

Minutes

Strategic Planning Retreat
Aberdeen Town Board

February 27, 2015 Aberdeen Fire Station
Friday, 1:30 p.m. Aberdeen, North Carolina

The Aberdeen Town Board met Friday, February 27, 2015 at 1:30 p.m. for the Strategic Planning Retreat. Members present were Mayor Pro-tem Jim Thomas and Commissioners Joe Dannelley, Buck Mims, and Elease Goodwin. Mayor Robert A. Farrell and Commissioner Pat Ann McMurray were not in attendance for the meeting. Staff members in attendance were Planning Director Pam Graham, Public Works Director Rickie Monroe, Assistant Public Works Director Harold Watts, Finance Officer Beth Wentland, Purchasing Agent Sharon Simpson, Fire Chief Phillip Richardson, Police Chief Tim Wenzel, Parks & Recreation Director Adam Crocker, Town Manager Bill Zell, and Town Clerk Regina Rosy. Professor Lydian Altman and Reporter for The Pilot Ted Natt were also in attendance for the meeting.

Commissioner Dannelley stated after the last meeting in October, a mission statement and goals were developed for each department. Commissioner Dannelley stated when the Board received the dept. goals, the Board reviewed those, and the Board chose to lay out a vision. Commissioner Dannelley stated he wants to be armed and ready for the budget retreat scheduled for March 7th. Commissioner Dannelley stated he researched other municipalities who were on the same pathway as Aberdeen, and found a small town in Colorado, which he used some ideas from for the vision statement and goal areas. The vision statement offered up by Commissioner Dannelley was – “The Town of Aberdeen grows to a population level that retains its unique history and character and provides the services and amenities to continuously enhance the quality of life for all its citizens.” Commissioner Dannelley stated 7 focus areas have been identified and include the following:

- Economic Development
- County or intergovernmental cooperation and participation
- Citizen communication and participation in Town events, celebrations and volunteerism
- Business and Residential Involvement and Communication
- Town Services
- Capital Improvement

- Technology

Each Department Head reviewed how they aligned their goals with the Town focus areas. Commissioner Dannelley stated his goal is to continually align these focus areas, town goals with specific actions. Commissioner Dannelley stated when an agenda item is added, he would like to be able to map back if there is an interest area to align that item with, and focus on that.

Professor Altman stated this is a work in progress, and she would encourage everyone to use this budget year as a test year to see if this works well to align the budget with the strategic planning document. Manager Zell stated we can make a million goals, but it's not worth a lot unless you assign dollars to them and prioritize the goals. Manager Zell stated everyone has wants, but we have to see what the Town can afford. Commissioner Dannelley stated one of his goals is for citizens to know what is going on, and what focus areas the Town is looking at. Commissioner Dannelley stated he would like this information to be posted, and make this information public.

Commissioner Mims arrived at 2:25 p.m.

Professor Altman stated it sounds like the next step is for the entire Board to meet to review goals and action areas first. Then she suggested adding the Board of Commissioners' listing of goals to the list already created by Department Heads. Commissioner Dannelley suggested adding this to the next Board Work Session to discuss as a Board, and move forward with an agreed upon list of goals and a vision statement. Commissioner Dannelley stated he would like to have a final published strategic plan available on the Town website by July 1.

Commissioner Goodwin left the meeting at 3:30 p.m.

Professor Altman reviewed how organizations might use their strategic plan including benchmarks, performance evaluations, budgeting, citizen engagement and education, and employee orientation, and internal and external communication.

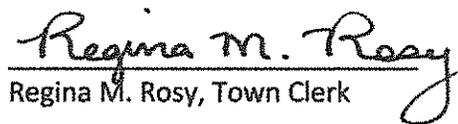
Professor Altman stated another next step is to determine timelines for goals. Commissioner Mims suggested items discussed during budget retreat be ranked by importance. Professor Altman asked if July 1 is the target date, and is that do-able to finalize all the details? Staff seemed to think it was do-able. Professor Altman asked how this information would be communicated. Commissioner Dannelley suggested Mayor Farrell write an article for The Bon Accord of the new plan, and post on the website, and ask

the public to provide feedback. Professor Altman asked if citizen feedback will be a part of this plan. Commissioner Mims stated it could make the process much more lethargic if too much citizen feedback is obtained. Commissioner Mims suggested getting a good draft in place, before involving a citizen's advisory committee, so that the Board's priorities are reflected in the plan.

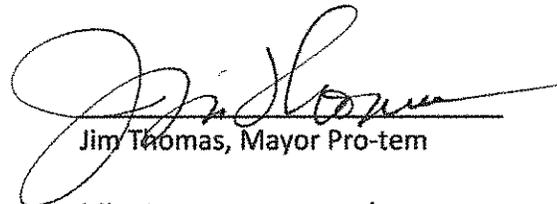
Commissioner Mims requested all Department Heads to always be cognizant of budgetary dollars spent.

Commissioner Dannelley stated this process has not been done from the top down, so now it is time for the Board to look at the vision and the focus areas, and discuss as a Board on March 9th at the Work Session. Commissioner Dannelley stated he will ask fellow Commissioners to provide discussion and feedback about this plan. Commissioner Dannelley stated he really wants to keep this simple. Professor Altman reviewed the outcomes for the plan. Commissioner Mims stated Department Heads are specialists in their departments, and he really wants candid feedback. Mayor Pro-tem Thomas thanked Professor Altman for her guidance and feedback during this process. Mayor Pro-tem Thomas stated her leadership and focus has helped the Board focus on what they need to do.

At this point there was no longer a quorum of the Board, therefore an official closure of the meeting did not take place.


Regina M. Rosy, Town Clerk

Minutes were completed in
Draft form on February 27, 2015


Jim Thomas, Mayor Pro-tem

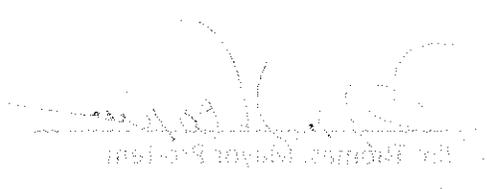
Minutes were approved
on March 23, 2015

The Board of Directors of the Town of Rosy, Oregon, has reviewed the minutes of the meeting held on February 27, 2013, and has approved the minutes as presented. The Board of Directors of the Town of Rosy, Oregon, has reviewed the minutes of the meeting held on February 27, 2013, and has approved the minutes as presented.

Attest: _____
Town Clerk

The Board of Directors of the Town of Rosy, Oregon, has reviewed the minutes of the meeting held on February 27, 2013, and has approved the minutes as presented. The Board of Directors of the Town of Rosy, Oregon, has reviewed the minutes of the meeting held on February 27, 2013, and has approved the minutes as presented.

At our next meeting, we will no longer discuss the minutes of the meeting held on February 27, 2013, as the minutes did not take place.


The Mayor, Mayor Pro Tem

Minutes were approved
on March 23, 2013


Regina M. Rossy, Town Clerk

Minutes were completed in
draft form on February 27, 2013