

**Town Council Strategic Planning Session Minutes
Morehead City, North Carolina**

Friday, February 21, 2020

The Honorable Council of the Town of Morehead City met in Special Session on Tuesday, February 21, 2020, in the Municipal Chambers located at 202 South 8th Street, Morehead City, North Carolina. Those in attendance were:

COUNCIL PRESENT: Mayor Gerald A. Jones, Jr.; Councilmembers David Horton, Keri V. McCann, William F. Taylor, and Diane C. Warrender.

Councilmember Ballou was absent due to the passing of his mother.

STAFF PRESENT: City Manager Ryan Eggleston; Deputy Fire Chief Chris Judy; Finance Director Jewel Lasater; Police Chief Bernette Morris; Human Resources Director Susan Nixon; Parks & Recreation Director Jerry Riggs; IT Director Jon Snyder; Planning Director Sandi Watkins; Public Services Director Daniel Williams; and City Clerk Cathy Campbell.

OTHERS: Elise Clouser of the Carteret News Times;

Mayor Jones called the special meeting of the Morehead City Town Council to order at 10:05 a.m. with a quorum present. He explained that this meeting would close earlier than planned to allow those who would like to attend the services for Councilmember Ballou's mother. The purpose of this meeting is for Council to set their priorities for budget year FY 2020-2021.

INTRODUCTION

The Council began with a team building exercise, and then conducted a review of the progress on the Town's FY 2019-2020 budget year goals.

Katherine Davis Park – All work for Phase 1 is complete except for the dumpster enclosure. This will be completed before July 2020.

New City Hall – The notice to proceed and the building permit have been issued. The construction period is expected to last about fifteen (15) months.

Stormwater Planning – The City has contracted with Wood Consulting Group to assist with the project. The planning stage of Phase 1 is underway. This project will be included on the 5-Year Capital Project Plan. Engagement with the community will follow later this year. Mr. Eggleston provided a brief review of the purpose for this project and shared that the first pilot will focus on the north side of town from downtown to about 25th Street.

Paving – Paving projects are on schedule to expend all budgeted funds for the current budget year. Bridges Street will be paved from 4th Street to 20th Street at the cost of about \$600,000. All drainages issues on Bridges Street have been addressed with the exception of 6th Street and 15th Street, and these will be addressed next week.

Improve External Communications – The City hired Alize Proisy as the Communications Director who quickly completed the development of a new logo, began a new branding initiative, launched the new website, and enhanced the social media presence. In the upcoming budget year, the City will establish a newsletter, as well as implement an online tracking software that will allow citizens to report a problem and follow its progress.

Shoreline Stabilization and Dredging for Sugarloaf Island (federal funding) – The City received a proposal from Moffitt and Nichols Engineering to begin the planning stage of this project. Staff is also working with the Carteret County shore protection office and the NC Institute of Marine Sciences to determine the best long-term, sustainable solution. Mr. Eggleston expects a presentation to be made at a spring workshop meeting.

Enhanced City-Wide Beautification – The City now conducts two (2) city-wide cleanups (Spring & Fall) each year, and the next will be held on Earth Day in April. Staff is trying to coordinate with West Carteret High School to encourage student participation. The Adopt-A-Block Program will be launched within the next couple of months. Staff has worked with the garbage haulers to develop and implement a sticker program whereby stickers will be placed on receptacles to inform citizens why items are not picked up. The Planning Department has enhanced the enforcement of nuisance issues, and Public Services is working with Duke Energy to add power outlet enhancements along the waterfront in conjunction with their lighting updates.

Shevans Park – Permits have been issued for the new playground and splash pad, and construction is underway. It is anticipated that a grand-opening ceremony will be held on May 1, 2020.

Webb Library – Repairs to the roof, fascia, soffit, and basement are complete. Mr. Eggleston reported that the basement repairs are substantially complete. Repairs to the second floor windows will be rebid within the next 90 days. The long-term plan for the Webb Building and library services still needs to be resolved.

Improved Housing – The City received a \$750,000 Community Development Block Grant (CDBG) that will be reinvested into the community, especially on the north side of town. The condemnation process was initiated with a focus on currently vacant and unoccupied structures that are in a dilapidated state. Twenty (20) structures have been identified, and the first appeal hearings will be held at the March Town Council meeting. Several of the properties were discussed; most are asking for an extension of time either to finish the cleanup work or to gather funds together or secure a contractor to address the problem. If Council decides not to grant extension, the City will move forward with the condemnation process. In response to a question, it was noted that staff has been unable to identify any available grant programs to assist in this matter apart from the CDBG grant.

2020 GOALS PLANNING

Mr. Eggleston then led the Council through the process of identifying ten (10) key strategic goals for the FY 2020-2021. The final list will provide overall policy guidance to the management team by identifying where the city's resources should be focused. It was noted that big projects might come up occasionally, such as the AMI project, in addition to the key goals that are necessary to keep routine operations moving effectively. Items of interest that do not rise to the level of key goals can be discussed throughout the year at the workshop meetings. Council carried four (4) goals forward from the prior year as key strategic goals. Three (3) additional goals were moved to a list of on-going budget driven projects.

The final list was determined to be:

2019-2020 Goals Carried Over	2019-2020 Goals Carried Over as Budget Driven Items
Stormwater Planning	Webb Library
Paving	City-wide Beautification (all areas including Mid-Town)
Shoreline Stabilization and Dredging for Sugarloaf Island - funding source; have not identified to date a state or federal funding sources	External Communication – follow up procedure to notify citizens on the progress of work orders; possibility addressed through website work order module
Improved Housing – add Workforce Housing	

The exercises resulted in the addition of the following FY 2020-2021 goals and budget driven projects:

2020-2021 Goals	Other Items (Budget Driven)
Assessment of Wildwood FD Contract and New Fire Station #3 Property/Building	Evaluate New Building Inspector/Engineer
Resource Evaluation and Allocation	5-Year Capital Equipment Plan
Dog Park	SROs/Animal Control
County Collaboration on Regional Animal Control; SROs; Library Services; and Fire/EMS	Yard Waste Biweekly vs. Weekly
Greenways/Bike Paths/Trails	Mid-Town /Up-Town Beautification

Town Associations- Addition of New Partners (mirror of DMC for other areas)	Long-Term Paving/Sidewalks, Drainage, and Sewage Programs
Future Plan for Municipal Building (202 S. 8 th Street)	

Council was encouraged to send additional items to Mr. Eggleston, as desired, to be considered at a future workshop meeting.

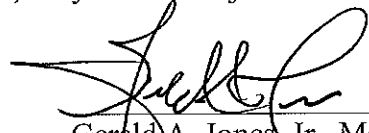
OPEN DISCUSSION

There was a brief discussion about the possibility of eliminating some of the alleys and cross alleys throughout town; however, no decisions were made, nor were any actions taken.


Department Heads will meet next week to conduct a similar exercise and discuss how to implement the Council’s goals into the budget and planning process.

ADJOURNMENT

There being no other business to discuss, Mayor Jones adjourned the meeting 12:10 p.m.



 Gerald A. Jones, Jr., Mayor

Attest: 

 Cathy Campbell, City Clerk

