

**FAYETTEVILLE CITY COUNCIL
STRATEGIC PLANNING RETREAT MINUTES
LAFAYETTE ROOM
MARCH 30, 2011
2:00 P.M.**

Present: Mayor Anthony G. Chavonne
Council Members Kady-Ann Davy (District 2); Bobby Hurst (District 5); William J. L. Crisp (District 6); Theodore W. Mohn (District 8); James W. Arp, Jr. (District 9)
Absent: Council Members Keith Bates, Sr. (District 1); Robert A. Massey, Jr. (District 3); Darrell J. Haire (District 4);
Valencia A. Applewhite (District 7)

Others Present:

Dale E. Iman, City Manager
Doug Hewett, Assistant City Manager
Kristoff Bauer, Assistant City Manager
Karen M. McDonald, City Attorney
Lyle Sumek, Lyle Sumek Associates, Inc.
Rebecca Rogers-Carter, Management Analyst
Members of the Press

Mayor Chavonne called the meeting to order and introduced Mr. Lyle Sumek, facilitator. Mr. Sumek and Council then reviewed each goal and the Action Agenda as follows:

GOAL 1: GREATER TAX BASE DIVERSITY - STRONG LOCAL ECONOMY

Actions 2011-2012

1. Economic Development Contract with the Chamber of Commerce
2. Bragg Boulevard Corridor Development (Hay Street to I-295): Corridor Plan
3. Murchison Road Corridor Redevelopment Plan: Projects and Funding
 - a. Redevelopment Plan: Adoption
 - b. Washington Drive School: Development
 - c. Gateway Beautification (at MLK Park)
4. Nonstop Air Service to Washington, D.C.
5. Hope VI Business Park Development

Management in Progress 2011-2012

1. Hotel and Conference Center Development
2. Military Business Park Infrastructure: Sewer and Street Improvements

Major Projects 2011-2012

1. Airport Improvements: Restrooms, Awnings, Escalators

On the Horizon 2012-2016

1. Airport Terminal Master Plan and Capital Projects
2. Cape Fear River Land Use Plan
3. Ramsey Street Corridor Overlay Zone Ordinance
4. Sustainable Communities Foundation: Economic Development Project
5. Raeford Road Corridor Development

Other Government Responsibility

1. Workforce Development

DROP

1. City's Economic Development Programs and Position

GOAL 2: MORE EFFICIENT CITY GOVERNMENT - COST EFFECTIVE SERVICE DELIVERY

Actions 2011-2012

1. FAST Improvements - Evening Service: Direction and Funding
2. Lobbyist: Evaluation, Direction and Funding
 - a. Federal
 - b. State

3. Goals and Performance Matrix: Funding
4. Employee Salaries for 2012: Direction and Funding
5. Comprehensive Classification and Compensation Plan and Funding
6. Limited English Proficiency and Strategy
7. Police Staffing (at PERF Recommendations): Direction and Funding
8. City Funding of Nonprofit Organizations: Policy Review and Direction
9. Public Safety Employees Paid by Grants: Funding Positions
 - a. Fire
 - b. Police
10. Solid Waste Contracting for Service Pilot Study and Future Direction

Management in Progress 2011-2012

1. Security at City Hall: Report and Direction
2. IT Organization Performance Evaluation Report
3. Consolidated 9-1-1 Operations
 - a. CAD-CAD
 - b. OSSI
 - c. Dispatch
4. Fire Department Accreditation
5. IT Infrastructure Upgrade
6. Recycling Contract and Services

Major Projects 2011-2012

1. Fire Station 19: Construction

On the Horizon 2012-2016

1. Consolidated Communications Center with Cumberland County
2. Human and Social Needs Survey and Direction
3. Organizational Climate and Employee Survey

Other Government Responsibility

1. Animal Control

Direction

1. Budget: Service Alignment and Resources

GOAL 3: GROWING CITY, LIVABLE NEIGHBORHOODS - A GREAT PLACE TO LIVE

Actions 2011-2012

1. Park Bond Referendum: Proposal and Direction (With Cumberland County)
2. Police Substations Study: Direction and Funding
3. Sewer Hook Up Acceleration: Direction and Funding
4. Reclaiming Neighborhoods Next Project: Direction
5. Private Roads Policy Framework: Direction and Funding (Necessary for City services)
6. Street Lighting Ordinance: Direction and Funding
7. Residential Rental Program (PROP): Direction and Funding

Management in Progress 2011-2012

1. Pavement Management Program
2. Unified Development Ordinance: Zoning Map and Administrative Manual

Major Projects 2011-2012

1. Storm water Projects
2. Cross Creek Linear Park Phase 3B
3. Sidewalks in Developed Areas
4. Grove Street Safety Project

On the Horizon 2012-2016

1. Shaw Heights/Julie Heights Annexations
2. Gates IV Annexation
3. Enclaves Annexation
4. Curfew Options: Direction

5. Mall Pedestrian Connectivity
6. Panhandling Ordinance: Enforcement Evaluation and Direction
7. Community Wellness New Initiatives: Direction and Funding

Other Government Responsibility

1. Regional Transportation Plan Coordination

Ongoing Program

1. Reclaiming Neighborhood Program for Bonnie Doone

GOAL 4: MORE ATTRACTIVE CITY - CLEAN AND BEAUTIFUL

Actions 2011-2012

1. Building Demolition Program: Funding
2. "Fayetteville Beautiful" City Endorsement and Resources
3. Old Days Inn Site Redevelopment: Direction
4. Sign Ordinance: Revision and Direction

Management in Progress 2011-2012

1. North Carolina Veterans Park
 - a. Operations and Maintenance Plan
 - b. Marketing Program
 - c. Phase II Development Plan
2. Multi-Family Recycling Program: Implementation
3. Texfi
 - a. Site Clean Up
 - b. Secure Buildings
 - c. Design River Trail Phase II
 - d. Evaluate Redevelopment Opportunities
 - e. Seek Funding for Wells Monitoring

Major Projects 2011-2012

1. North Carolina Veterans Park - Phase I: Dedication
2. Cape Fear River Trail Phase II: Final Design and Construction

On the Horizon 2012-2016

1. Code Enforcement: Service Level and Funding
2. Commercial Recycling: Plan and Funding
3. River Park Development
4. Community Sustainability Council: Direction

GOAL 5: GREATER COMMUNITY UNITY - PRIDE IN FAYETTEVILLE

Actions 2011-2012

1. 250th Celebration: Plan and Funding
2. Citizen Survey: Direction and Funding
3. City Communications Strategy: Plan and Funding

Management in Progress 2011-2012

1. Youth Council: Implementation
2. Homeless Briefing (with Cumberland County Continuum of Care)

On the Horizon 2012-2016

1. Summer Youth Programs: Direction and Funding
2. Youth Employment: Discussion with the Business Community

GOAL 6: REVITALIZED DOWNTOWN - A COMMUNITY FOCAL POINT

Actions 2011-2012

1. Festival Park Plaza Building: Direction
2. Sign Ordinance for Downtown: Direction
3. Prince Charles Hotel: City Options and Direction
4. Multi-Modal Center: Land Assembly and Design

Management in Progress 2011-2012

1. Downtown Marketing Plan: Development (CVB)

Major Projects 2011-2012

1. Franklin Street Parking Garage
2. Wayfinding Signs
3. Russell Street Sidewalk and Streetscape Improvements
4. Rail Corridor Improvements

On the Horizon 2012-2016

1. Downtown Development Plan: Boundary, Update and Funding
2. Disincentives for Vacant Buildings: Direction
3. Historic District and Boundary Restrictions
4. MSD: Review and Direction

There being no further business, the meeting adjourned.