

**FAYETTEVILLE CITY COUNCIL
STRATEGIC PLANNING RETREAT MINUTES
FAST MULTIMODAL CENTER TRAINING ROOM
505 FRANKLIN STREET, FAYETTEVILLE, NC
FEBRUARY 2, 2018
8:30 A.M.**

Present: Mayor Mitch Colvin

Council Members Kathy Jensen (District 1); Tyrone Williams (District 2); Tisha S. Waddell (District 3); D.J. Haire (District 4); Johnny Dawkins (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
Karen McDonald, City Attorney
Kristoff Bauer, Deputy City Manager
Jay Reinstein, Assistant City Manager
Gina Hawkins, Police Chief
Ben Major, Fire Chief
Rob Stone, Engineering and Infrastructure Director
Michael Gibson, Fayetteville-Cumberland Parks and Recreation Director
Dwayne Campbell, Chief Information Officer
Kevin Arata, Corporate Communications Director
Randy Hume, Transit Director
Dwayne Campbell, Chief Information Officer
Anthony Wade, Human Relations Director
Barbara Hill, Human Resource Development Director
Elizabeth Somerindyke, Internal Audit Director
Cindy Blot, Economic and Community Development Director
Tracey Broyles, Budget and Evaluation Director
Cheryl Spivey, Chief Financial Officer
Brad Whited, Airport Director
Rebecca Jackson, Strategic Performance Analytics Director
Pamela Megill, City Clerk
Marsha Shepherd Johnson, HR Training and Development Consultant
Members of the Press

CALL TO ORDER

Mayor Colvin called the meeting to order at 8:30 a.m. Mr. Douglas Hewett, City Manager, welcomed all in attendance.

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.

TIMELINE OF FAYETTEVILLE

Ms. Shepherd Johnson coordinated an exercise for the elected officials and executive team to submit points of historical significance in the City of Fayetteville.

LAYING THE FOUNDATION 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.

Mayor Colvin recessed the meeting at 12:20 p.m. Mayor Colvin reconvened the meeting at 12:57 p.m.

ENVIRONMENTAL SCAN

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

Mayor Colvin recessed the meeting at 2:10 p.m. Mayor Colvin reconvened the meeting at 2:22 p.m.

REVIEW AND DISCUSS CURRENT STRATEGIC PLAN VISION, MISSION, AND VALUES

Ms. Rebecca Jackson, Strategic Performance Analytics Director, provided a PowerPoint presentation on the Café Conversations events that have taken place over the past year, the Residents Survey, Social Capital Survey, Employee Survey, and the 2018 Senior Management Team Retreat.

FINANCIAL REPORTS

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 4:11 p.m.