

City of Asheboro

COMPREHENSIVE LAND DEVELOPMENT PLAN

Steering Committee

MINUTES - MEETING #3

January 26, 2021 1pm
Online

Attendees Via Zoom:

Kevin Franklin
Linda Hill
Owen George
Emilio Jimenez
Daniel Jordan

Mike Mize
Joey Trogdon
Mark Trollinger
John Evans
Justin Luck

Brad Morton
Trevor Nuttall
Anna Hawryluk
Kelly Larkins

1:00 p.m. Welcome and Introductions

- Mr. Trevor Nuttall introduced staff from the City of Asheboro and Piedmont Triad Regional Council and then had committee members re-introduce themselves since, as a result of COVID-19, it had been more than a year since the committee last met.

1:10 p.m. Review Existing Conditions Report

- Mr. Kelly Larkins briefly highlighted the Existing Conditions element of the plan, a draft of which is on the city's website. Staff plan on inserting additional information related to water and sewer data, usage and capacities as well as relevant information from the Comprehensive Transportation Plan (CTP) that was adopted in 2014.
- Mr. Larkins encouraged committee members to review this information and to send any comments or suggestions for improvement to him or Trevor Nuttall.

1:25 p.m. Public Involvement Strategy Discussion

- Ms. Anna Hawryluk began a review of what had been the public involvement strategy pre-COVID. She started by recapping the SOAR exercise the Committee had performed in December 2019 and the four primary themes that emerged from that work: (1) Economic Development and Utilities (2) Housing and Community Appearance (3) Land Use and Transportation and (4) Natural and Cultural Resources.
- A public workshop had been planned for March 19, 2020 but was canceled due to safety precautions instituted as a result of the emerging COVID-19 pandemic. A simple survey designed to be distributed at that workshop was shown to the committee.
- Following a review of what had been planned initially, Ms. Hawryluk discussed ways that the Committee and staff could solicit public input as COVID-19 remains a threat and limits in-person interaction. She discussed how live and recorded informational sessions, hosted and available through the Internet, could be used to provide information on the plan. Online surveys likewise could be used. Ms. Hawryluk introduced the Committee to ESRI's StoryMap function that may be helpful in allowing for the on-going sharing of information with the public. The City of Mebane and PTRC staff had used this tool during a recent land planning effort and it proved helpful to the process.
- Ms. Hawryluk led a discussion with the committee that identified disadvantages related to an exclusively virtual and online based public participation process. Ensuring inclusiveness is a primary interest and staff is planning to have paper materials related to the plan and public participation opportunities available and distributed, both in English and Spanish.

- Several committee members expressed concern about how COVID-19 and the stress it has put on communities could limit or even preclude robust public participation. The need for in-person occasions for public comment and review at an appropriate, safe time was acknowledged by staff.
- Other comments were made related to efforts to address on-going housing and community appearance issues. Concerns about such matters should be directed to city staff who will work with the Code Enforcement Office.

2:00 p.m. Focus Groups Discussion

- Ms. Anna Hawryluk discussed the staff's recommendations to use focus groups to solicit additional information related to future land development goals and objectives. She explained how such groups could benefit this effort and some examples of organizations and agencies that the Committee may want to consult as a part of the Land Development Plan Update. Ms. Hawryluk next had Committee members think about potential focus groups individually, and then, in small groups, to compile a potential list for staff to contact.

2:20 p.m. Wrap Up and Next Steps

- Mr. Nuttall ended the meeting reviewing what staff considers the next steps in the project, which are as follows:
 - Insert the additional information re: water and sewer/ CTP data (city)
 - Build the Storymap and Survey (PTRC)
 - Finalize focus group list for interview with contact information (city)
 - Begin developing focus group questions (PTRC)
 - Develop promotional materials announcing public engagement efforts, in English and Spanish (PTRC)
 - Prepare draft of vision statement for committee review/comment based on the group's work thus far (city)
 - Share with committee results of the steps above once complete (city and PTRC), likely in early March
- There being no other business or comments from Committee members, the meeting was adjourned at approximately 2:25 p.m.