

SPECIAL MEETING NOTICE
CITY COUNCIL OF THE CITY OF ASHEBORO

MEETING DATE: FRIDAY, APRIL 12, 2024

MEETING TIME: 1:00 P.M.

MEETING LOCATION: ASHEBORO RECREATION CENTER,
148 NORTH STREET,
ASHEBORO, NORTH CAROLINA 27203

At 1:00 p.m. on Friday, April 12, 2024, the Asheboro City Council will convene for a special meeting in the Asheboro Recreation Center’s multi-purpose room at 148 North Street, Asheboro, North Carolina 27203. This special meeting will enable the Asheboro City Council to actively participate and collaborate as a team in a strategic planning retreat for the City of Asheboro.

The anticipated participants in this strategic retreat are the City of Asheboro Mayor, members of the Asheboro City Council, the Asheboro City Manager, the Asheboro City Clerk, and various department heads within Asheboro’s municipal government. The University of North Carolina School of Government’s Center for Public Leadership and Governance will help prepare for and facilitate the strategic retreat.

The strategic retreat is scheduled for 1:00 p.m. to 5:00 p.m. on April 12, 2024, in the Asheboro Recreation Center’s multi-purpose room. A Center for Public Leadership and Governance faculty member will facilitate the session.

The above-described special meeting/strategic planning retreat will be conducted in open session. Public attendance at the meeting is welcomed.

This special meeting notice was issued on the 5th day of April, 2024.

_____/s/David H. Smith
David H. Smith, Mayor
City of Asheboro, North Carolina

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ASHEBORO CITY COUNCIL
ASHEBORO RECREATION CENTER
148 NORTH STREET, ASHEBORO, NC
FRIDAY, APRIL 12, 2024
1:00 P.M.

This being the time and place for a special meeting of the Asheboro City Council, a meeting was held with the following elected officials and city management team members present:

David H. Smith) – Mayor Presiding

Clark R. Bell)

Edward J. Burks)

Kelly L. Heath)

William N. McCaskill) – Council Members Present

Walker B. Moffitt)

Charles A. Swiers)

W. Joseph Trogon, Jr.)

John N. Ogburn, III, City Manager
Holly H. Doerr, CMC, NCCMC, City Clerk/Paralegal
Trevor L. Nuttall, Community Development Director
Deborah P. Reaves, Finance Director
Jeffrey C. Sugg, City Attorney

1. Call to Order

Mayor Smith called the meeting to order for the transaction of business, and business was transacted as follows.

2. Introduction of Meeting Facilitator

City Manager John Ogburn introduced Ms. Rebecca Jackson, an adjunct faculty member from the UNC School of Government. Ms. Jackson was the facilitator for the meeting.

3. Defining Strategic Priorities

Ms. Jackson began the meeting with an overview of the following objectives for the meeting.

- To provide an opportunity for the council to collaborate to strive for consensus on long-term (10-year) vision themes for the City of Asheboro
- To consider key issues, trends, and changes
- To develop 3-year strategic focus areas
- To identify and prioritize key strategic actions (critical tasks) to accomplish over the next 12-18 months
- To develop next steps in the strategic planning process.

Throughout various exercises the council members were asked to think about key strategic issues facing the City of Asheboro. Some of the vision themes that emerged included, but not limited to, housing developments, destination versus departure, infrastructure, and the quality of life.

Utilizing a context map, the council members spent time thinking about and listing certain trends that are impacting Asheboro. The following topics were noted:

- Governmental regulations
- Inflation
- Supply chain
- Wage expectations
- Connectivity

As the meeting progressed and throughout the different exercises, the council members moved into a discussion that centered around strategic focus areas that needed to be addressed within the next few years. These areas included, but not limited to, the following:

1. **High Quality Infrastructure** – water/sewer, streets, sidewalks, crosswalks
2. **Employees** – Retention, Recruitment, and Appreciation
3. **Affordable Housing/Adequate Housing** – Address the homeless issues, housing developments, managing growth
4. **Economic Development** – Revitalization of old properties, corporate air travel, airport growth and maintenance, retail development
5. **Public Safety** – Emergency Operations Center/Fire Station No. 3, shorter response times, maintain insurance rating, sense of security
6. **Communication and Engagement** – Information, press releases, “Zoo Files,” marketing/promotion

At the conclusion of the meeting, the council members were encouraged to implement the strategic planning process and to focus on the above-described areas when making decisions for the future of the city.

There being no further business, the meeting was adjourned at 4:46 p.m.

/s/Holly H. Doerr
Holly H. Doerr, CMC, NCCMC, City Clerk

/s/David H. Smith
David H. Smith, Mayor