



**VILLAGE COUNCIL
AGENDA FOR SPECIAL MEETING OF JANUARY 9, 2018
FY 2019 STRATEGIC PLANNING RETREAT FOLLOW UP MEETING
COUNCIL CONFERENCE ROOM
PINEHURST, NORTH CAROLINA
9:00 AM**

The Pinehurst Village Council held the FY 2019 Strategic Planning Retreat Follow Up Meeting on Tuesday, January 9 in the Council Conference Room of the Pinehurst Village Hall, 395 Magnolia Road, Pinehurst, North Carolina. The following were in attendance:

Ms. Nancy Roy Fiorillo, Mayor
Mr. John Bouldry, Treasurer
Mr. John R. Cashion, Mayor Pro Tem
Ms. Judy Davis, Councilmember
Mr. Kevin Drum, Councilmember
Mr. Jeffrey M. Sanborn, Village Manager
Ms. Lauren M. Craig, Village Clerk
Mr. Jeffrey Batton, Assistant Village Manager
Ms. Natalie Hawkins, Assistant Village Manager
Ms. Angela Kantor, Director of Human Resources
Mr. John Frye, Director of Financial Services

And approximately 7 attendees, including 5 staff and 1 press.

1. Call to Order.

Assistant Village Manager, Natalie Hawkins called the Strategic Planning Retreat Follow Up Meeting to order and welcomed everyone. She thanked all the staff for their hard work during the winter weather over the last week.

2. Strategic Planning Retreat Follow Up

Welcome/Introduction

Ms. Hawkins gave an overview of the meeting agenda and the meeting objectives and decisions to be made by the Council during the December 14th Strategic Planning Retreat. Ms. Hawkins reviewed Council's roles and Senior Leaders' roles. Ms. Hawkins reviewed the timeline for developing the FY 2019 Strategic Operating Plan. Councilmember Davis suggested ways to educate the public about opportunities to give input to the Strategic Operating Plan.

Review December Retreat Outcomes

Ms. Hawkins noted that at the retreat in December, Council affirmed the current Mission, Vision, and Values and affirmed 3 of the 4 identified core competencies. She also explained at the December retreat, the group completed the FY 2019 SOAR analysis (strengths, opportunities, aspirations, results). The group formed a consensus to make small changes to the list of results in the SOAR analysis. Ms. Hawkins shared the list of positive and negative changes occurring that may affect our competitive situation. Council discussed real estate trends and the need to collect more data for this. Council reviewed the list of FY 2019 key opportunities. Council reviewed the list of FY 2018 opportunities to address in the current fiscal year. Council held a discussion about the Given Memorial Library and decided to terminate the current agreement with the library, negotiate a new agreement, and evaluate other opportunities for long-term library support. Council held a discussion about what to do with budgeted sidewalk project funds and determined to put them into fund balance until a future date when we have a plan after the Comprehensive Long Range Plan process. Council also discussed having the boards and committees meet on a schedule to discuss what everyone is working on.

Review and Affirm Strategic Advantages and Challenges

Ms. Hawkins explained that Senior Leaders identified proposed strategic advantages and challenges at Day 2 of the December Strategic Planning Retreat. Upon reviewing this proposed list of FY 2019 key strategic advantages, Council determined to change the wording change of several. Upon reviewing the proposed list of FY 2019 key strategic challenges, Council determined to change the wording to a few of the challenges on the list.

Identify Strategic Opportunities

Ms. Hawkins explained the definition of strategic opportunities and shared the proposed list of opportunities for improvement and innovation drafted by Senior Staff. Council reviewed this list of opportunities. The group discussed economic development services for the Village of Pinehurst. The group reviewed each of the opportunities for improvement/innovation by BSC Goal and if identified as an IAP, reviewed what strategic opportunity it would be.

Council held a discussion about road resurfacing, which was a major capital improvement need according to the Community Survey, and determined to increase the budget. They also held a discussion about stormwater in the Village and determined to continue pursuing small and medium stormwater projects to continue making improvements in this area.

Prioritize Strategic Opportunities and Identify Areas of Focus on Balanced Scorecard

Council ranked each of the strategic opportunities to create a priority list to identify the most urgent and most important. Ms. Hawkins documented each of the rankings by Council and calculated the average ranking. The Council reviewed the outcome and determined their consensus ranking of priorities and the areas of focus for the FY 2019 BSC. These Strategic Objective focus areas include ensure quality residential development, ensure quality business development, maintain high quality streets, and provide recreation programs and events for all ages. Council reviewed the draft FY 2019 Balanced Scorecard and the proposed updates to the BSC. Ms. Hawkins explained three KPIs that are being recommended to remove from the VOP BSC, two of which would be moved to a department scorecard. Council determined to make a few changes to the BSC to better reflect their direction for the Village.

Wrap Up

Ms. Hawkins thanked everyone for their participation and completed a plus/delta evaluation on the meeting. The Council also discussed the partners and collaborators list. Council discussed the opportunity to add another ad hoc board member or observer on the Library board to get another Councilmember involved.

Adjournment.

The meeting adjourned at 3:10 PM.

Respectfully Submitted,

Lauren M. Craig
Village Clerk

Vision: The Village of Pinehurst is a charming, vibrant community which reflects our rich history and traditions.

Mission: Promote, enhance, and sustain the quality of life for residents, businesses, and visitors.

Values: Service, Initiative, Teamwork, and Improvement