

## **Strategic Planning Committee Meeting Minutes September 1, 2021**

### **Call to Order**

Chairman John Ferguson called the meeting to order at 3:00 PM and welcomed all in attendance.

Members Present: Chairman John Ferguson, Mayor John Brodman, Craig Letchner, Ted Goetzinger, Jimmie Beckom, George Greene and Suzanne Wheatcraft.

Members absent: Vice Chairman Robert Cox and Suzanne Wheatcraft

Staff Present: Town Manager Brian Kramer, Town Clerk Charlie Rocci and Town Planner Kevin Reed

### **Approval of Agenda**

Town Planner requested that under New Business that an item be added so he can update the SPC on a transportation issue. Chairman Ferguson noted he also wanted to add some administrative matters to the agenda. *A motion was made by Ted Goetzinger to approve the agenda as amended.. The motion was seconded by Michelle Powers and passed unanimously.*

### **Approval of Absentees**

*Craig Letchner made a motion to excuse Vice Chairman Robert Cox and Suzanne Wheatcraft from the meeting. It was seconded by Jimmie Beckom and passed unanimously.*

### **Approval of the Minutes**

*Mayor Brodman made a motion to approve the minutes as presented. The motion was seconded by Craig Letchner and passed unanimously.*

### **Administration**

Town Manager briefed the SPC on COVID testing procedures that would be in place for all boards and commissions meeting in person at Town Hall. He apologized for the inconvenience and noted that the testing procedure would commence with the SPC's October meeting. Chairman Ferguson mentioned that Vice Chairman Robert Cox had received an invitation from Dr. Christine Voss for the SPC to meet in Morehead City to view some climate change and sea level rise modeling tools. It was the consensus of the SPC that its efforts at this time should focus on the update of the plan.

### **Liaison Updates**

#### **a) Board of Commissioners – Ted Goetzinger**

- BOC is waiting on some work from an engineering firms so it can add some cost figures to the sidewalk survey before it goes live.
- Town received to response to its solid waste.

#### **b) Planning Board – Michelle Powers**

- PB has a Short Term Rental subcommittee that is working on a survey that will be presented to the BOC at its September meeting.

**c) Community Appearance Commission**

- No report

**Old Business**

**a) Open Action Items Review**

No further action was taken.

**b) SPC Rewrite Subcommittee Update and Discussion of Proposed Strategic Areas.**

Chairman Ferguson asked that each of the SPC member of the SPC if they were in agreement with the strategic areas that are in the draft plan. George Greene indicated the he would eliminate Fiscal Planning, Sense of Community, Managing Growth, Town Governance and Self-Evaluation. Craig Letchner noted that he agreed with Member Greene's suggestion relative to Fiscal Planning. After the members discussed this Strategic Area it was the consensus of those present to keep Fiscal Planning as a Strategic Area (SA). The SPC then discussed the Sense of Community SA and whether or not it should remain in the plan as a SA or relocated elsewhere into the plan likely under citizen participation. Members Letchner and Goetzinger were in agreement. Member Powers felt that Sense of Community was integral to Pine Knoll Shores. Member Beckom felt it should remain as a SA as did Mayor Brodman. After discussing this SA, it was the consensus of those present to keep Sense of Community as a SA. The members then discussed whether Town Governance should remain as a SA. Member Letchner indicated he was in agreement with Member Greene. It was the consensus of those present to remove Town Governance as a SA and integrate its objectives elsewhere in the plan. The next SA discussed Managing Growth and Member Greene felt it should be removed and given to the Planning Board. After discussion it was the consensus of those present to leave it in the plan but remain it Managing Growth. The members then discussed the Self Evaluation SA and after discussion reached a consensus that it should be removed from the plan. Member Letchner indicated that the "Are We Getting There" component of the plan is just that and there does not need to be a SA. Member Letchner noted that he felt the SWOT analysis does not belong in the plan since it only provides context and is subjective. It was the consensus of the members to place the SWOT in the Appendix with a brief discussion in the plan.

**New Business**

**a) Transportation Topics**

Planner Reed updated the SPC on the SPOT and STIP process and indicated that NCDOT would not go through the SPOT or STIP process this year since the current STIP is woefully overcommitted in regards to available funding. He then presented the preliminary plans developed for the Third Island Bridge.

**Open Actions for Follow-Up**

- Improve the process for assessing if the Strategic Plan elements have been met or not. Input from the BOC, Town Management, and SPC needed.

**Next Meeting**

Chairman Ferguson noted that the next meeting would be on October 6, 2021 at 3:00 PM

**Motion to Adjourn**

*A motion was made by Mayor Brodman to adjourn the meeting. Michelle Powers seconded the motion and it passed unanimously with the meeting being adjourned at 4:55 PM.*