

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

Tuesday, March 13, 2007

7:00 o'clock p.m.

Notice of a special meeting of the City Council of the City of Asheboro, North Carolina is hereby given. This meeting will be held on Tuesday, the 13th day of March, 2007 at 7:00 o'clock p.m. in the Conference Room of the City of Asheboro Public Works Facility. The public works facility is located at 1312 North Fayetteville Street, 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. During this meeting, the task forces established as part of the strategic planning process will present their final reports. 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 9th day of March, 2007 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.

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

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SPECIAL MEETING

**ASHEBORO CITY COUNCIL
CITY OF ASHEBORO PUBLIC WORKS CONFERENCE ROOM
TUESDAY, MARCH 13, 2007
7:00 p.m.**

This being the time and place for a special meeting of the Mayor and the City Council, a meeting was held in the Conference Room of the City of Asheboro Public Works Facility with the following officials and members present:

David H. Jarrell) – Mayor

Linda Carter
Nancy Hunter
Walker Moffitt) – Council Members Present
Archie Priest
David Smith

Talmadge Baker)
Keith Crisco) – Council Members Absent

John N. Ogburn, III, City Manager
Max C. Cole, Engineering Assistant
John Evans, Code Enforcement Officer
Holly J. Hartman, City Clerk/Senior Legal Assistant
Deborah P. Juberg, Finance Director
R. Reynolds Neely, Jr., Planning Director
Trevor L. Nuttall, Planner
O. Lynn Priest, Community Development Director
James W. Smith, Fire Chief
Jeffrey C. Sugg, City Attorney

1. Welcome and Call to Order.

Mayor Jarrell welcomed everyone in attendance and called the meeting to order for the transaction of business, and business was transacted as follows.

2. Opening Comments.

Mr. Bob Morrison, Chairperson for the Strategic Planning Steering Committee welcomed everyone and gave an overview of the agenda for this meeting of the Strategic Planning Steering Committee. Aside from the Mayor and members of the Council, city staff, and task force presenters, the steering committee members present for this meeting were as follows:

Richard Balog
Jerry Bowman
George McCormick
Bob Morrison
Bertie Neely
Jim Neely
Tammy O'Kelley
Mary Bell Pate

3. Overview of the Task Force Process.

Ms. Ginger Booker, Assistant Director of the Piedmont Triad Council of Governments, gave a brief overview of the task force process. The Asheboro 20/20 Steering Committee created four (4) task forces to investigate and research certain topics that are critical components of the City of Asheboro's future.

After meeting on a regular basis from October 2006 through January 2007, each task force has thoroughly researched its topic and has recommended goals and strategies that will foster and market Asheboro's primary resources for the city's future growth.

4. Report from Task Forces:

• **Growth, Annexation, Infrastructure**

Mr. John Grey reported that the mission of this task force was to "recommend goals and strategies for Asheboro's orderly growth and extension of municipal services, as well as principles for financing this growth . . ." In essence, the City of Asheboro must focus on annexing qualified urban areas as well as assuring the future of the 64-Bypass corridor and adjacent areas as a high-value urban corridor.

Additionally, the city must preserve and develop a visually appealing community by enforcing existing appearance criteria in the center city overlay district, specifically focusing on streets, sidewalks, and parking lots.

• **Economic Development**

Ms. Ginger Booker presented that the mission of this task force was to "recommend goals and strategies to support residents' access to high wage jobs, sufficient skills to perform the jobs, and a local retail, commercial, and leisure economy that is sufficiently developed to entice residents to do much of their spending within the Asheboro economy."

The task force strongly recommended that the city focus specifically on education by supporting the Asheboro City Schools and their strategic plan as well as supporting Randolph Community College by encouraging the institution to offer future oriented courses. Additionally, the task force suggested that a "Mayors Committee" for school internship and volunteerism be created.

• **Quality of Life**

Ms. Missy Rankin and Mr. Reynolds Neely reported that the mission of this task force was to recommend goals and strategies for enhancing Asheboro's quality of life. Specific topics included, but were not limited to, enhanced public safety, improved recreational facilities, and more civic and cultural opportunities.

This task force suggested that the city concentrate on increasing citizen awareness and active support for public safety.

• **North Carolina Zoo and Asheboro**

Mr. Don Allred and Mr. Duffy Johnson reported that the mission of this task force “ [t]o explore the relationship between the Zoo and the community and to recommend goals and strategies to allow the community to increase its benefit from the presence to the zoo and the zoo to increase its benefit from the presence of the community.”

The North Carolina Zoo is a great tourism and educational asset to the City of Asheboro. During its meetings, this task force discussed the possibility of Randolph Community College working with the zoo in order to provide educational opportunities for its students involving the zoo, for example, wildlife photography.

Additionally, the task force suggested the development of a marketing strategy that supports the efforts undertaken by the Zoo and the Tourism Development Authority. Such a strategy may include installing signs and other markings directing visitors to the zoo, creating a hospitality training program for area business and government, and encouraging local businesses to participate in Zoo promotions.

A compilation of the above-described reports from the task forces is on file in the City Clerk's office. This compilation is hereinafter referred to as the “Strategic Plan Document.”

Upon motion by Mr. Jerry Bowman and seconded by Ms. Linda Carter, the Strategic Planning Steering Committee adopted the Strategic Plan Document as presented with certain textual modifications and recommended that said document be reviewed by the City Council of the City of Asheboro. The final Strategic Plan Document is to be prepared and distributed under the supervision of the City Manager.

Mayor Jarrell thanked all the members of the steering committee, especially Mr. Bob Morrison for chairing the committee.

There being no further business, the meeting was adjourned at 9:45 p.m.

Holly J. Hartman, City Clerk

David H. Jarrell, Mayor