

RETREAT OF THE VILLAGE OF CLEMMONS COUNCIL MARCH 19-20, 2014

The Village of Clemmons Council met on Wednesday and Thursday, March 19-20, 2014 at the Homewood Suites in Pinehurst, North Carolina. The following members were present: Mayor Nelson and Council Members Cameron, Denny, Lawry, Roark and Rogers. No member was absent. The following staff members were present: Manager Looper, Assistant Manager Kirby, Finance Director Stroud, Planner Ledbetter, Attorney Kasper and Clerk Sucharski. Also present was Madeleine Henley of Walking Stick Associates, Facilitator.

Mayor Nelson called the retreat to order at 9:30 a.m. on Wednesday, March 19, 2014, and welcomed everyone.

Interpersonal Work

Opening Items

Facilitator Henley welcomed everyone and offered her experience and objectives for our retreat. Council shared their additional objectives. Ms. Henley reviewed rules with retreat participants.

Individual Needs and Shared Goals

Through a group exercise, Council members shared their individual motivations for serving on the Council which highlighted their similarities. They identified their 'constituent' to whom all felt accountable. Council shared what drew them to live in Clemmons and what they continue to value about the community. Again, similarities were revealed.

Foundational Values and Operating Principles

From the morning exercises, Council concluded they were motivated by the shared values of respect for their citizens and a desire to serve their community. A short break followed.

To understand everyone's roles and responsibilities, Council was asked to share their view of Clemmons' organizational chart. As a result, the flow of communication was discussed and seemed to offer opportunities for improvement. Council concluded the following: a desire for more citizen input; communication with staff is good and sufficient; a preference to phone calls between Council members over email and text messaging; and a need for clarity of decisions at meeting. Other operational issues discussed included the agenda process and meeting management. Lunch followed.

Strategic Thinking

The Clemmons Community Compass

Planner Ledbetter reviewed the priority action items associated with the plan for FY 2014-2015 and gave a progress report on the comprehensive plan's objectives. The first update is scheduled for 2015 (five years since its adoption). Items to be addressed with citizens at the

update include:

- Does the community still support the vision, goals and themes of the plan?
- What market and overall conditions have changed since the adoption of the plan?
- What land use changes have affected the plan?
- What objectives are no longer valid?
- What needs to be added to or deleted from the document?

Vision Statement

Council reviewed the vision as stated in Chapter 2, Page 7 of the Clemmons Community Compass. The only exception to the vision was the unlikelihood of a local public bus system. Council affirmed that they felt comfortable accepting the vision as their own.

Stated Goals

Council examined and discussed the goals stated in Chapter 2, Page 8-9 of the Clemmons Community Compass to decide if they still captured the intent of the current Council.

Goal 1: Managed Growth – Unanimously concurred with this goal

Goal 2: Revitalized Commercial Corridors – Various interpretations of this goal resulted in a 5 – 1 vote

Goal 3: Fiscally-Balanced Land Uses – Various interpretations of this goal resulted in a 5 – 1 vote

Goal 4: Multi-Modal Transportation Options – With the removal of bus transit, Council unanimously concurred with this goal

Goal 5: Housing Opportunities for All – Unanimous concurrence when re-written to read: Housing opportunities for all members of our community will be provided in Clemmons. Housing stock in the Village will provide options for various lifestyles and household preferences.

Goal 6: A Vibrant Village Center – With a 1 -5 vote, this goal was not accepted

Goal 7: Increased Employment Opportunities – Unanimously concurred with this goal

Goal 8: A Green Community – Left as is for now; will not be addressed this year

Other Goals the Council would like to embrace:

- Improve communication to and from the citizens
- Don't lose focus on the neighborhood (pocket parks, pools)
- Continue to deliver good public services
- Recognize and reward great public service
- Maintain high level of public safety

The first day of the retreat ended at 5 p.m. followed by dinner.

Action Planning

The second day of the retreat began at 9:00 a.m. with a review of yesterday’s accomplishments and today’s agenda.

Council discussed in more detail the Planning Board’s FY 2014-2015 Action Plan and its various Priority Actions. Council concurred on the following:

- Support applying for a Clean Water Management Trust Fund Grant regarding Low Impact Design/Development
- Support the continuance of the Ad Hoc Committee for the Lewisville-Clemmons Road Overlay District
- Delay development of the US 158 Overlay District until completion of work on the Lewisville-Clemmons Road Overlay District
- When time permits, begin an update to the Clemmons Community Compass

Council’s SMART Objectives

Following a short break and an explanation of the acronym SMART (Specific, Measurable, Achievable, Relevant, Time Bound), Council began an exercise to develop SMART objectives to advance their goals developed yesterday. This exercise continued after lunch and as a result Council acknowledged their commitment to the following ongoing objectives as they relate to their goals:

- Update and replace computer equipment as needed/provide technology to increase efficiency
- Work with staff to establish and understand needs
- Continue work being done by the Lewisville-Clemmons Road Overlay District Committee; explore grant opportunities
- Support projects that encourage healthy lifestyles

Council agreed on the following future objectives:

Objective	Deadline	Benchmark
Rebuild website	9/30/2014	Manager’s report
Conduct Clemmons 101	12/31/2014	Sign-up sheet
Create and develop a one-page newsletter	12/31/2014	Content developed and approved
Detailed Council agendas posted on website	12/31/2014	Manager’s report
Communicate project details (start and end dates) to neighborhoods on website and by calls from the Mayor	6/30/2015	Mayor’s report
ID non-HOA neighborhoods, contact them and/or communicate with them via website and/or other ways, to express Council’s desire to have a point person, i.e. HOA or Neighbor Program rep	6/30/2015	Council Member Roger’s report
Explore development of a gathering place at Tanglewood Park	6/30/2015	Planner’s report

Encourage Sheriff's Office to increase efforts of Community Watch	6/30/2014	Council Member Roark's report
Organize a group bike ride for interested Council members	6/30/2015	Mayor's report
Send letter of interest to NCDOT Engineer regarding Idols Road Extension	6/30/2015	Mayor's report

Revenue/Fund Balance Forecast

Manager Loper and Finance Officer Stroud presented the first draft of the budget for FY 2014-2015. Discussion followed allowing Council an opportunity to ask questions.

Council's Budget Directives for FY 2014-2015

Council directed staff on the following:

- Tax rate remains the same
- Stormwater Utility rate remains the same (Manager Loper stated there is a possibility it could be reduced based on capital projects)
- Service levels remain the same for solid waste, yard waste and community policing
- Schedule a Budget Workshop for April 28, 2014 at 5 p.m.

Wrap Up and Evaluation

The work of the last two days was summarized and compared to the objectives of the meeting as determined the first day. It was noted that Council did not specifically address how they plan to pay for their objectives. One 'parking lot' item remained, increasing or changing the way the Council accepts Public Comments at Council meetings. Council was open to this issue, but nothing definitive was decided. Council provided feedback to Ms. Henley on the retreat and completed facilitator evaluations at her request.

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

Nickolas B. Nelson
Mayor

Attest:

Marsha E. Sucharski, CMC, NCCMC
Village Clerk