

**NOTICE OF A SPECIAL MEETING OF THE  
ASHEBORO CITY COUNCIL**

**Tuesday, April 11, 2006**

**7:00 o'clock p.m.**

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Notice of a special meeting of the City Council of the City of Asheboro, North Carolina is hereby given. Said meeting will be held on Tuesday, the 11<sup>th</sup> day of April, 2006 at 7:00 o'clock p.m. in the Council Chamber of the Asheboro Municipal Building, which is located at 146 North Church Street in Asheboro, North Carolina.

This special meeting of the City Council has been called for the purpose of allowing the members of the Asheboro City Council to participate in a meeting of the Steering Committee that has been formed as part of the city's strategic planning process known as Asheboro 20/20. All officers of the city and all other persons whomsoever are hereby given notice that such meeting will be held.

This notice is issued on this 7<sup>th</sup> day of April, 2006 by order of Mayor David H. Jarrell and pursuant to the laws of the State of North Carolina and the City of Asheboro relative to the time and place of holding meetings, both regular and special, of the Asheboro City Council.

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s/ Holly J. Hartman  
Holly J. Hartman  
Deputy City Clerk  
City of Asheboro, North Carolina

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**SPECIAL MEETING**

**ASHEBORO CITY COUNCIL  
TUESDAY, APRIL 11, 2006  
7:00 P.M.**

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This being the time and place for a special meeting of the Mayor and the City Council, a meeting was held in the Council Chamber of the Asheboro Municipal Building with the following officials and members present:

- David H. Jarrell            ) – Mayor Absent
- David Smith               ) – Mayor Pro Tempore Presiding
- Talmadge Baker            )
- Linda Carter               )
- Keith Crisco               ) – Council Members Present
- Nancy Hunter              )
- Walker Moffitt             )
  
- Archie Priest               ) – Council Member Absent

John N. Ogburn, III, City Manager  
Holly J. Hartman, Legal Assistant/Deputy City Clerk  
Deborah P. Juberg, Finance Director  
O. Lynn Priest, Community Development Director  
Jeffrey C. Sugg, City Attorney

A quorum thus being present, Mayor Pro Tempore David Smith called the meeting to order for the transaction of business, and business was transacted as follows:

Mayor Pro Tempore David Smith welcomed everyone in attendance and turned the meeting over to Mr. John N. Ogburn, III, City Manager. Mr. Ogburn welcomed everyone and briefly summarized the topics discussed at the last meeting, specifically including the vision statement for the strategic planning process.

Mr. Ogburn facilitated discussion in regards to the proposed "Asheboro Strategic Planning Charge to Task Forces." Throughout substantive discussion and ample consideration of each task force topic, the committee revised and finalized the proposed document. On the basis of the consensus reached by the steering committee and upon motion by Mr. Crisco and seconded by Ms. Carter, Council unanimously adopted the above-referenced document as follows:

## **Asheboro Strategic Planning Charge to Task Forces**

### **The Vision:**

**Asheboro will be a model community in North Carolina to live, work and play.**

### **Introduction**

The strategic planning process has been initiated and financed by city government. It is anticipated that some of the strategies recommended by task forces can be directly implemented by city government. Others may require initiatives by groups of citizens or may require public – private partnerships. The role of city government in implementation could range from "direct responsibility" to offering encouragement and moral support. Task forces are encouraged to include recommended responsibility for implementation in their reports.

The issues which the task forces are to consider are listed below. For each issue, there is a brief commentary along with one or more strategies for consideration. The task force should consider the commentary, then investigate and develop the issue thoroughly. The steering committee has recommended some strategies for consideration. The task force should evaluate and investigate them then recommend whether (or not) they should be pursued. In addition, the task force should, at its discretion, recommend additional and/or more detailed strategies for adoption by the steering committee. The diversity of the community should be taken into consideration in all issues and strategies.

### **Task Force Issue 1 – Quality of Life**

Asheboro is already blessed with an excellent location in terms of geography and climate. The task force is charged with recommending sustainable strategies to improve quality of life. This includes responsibility for exploring the concepts described below and recommending whether they should be pursued.

- 1) Provide for enhanced public safety. In particular, it is necessary to stop the distribution of illegal drugs within the city. The task force should explore and recommend options to increase citizen awareness, increase civic activism in support of the Asheboro Police Department, and to discourage criminal and gang activity.
- 2) Development of parks and recreation suitable to the needs and interest of city residents should be undertaken. The task force should recommend a capital expenditure and financing strategy for capital expenditures for park and recreation facilities expansion and construction including planning, land acquisition, and public-private partnership for provision of services.
- 3) The city environment should be clean and attractive. This includes water, air, upkeep of property, historical preservation, and other factors affecting the attractiveness of the community. The task force should review planning and zoning ordinances and recommend any actions or strategies which would assure orderly and attractive development including creation of a safe environment for children, pedestrians, and cyclists.
- 4) There should be public/private cooperation for civic and cultural development. The task force should recommend methods to strengthen and focus resources towards the availability of appropriate facilities and organizations to present art, music, theater, and other cultural events.

### **Task Force Issue 2 - Economic Development**

All elements of the strategic plan depend on Asheboro residents having sufficient income to support the strategies through personal spending and taxation. This means that Asheboro residents must have access to high wage jobs, sufficient skills to perform the

jobs, and that the local retail, commercial, and leisure economy should be sufficiently developed to entice residents to do much of their spending within the Asheboro economy. This spending, in turn, will create more local jobs and tax revenues. The city needs adequate revenue to provide public services which are consistent with the vision statement.

- 1) Offer recommendations regarding responsibility for the economic development of the city. Explore the extent to which County and regional efforts will meet Asheboro's needs. Consider and recommend the appropriate role to be played by the various parties to Asheboro's economic development and recommend the extent to which Asheboro may need to act independently.
- 2) Re-define economic development to include all sectors of the economy which would bring appropriate jobs to Asheboro and/or would create tax revenue.
- 3) Cooperate with and support Randolph County EDC and regional efforts throughout the triad to attract good paying jobs.

Public education is to be considered within the context of economic development. Consultants and some members of the Steering Committee believe that public education is vital to economic development in two key ways. The task force should research whether the two concepts described below are valid, and recommend whether the community should pursue them. In doing so, it would be appropriate to explore the relationship between very successful cities and their public schools. The concepts to be explored are:

- 4) Excellence in public education (K-12 and Community College) will produce a work force capable of meeting the needs of a wide variety of employers, with skills appropriate to the creation of new businesses. Does the task force recommend that the community pursue this concept? If so, how should the community work along with schools to implement the concept?
- 5) Excellence in K-12 public education (comparable to the best private schools) for students capable of college entry will attract high wage employers and high income home owners who will contribute extensively to the property tax base and to other sectors of the economy. Does the task force recommend that the community pursue this concept? If so, how should the community work along with schools to implement the concept?

#### Task Force Issue 3 – Growth, Annexation, and Infrastructure

This issue is closely related to economic development in that it would create a larger community of common interest, more revenue for city initiatives, and more opportunities for growth. The task force is charged with making recommendations regarding whether the following concepts should be pursued.

- 1) With advice of Randolph County EDC, annex, zone, and prepare appropriate land for business development.
- 2) Recommend a financing strategy for capital expenditures associated with annexation, such as extension of infrastructure.
- 3) Explore strategies for annexation of land for medium and high value residential development and recommend any which are appropriate.

#### Task Force Issue 4 – North Carolina Zoo

Asheboro was selected as the site of the North Carolina Zoo after an intense campaign by local citizens to raise money, acquire land and attract the zoo to the community. There is a widespread perception that since that time the community has not supported the zoo or taken advantage of the economic, educational, cultural, and recreational opportunities created by the zoo's presence. The role of the task force is to explore the relationship between the zoo and the community and to recommend strategies which would allow the community to optimize benefit from the presence of the zoo and would allow the zoo to optimize benefit from the presence of the community.

Mr. Ogburn reported that a summary of the Asheboro Strategic Planning Vision Statement and Charge to Task Forces would be published in the *Asheboro 20/20* newsletter that is mailed to city water customers. The Council will appoint members to each task force. After approximately five (5) or six (6) meetings of

the task forces, the steering committee will reconvene in order to finalize the *Asheboro 20/20* Strategic Plan.

There being no further business, the meeting was adjourned at 8:55 p.m.

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Holly J. Hartman, Deputy City Clerk

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David H. Jarrell, Mayor