



Town of HOLLY RIDGE

PO Box 145 * Holly Ridge, NC 28445 * Phone (910) 329-7081 * Fax (910) 329-1593

**Holly Ridge Town Council
Special Meeting
July 23rd, 2016
1:00 P.M.**

Governing Board Strategic Planning and Goal Setting Work Session

Mayor Dingler called the Special Meeting of the Holly Ridge Town Council to order at 1:05 p.m. at the Town Hall. Council members present were Mayor Pro-Tem Bragg, Councilwoman Stanley, Councilwoman Hall, Councilman Hines, and Councilman Lang. Others present were Manager Pierce; Town Clerk, Heather Reynolds and Chris May, Executive Director of the Cape Fear Council of Governments.

Invocation and Pledge

The Invocation was given by Mayor Pro-Tem Bragg and Mayor Dingler led the Pledge of Allegiance.

Welcome and Introductions

Mayor Dingler thanked everyone for coming to this meeting and stated she is glad the Town Council could get this done so they can have some ideas and lead Joe to get the Town to where it needs to be.

Mayor Dingler introduced Chris May, Executive Director for the Cape Fear Regional Council of Governments. She stated he has been there since the year 2000 and has served over three decades as a local government manager with extensive local and regional management, planning experience, specializing in resort and seasonal communities. Mayor Dingler said he is a professionally certified facilitator with extensive experience leading citizen groups from vision to action throughout the Cape Fear Region. His role in the process will be oversight for quality and assurance that Governing Board goals are met or exceeded.

Review Process and Desired Outcomes

Chris May stated he has been in the Town Manager business since 1977 and most of it has been in the mountains of North Carolina. While he was in the mountains he was also in the Coast Guard Reserve down here. He knows there is a large military presence here in Holly Ridge and he stated it is a pleasure to be here. Chris stated it is especially a pleasure because the Town enjoys being a member of two Councils of Governments and he wants to make sure the Town knows that as an affiliate of the Cape Fear COG, the Town is also a full member of the East Carolina COG as well.

Chris stated his process for retreats is as follows:

- Pulse Check – who we are, what are we doing and what everyone’s job is and make sure everyone understands those roles.
- Talk about what has been done in the past, look at the last goals and see if they have been realized, find out where the Town is at.
- Brainstorm on the next set of goals, give the goals numerical value, and then pick the top five.

Self- Assessment

Chris stated one of the most important things on any team is that everyone understands the positions people play and what the expectations are of each other.

Roles:

Mayor – Team Player

- *Honesty – Integrity*
- *Communicate – stay in touch with what’s going on*
- *Good representative for the Town*
- *Moderator, impartial*
- *Good listener*
- *Know wishes of Board and be informed of issues*
- *Good communication with all businesses in Town*
- *Having a vision*
- *Give feedback, guidance, and accept*

Town Council – Team Player

- *Steward to the Town*
- *Be Concerned*
- *Know your citizens*
- *Good Listeners*
- *Fair and impartial*
- *Open to new ideas*
- *Debate – Vote – Move On*

- *Advocate for ALL citizens*
- *Honesty and Integrity*
- *Stewardship of tax dollars*
- *Give and receive feedback and advice*

Town Manager – Team Player

- *Honesty*
- *All traits of Mayor and Town Council list*
- *Good delegator*
- *Prioritize*
- *Human Relations between Town Council, Citizens, and Staff*
- *Good Team Builder*
- *Accountability for actions and responsibilities*
- *Take initiative to understand the issues and seek solutions and provide options*
- *Be able to give and receive feedback*
- *Provide balance budget and manage finances*
- *Knowledge of City Management rules, laws, and procedures*
- *Continued education*
- *Develop competence with Staff to keep things going in his/her absence*
- *Time management*
- *Good listener – able to assimilate information*
- *Dedicated to the Town of Holly Ridge*

Mayor Dingler called for a brief recess at 2:12 p.m.

Mayor Dingler called the Meeting back to order at 2:27 p.m.

Brainstorming Session

Each member submitted a list of five important action items. The group was then asked to pick the five most urgent to begin working on, and by a show of hands vote, the below list was developed. The numbers in parentheses next to the goals are the number of votes received for that task.

The Bucket List

1. *Keep taxes low and services “high” while protecting the fund balance (5)*
2. *Encourage business friendly environment*
3. *Work with Onslow County to encourage economic development*
4. *Continue partnership with the Four Towns Association and Chambers*
5. *Keep the focus on recreation events and service parks, etc. – hire a part-time Parks and Recreation person (3)*
6. *Quarterly OPEN “Town Hall” Meetings*
7. *Enhance communication with citizens by newsletter, blog, being interactive, keep the website current*

8. Videotape Town meetings and make those videos available on the internet
9. Street maintenance plan with schedule and the same for storm water (3)
10. Crosswalk on Sound Road at park for safety – Department of Transportation (1)
11. Complete multi-purpose field
12. Evaluate Volunteer Fire Department and Rescue to encourage mutual partnership (2)
13. Business incentive plan for all businesses both current and new (4)
14. Long range planning for Town services to meet projected growth – Capital improvements, equipment, and staff (2)
15. Joint meetings with Town and Businesses
16. Community Building overflow parking lot (deed restricted) (1)
17. Purchase of Guthrie Property
18. Expansion of Town Hall
19. Work with the Topsail Chamber on brochure to promote the Town
20. Promote the Town every way possible (4)
21. Seek grants (4)
22. New chairs in the Town Council Chambers
23. Schedule quarterly Town Council “Open Work Sessions” to discuss Town issues and history

Mayor Dingler called for a brief recess.

Mayor Dingler called the meeting back to order.

Prioritize the List

The Town Council voted by a show of hands the following items as their top priorities:

Priorities of the Mayor and Town Council

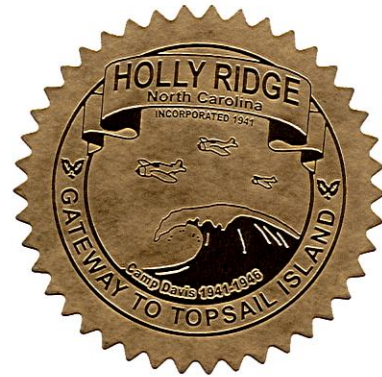
1. *Low Taxes*
2. *Enhance communications*
3. *Business Incentives*
4. *Promote Town in every way possible*
5. *Street Maintenance and storm water schedule*
6. *Park and Recreation Events, Etc.*

Chris stated these items are going to be the first items to be completed. He went on to explain the Town Manager will look at all of these items and know these are the Town Council’s priorities and he will look for ways to accomplish these tasks. He asked if anyone saw an item they would like to champion. Mayor Dingler stated there is not something the Town Council could take individually and run with. The Town Council was in agreement to take a team approach.

Adjournment

A motion was made by *Councilman Hines* and seconded by *Councilman Lang* to adjourn at 3:53 p.m. *All Agreed.*

Attest:



Anita Dinger

Anita Dinger, Mayor

Heather Reynolds

Heather Reynolds, CMC, Town Clerk

These Minutes were recorded and prepared by Heather Reynolds, Town Clerk