRIORITIES**

The City Council voted on the priority of six goals, equal billing was given to two goals for the first priority:

- 1 Crime and the Police Department and Economic Development Plan
- 3 Parks and Recreation
- 4 Customer Service
- 5 Homeless Solution
- 6 Comprehensive Land Use Plan

### **ADJOURNMENT**

There being no further business, the meeting adjourned at 3:15 p.m.