

**Town Council Minutes
Morehead City, North Carolina**

Tuesday, February 26, 2019

The Honorable Council of the Town of Morehead City met in Special Session on Tuesday, February 26, 2019, 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 George Ballou, Keri V. McCann, William F. Taylor, and Diane C. Warrender. Councilmember Harvey N. Walker, Jr. arrived at 10:20 a.m.

STAFF PRESENT: City Manager Ryan Eggleston, Parks & Recreation Director Craig Lands, Finance Director Jewel Lasater, Human Resources Director Susan Nixon, IT Director Jon Snyder, Library Director James Swann, Planning Director Sandi Watkins, Public Services Director Daniel Williams, and City Clerk Cathy Campbell.

OTHERS: Elise Clouser of the Carteret News Times; Planning Board member Lucine Beauchard and Board of Adjustment member J. Hunt Brasfield.

Mayor Jones called the special meeting of the Morehead City Town Council to order at 10:04 a.m. with a quorum present. The purpose of the meeting was to develop a strategic vision and set priorities for FY 2019-2020 budget year.

INTRODUCTION

The Council began with a team building exercise, and then conducted a review of the Town's 2018 accomplishments. The following were listed:

- Completion of city garage
- Hired a new city manager
- Finalized decision on Charles Wallace Building direction
- \$1 million allocated for paving
- Completed initial cleanup on parks
- Budget with no tax increase
- Disabled boats left the harbor
- Munis
- Started stormwater planning process
- Katherine Davis Park

Mr. Eggleston shared that the leadership team's list also included: Hurricane Florence and Michael response and cleanup, hiring a new planning director, implementing Laserfiche, and selecting permitting software.

2019-2020 GOAL PLANNING

Mr. Eggleston explained that through several exercises he would like Council to identify ten (10) key strategic goals for the FY 2019-2020. The final list will provide overall policy guidance to the management team, identifying where the city’s resources should be focused. After identifying the following in-process annual and multi-year projects, they broke out into small groups based on the council committees (Administration/Finance, Planning, Public Safety, Public Works, and Public Utilities) to identify other items that should be considered.

Annual	Multi-Year
Katherine Davis Park	New City Hall
	Stormwater
	Paving
	Improve External Communication (All Media)

As a result of the exercise, the following projects/concerns were proposed as possible new goals for 2019.

- New Station #3 (purchase of land and construction of)
- Capital Purchases - ladder truck
- Public Safety Staffing (recruit and retention)
- Separation Allowance for Firemen (major additional costs \$\$)
- Shevans Park
- Improved Housing
- Enhanced City-Wide Beautification
- New Water Meters (\$\$)
- Shoreline Stabilization and Dredging for Sugarloaf Island (federal funding)
- Webb Library
- Town Property Decisions
- Efficiency Opportunities (staff/IT/software)

Next, in an effort to ascertain Council’s top five (5) goals, councilmembers were asked to individually vote for their top five (5) concerns. It was quickly evident that Council agreed a new Station #3, new water meters, and shoreline stabilization and dredging for Sugarloaf Island were their top three (3) of five (5) priorities. The remaining items were then defined as either 2020 & Beyond (not likely to be resolved until or after 2020), 5-year CIP (to be addressed through a Capital Improvement Plan), or Operational Objectives (to be addressed by staff through normal operational processes).

2020 & Beyond	5-Year CIP	Operational
Town Property Decisions	New Station #3 (purchase of land and construction of) Purchases (capital) - ladder truck	Separation Allowance for Firemen (major additional costs \$\$) Efficiency Opportunities (staff/IT/software)

	Staff Recruitment/Retention (eliminated Public Safety to include all staff)	
	New Water Meters (\$\$)	

The remaining items that did not fit within the three categories were added to the 2019 Goals list. The final five (5) were shoreline stabilization and dredging for Sugarloaf Island, enhanced city-wide beautification, Shevans Park, Webb Library and improved housing.

Final List of 2019 Goals

- Katherine Davis Park (annual)
- New City Hall
- Stormwater Planning
- Paving
- Improve External Communications
- Shoreline Stabilization and Dredging for Sugarloaf Island (federal funding)
- Enhanced City-Wide Beautification
- Shevans Park
- Webb Library
- Improved Housing

INDUSTRY CHANGES AND COMPETITIVE THREATS

City Manager Ryan Eggleston stated that an important part of the goal setting process is to recognize the industry changes and competitive threats that can have an economical and operational impact on the City. He then led the Council through an exercise to list what is known to be existing or on the horizon. The following were noted:

Industry Changes:

- State Unfunded Mandates (firemen’s separation allowance)
- Communication/Website/Technology
- Health Insurance
- Social Media
- Online Services
- Funding Flat or Declining
- Demand for More Services
- Natural Disasters and Revenue Impact

Competitive Threats:

- Interstate 42
- Hurricane Recovery
- Other Municipalities/County

- Compensation Package
 - Cherry Point
 - Camp Lejeune
 - Other Municipalities/County
- Private Industry

OPEN DISCUSSION

In closing, Mr. Eggleston reviewed the items added to the Parking Lot: new Carteret County development tier designation (moved from Tier 3 to Tier 2), funding in general, and resources to support goal accomplishment. These will be discussed more at a later date. Councilmembers also noted that the employee retiree contribution will increase to 1.2% with no COLA (cost-of-living adjustment) projected; and that the historic tax credit option for improving/restoring historic properties expires in 2020.

The next budget meeting is scheduled for April 30, 2019. Staff will work diligently until then to incorporate today's priorities into the proposed FY 2019-2020 budget.

ADJOURNMENT

Mayor Jones adjourned the meeting 2:05 p.m.



Jones, Jr., Mayor

Attest:



Cathy Campbell, City Clerk

