



Town of Clayton
Special Meeting - Clayton Town Council Minutes
Council Retreat
Tuesday, February 20, 2024 at 3:00 PM
Courtyard Marriott
218 E. Front Street, New Bern, NC

Council Present:

Mayor Jody McLeod
Council Member Andria Archer
Mayor Pro Tem Michael Sims
Council Member Porter Casey
Council Member Gretchen Williams
Council Member Ruth Anderson

Council Absent:

None

Staff Present:

Rich Cappola, Town Manager
Jim Cauley, Town Attorney
Heidi Holland, Town Clerk
Dolores Gill, Deputy Town Manager
Lee Barbee, Deputy Town Manager
Greg Tart, Police Chief (*joined virtually*)
Robert McKie, Finance Director (*joined virtually*)
Nathanael Shelton, Communications Officer
Patrick Pierce, Economic Development Director
Michelle Snyder, Executive Assist. to Town Manager

1 CALL TO ORDER

- a) Mayor McLeod called the meeting to order at 9:48 a.m.

2 STRATEGIC PLANNING INPUT AND VISIONING

- a) Dolores Gill provided a summary of the day. A mid-year report was distributed to all of Council. The majority of today is working on strategic plan. She stated we are well into the timeline. Raftelis Consulting would be taking us through all the steps of this plan today.

Ms. Gill asked Council to put 5 things on sticky notes that would be ground rules or norms as we work together the next 3 days.

Michelle Ferguson and Catherine Carter with Raftelis Consulting were present. Ms. Ferguson stated today they would talk about the overall process of the strategic plan. Shared was an agenda for the day and the norms for the day. She stated she wants to strive for consensus. Council and staff shared their expectations for the strategic plan.

Ms. Ferguson stated there are three questions she would like to ask throughout the process: what do we know to be true today; what do we hope will be true in the future; and what must go well in order to make it so. Shared were community and outreach success: Comp Plan (20-30 years), CIP and Master Plan (5-10 years), Strategic Plan (3-5 years), Governing Body Priorities/Budget (1-2 years), and Operational Plans (1-2 years). She stated strategic plans usually have a shelf life of 3-5 years but should be reviewed on an annual basis.

Shared were the strategic framework elements such as vision, key focus areas, strategic priorities, organizational mission, organizational values, performance measures. Shared was the timeline. She stated this process began in December then began the stakeholder engagement process. She stated Ms. Carter and Ms. Ferguson had the opportunity to speak with Council to get their perspective. She stated we are at the bottom of the second phase of a 5-phase process. After today, she would take what Council discussed, put all the information together and solicit community feedback. She stated they would be developing an online stakeholder website where the community would be able to provide comments and feedback on Council's framework. She stated she would also be spending time with staff to get their thoughts. In May, there would be another session for Council to hear a summary of all the feedback from the community. The next step would be to finalize all elements of the plan with the exception of the KPI (measures). Once this process is complete, this would come back to Council to adopt the plan.

She asked to hear from Council on what they believe about Clayton. Council shared their thoughts.

Ms. Carter discussed the environmental scan and provided an overview. She stated the first section discusses what we are seeing nationally and how these trends are manifesting in Clayton. The second section is some of the information learned from Council. She stated they have leveraged the community feedback and applied it to this document as well as the stakeholder information. She stated the information gathered shows that the population in Clayton has increased 63% from 2010-2020. Also, Clayton is now more diverse, and the population is younger than it has been.

One of the things that stands out is the Town has become more affluent. Median home values have increased 30%, this is a substantial increase over a short period of time. Council Member Casey asked how this compares to the surrounding communities like Raleigh. Ms. Carter stated between 2020-2022, home prices have increased 28% in Wake County. The median household income has continued to increase and the individuals living in poverty have dropped. One of the things heard is a lot of workforce pressures; how competitive the market is.

The next section focuses on stakeholders' engagement. Engagement has been through interviews, workshops and the employee survey. Pulled were top strengths heard from different groups. Shared were these results. Some of things heard were that Clayton has quality of life, is a welcoming community and has a small-town lifestyle. Also heard was the Town is affordable and the final theme heard was that staff is a strength of Clayton.

Shared were weakness and challenges. The things heard were the rapid growth of the Town, staffing levels and development pressures. One thing noted, under employees, was slow to adapt. This is not just about adding more people but thinking about how staff works. Shared were future opportunities, development and infrastructure were big mentions.

The final section discusses the survey responses and talks about mission and values. The three questions asked about mission were who are we; what do we do; and why do we do it. Last thing discussed were values.

3 LUNCH

- a) Lunch was held from 11:48 a.m. - 12:15 p.m.

4 STRATEGIC PLANNING INPUT AND VISIONING

- a) Nathanael Shelton shared a Clayton 4U trailer and the first video, which shows a general overview of Council. This would launch in May. Mr. Shelton stated the trend now are reels, that's the format they are going with. These videos are geared for social media users. These would be shared at the beginning of each Council meeting.

Raftelis Consulting continued their presentation. There was discussion on accountability and responsibility. Council Member Archer shared that she thought it was interesting that development showed as a pro and con, there needs to be further Council conversation on this.

Ms. Ferguson stated they would start to discuss the question what do you hope to be true in the future. She asked Council to do an exercise that asked two questions, what is true today that you hope will still be true in 10 years and what is not true today that you hope will be true in 10 years. She asked Council to share their thoughts on these questions. She also asked what is precious about the community that you don't want to lose. Ms. Ferguson took Council's ideas and categorized them. Ideas relating to what Council would like to still be true in 10 years were vibrant downtown, desirable amenities and spaces (green spaces), infrastructure investment, transportation/transit, economic development, community engagement, diversity, and a safe and beautiful Town.

Ms. Ferguson stated with the place the Town is in now with the growth of trajectory, we have the advantage of learning of successes and not so successes.

Ms. Ferguson asked staff and Council to divide into groups to draft short aspirational statements for each of the Town's Vision and identified Focus Areas. Ms. Ferguson discussed the results of the group's discussion. There was detailed discussion on greenways, amenities, infrastructure, transportation and transit, downtown, economic development, and community engagement.

5 DAY 1 WRAP UP/DAY 2 OVERVIEW

- a) Ms. Gill wrapped up the day. She asked Council to provide their feedback of what went well. Council answered stuck to the agenda, stayed focused, and active participation.

6 ADJOURNMENT

- a) Adjourn

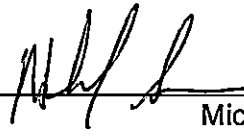
With nothing further, the meeting was adjourned at 3:25 p.m.

Motion to Adjourn

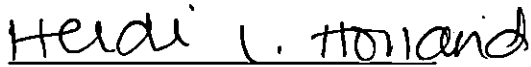
RESULT:	CARRIED 5-0
MOVER:	Porter Casey
SECONDER:	Michael Sims
YES:	Andria Archer, Michael Sims, Porter Casey, Gretchen Williams, and Ruth Anderson
NO:	None

Duly adopted this the 4th day of March, 2024 while in regular session.




Michael Sims
Mayor Pro Tem

ATTEST:


Heidi L. Holland, CMC, NCCMC
Town Clerk