

**FAYETTEVILLE CITY COUNCIL
STRATEGIC PLANNING RETREAT MINUTES
WESLEY A. MEREDITH HORTICULTURAL EDUCATIONAL CENTER
670 N. EASTERN BOULEVARD, FAYETTEVILLE, NC
FEBRUARY 17, 2017
2:00 P.M.**

Present: Mayor Nat Robertson

Council Members Kathy Jensen (District 1); Kirk deViere (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: Douglas Hewett, City Manager
Kristoff Bauer, Deputy City Manager
Jay Reinstein, Assistant City Manager
Karen McDonald, City Attorney
Rob Stone, Engineering and Infrastructure Director
Michael Gibson, Parks, Recreation and Maintenance Director
Dwayne Campbell, Chief Information Officer
Kevin Arata, Corporate Communications Director
Michael Bailey, Interim Permitting and Inspections Director
John Larch, City Engineer
Victor Sharpe, Community Development Director
Tracey Broyles, Budget and Evaluation Director
Cheryl Spivey, Chief Financial Officer
Rebecca Rogers-Carter, Strategic Performance Analytics Director
Chris McMillan, Management Analyst
Pamela Megill, City Clerk
Marsha Shepherd Johnson, HR Training and Development Consultant
Dr. J. Larry Keen, President, FTCC
Dr. Robin Pusztay, Department Chair, Horticulture Technology/Management
Members of the Press

CALL TO ORDER

Mayor Robertson called the meeting to order at 2:05 p.m. and recognized Dr. J. Larry Keen, President, FTCC. Mayor Robertson thanked Dr. Keen for allowing the City to use the Horticultural Education Center. Mayor Robertson recognized Dr. Robin Pusztay, Department Chair, Horticulture Technology/Management, and praised the horticultural program she administers.

AGENDA REVIEW AND INTRODUCTION

Ms. Marsha Shepherd Johnson, HR Training and Development Consultant, provided an overview of the agenda and suggested protocols for the meetings.

SETTING THE STAGE FOR SUCCESSFUL STRATEGIC PLANNING

Ms. Shepherd Johnson presented this item and stated Strategic Planning is a tool to lead into the future while preserving the fiscal health and well-being of the City. It provides transparency and accountability in measuring performance in an effort to protect the trust of residents. It is a tool to align employees' performance objectives and to align department resources. It requires us to be realistic in terms of what we can accomplish. Strategic planning gives our City Council, City Manager, and staff the opportunity to make the best possible big-picture decisions for the City as a whole.

CITY ROLES AND RESPONSIBILITIES

Ms. Shepherd Johnson provided an overview of the responsibilities of counties and municipalities and invited discussion on the differences between the two organizations. An overview of the council-manager form of governments and the roles and responsibilities for the Mayor, Council, and City Manager were discussed.

FOCUS ON FAYETTEVILLE

Ms. Shepherd Johnson divided Council members into two groups for an exercise to assess the City's current reality to include strengths, opportunities, weaknesses, and threats.

CITY SNAPSHOT

Ms. Shepherd Johnson provided a list of demographics for Cumberland County and provided data indicators for median household income, population, number of total property crimes and number of total violent crimes.

DEFINING "CORE" ACTIVITIES

Ms. Shepherd Johnson divided Council members into two groups for an exercise to assess the City's current statistics and stakeholder feedback.

Ms. Rebecca Rogers-Carter, Strategic Performance Analytics Director, provided a PowerPoint presentation on the Café Conversations events that have taken place over the past year.

REVIEW OF RESULTS

Ms. Cheryl Spivey, Chief Financial Officer, provided a PowerPoint presentation on the City's financial snapshot; annual funds comparative financial statements and multi-year project status report.

Ms. Tracey Broyles, Budget and Evaluation Director, provided a PowerPoint presentation on the City's General Fund and Budget Update.

Discussion ensued.

ADJOURNMENT

There being no further business, the meeting adjourned at 7:22 p.m.