

**FAYETTEVILLE CITY COUNCIL  
STRATEGIC PLANNING RETREAT MINUTES  
WESLEY A. MEREDITH HORTICULTURAL EDUCATIONAL CENTER  
670 N. EASTERN BOULEVARD, FAYETTEVILLE, NC  
FEBRUARY 18, 2017  
8:00 A.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  
Michael Gibson, Parks, Recreation and Maintenance Director  
Dwayne Campbell, Chief Information Officer  
Kevin Arata, Corporate Communications 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  
Elizabeth Somerindyke, Internal Audit Director  
Randy Hume, Transit Director  
Bradley Whited, Airport Director  
Jim Palenick, Economic and Business Development Director  
Scott Shuford, Planning and Code Enforcement Director  
Ben Major, Fire Chief  
Anthony Kelly, Interim Police Chief  
Michael Bailey, Interim Permitting and Inspections Director  
Luis Collazo, Human Relations Specialist  
Chris McMillan, Management Analyst  
Pamela Megill, City Clerk  
Marsha Shepherd Johnson, HR Training and Development Consultant  
Members of the Press

**CALL TO ORDER**

Mayor Robertson called the meeting to order at 8:30 a.m.

**REFINING AND PRIORITIZING CURRENT AND NEW TARGETS FOR ACTION (TFA)**

Ms. Marsha Shepherd Johnson, HR Training and Development Consultant, presented this item and presented a PowerPoint presentation pertaining to the current targets for action and a prioritization of categories. Ms. Shepherd Johnson stated when considering new targets for action it is recommended to ask the following questions:

Does it best fall within the responsibilities and mission of a municipality (as opposed to the County, Nonprofit, or Private Company)?

Is it within the sphere of our control? Do we have control over the outcome? What does success "look" like in realistic terms?

What specific action or deliverable are you expecting the City to accomplish? Define in concrete, measureable terms.

Discussion ensued.

Consensus of Council was to add the following new Targets for Action: (1) Vehicle Maintenance Cost Comparison Study/Report, (2) Adoption of Fayetteville Beautiful by Parks and Recreation Operations, (3) Develop Targeted Geographical Economic Development Policy for Council, (4) Lead in having community focus groups to discuss and provide ideas for addressing poverty, (5) Reporting improvement in TRAC STAT for City Council, (6) Staff review and recommendations to City Council for changes and/or updates to the UDO, (7) Establish revolving fund to assist small businesses, and (8) Comprehensive housing study.

**ADJOURNMENT**

There being no further business, the meeting adjourned at 2:39 p.m.