



Town of Clayton
Special Meeting - Clayton Town Council Minutes
Wednesday, October 30, 2024 at 9:00 AM
City Club Raleigh
150 Fayetteville Street, Raleigh, NC

Council Present:

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

Staff Present:

Rich Cappola, Town Manager
Jim Cauley, Town Attorney
Heidi Holland, Town Clerk
Dolores Gill, Deputy Town Manager
Lee Barbee, Deputy Town Manager
Courtney Tanner, Deputy Town Manager
Greg Tart, Police Chief
David Ranes, Fire Chief
Robert McKie, Finance Director
Michelle Snyder, Executive Asst. to Town Manager
Nathanael Shelton, Communication Director
Emily Stoll, Communication Specialist
Lydia Davis, Economic Development Specialist
John Mack, Chief Information Officer
Emily Denison, Admin. Support Specialist
Sam Johnson-Phillips, Deputy Town Clerk

Council Absent:

None

1 CALL TO ORDER

- a) Mayor McLeod called the meeting to order at 9:10 a.m. Mr. Cappola discussed the agenda for the day.

2 STRATEGIC PLAN OVERVIEW

- a) Ms. Gill provided the Town of Clayton Strategic Plan Alignment. This alignment was broken down into three different plans:
- Strategic Planning: The long-term plan outlining the vision, mission, values and focus areas for the next three to five years.
 - Tactical Planning: The real plans and steps used to complete a long-term plan which is typically a year in length.
 - Operational Planning: The short-term plan that details the day-to-day activities need to achieve these and other goals within the Town and individual departments.

The Strategic Planning next steps were outlined into four quarters.

Quarter 1 and 2: Roll Out Phase

- Adoption of Town of Clayton Strategic Plan - September 16, 2024

- Finalize draft implementation plans by Executive Team - September 2024
- Finalize Departmental Operational Plans - November 2024
- Attend Priority Work Group Meetings - November 2024
- Strategic Plan Dashboard Development and Training - December 2024

Quarter 3 and Quarter 4: Implementation

- Attend Focus Area Work Group Meetings
- Enter data points and updates into Strategic Plan dashboard
- Report KPI success and progress to Town Council and Town Leadership

Ms. Denison interacts with department Directors and works with staff to ensure deadlines are met.

Mr. Mack would show the work his team has done with Viva Goals. The Viva Goals application was chosen because it integrates with Microsoft 365 Office Suite, which is currently being used by the Town of Clayton. Some of the key features in Viva Goals are:

- Creating Goals (Key Performance Indicator)
- Tracking Progress
- Collaboration and Sharing
- Integrations

Mr. Mack mentioned the custom terminology used in Viva Goals:

- Goals: a high-level goal that the team/individual wants to achieve
- KPI: Measurable outcomes that track progress toward a goal
- Project: Tasks/projects undertaken to achieve KPIs
- Alignment: Connecting individual or team goals to broader organizational strategic goals
- Check-ins: Regular updates that track progress on KPIs and goals

It was noted that pulling data from SharePoint was challenging, whereas Viva Goals is more data-driven, featuring graphs and similar tools.

Ms. Gill shared a graphic regarding Town plans and how the priorities are taken and broken down into departments. This graphic showed the long visioning piece and CIP plans. One of the things mentioned was documents would all go in the same direction. She mentioned that they would review the process that led them to their current position. Viva Goals would have a location on the website to show citizens where we are going with our plans.

She discussed the new vision, mission and values and also the key priorities identified by Council.:

- Vibrant Downtown

- Desirable Amenities and Spaces
- Sustainable Infrastructure Investment
- Mobility, Transportation, and Transit
- Diversified Economic Development
- Community Outreach and Engagement
- Public Safety

3 BREAK

- a) Break was held from 10:30 - 10:45 a.m.

4 OPEN DISCUSSION/ATTORNEY UPDATES/EMERGING ISSUES

- a) Open discussion was held for Council and staff.

There was brief discussion on the possibility of land acquisitions for a future fire station. There was discussion on how to increase retail opportunities. Council Member Casey stated he would like to see more retail in the community. He stated how can we be intentional and draw what the community wants and needs but not cookie cutter commercial. Mayor McLeod asked if we need to have guidelines on what our standards are on for commercial properties coming in? There was discussion on properties along 70 that are underutilized.

There was discussion on parking and brief discussion on working with JCATS. It was stated the Social District has not caused any increase in calls, Chief Tart runs stats every Thursday. Regarding The Clayton Center, it was stated there are upcoming sold old shows and Steven Langston, Cultural Arts Director, is steadily working on getting good acts in.

There was discussion on hiring a second code enforcement officer so the Town could be proactive. Our current officer would be soon going out for a few weeks on paternity leave. Ms. Tanner spoke about previous events she was involved in such as community clean up days which were successful. There was a suggestion on the Quarterly Utility Newsletter, possibly having a Mayor's message and then rotating it out with a message from different Council.

There was discussion on the Front Street Intersection. It was stated the stop signs should not be there because of the railroad; citizens are constantly running them. Mr. Cappola stated he would send out a request to our Public Works Department to look at these intersections.

5 MEDIA TRAINING

- a) *Presenters:* Nathanael Shelton, Communications Director, Emily Stoll, Communications Specialist, Lydia Davis, Economic Development Specialist, Daniel Bizzell, Visual Communications Specialist

Nathanael Shelton, Emily Stoll and Lydia Davis, shared their employment history, including what led them to the Town of Clayton and their current job responsibilities.

Council was made aware of the different types of media and brief examples were given of each. Ms. Davis shared 16 important broadcasting terms along with their meanings. Mr. Shelton stated one of the most common ways the public interacts with his department is through Public Records Request. It was communicated to remain clear and concise, ensure proper grammar and that turnaround time coincides with the General Statute.

Council broke out into groups of three to practice interviewing and being interviewed. Afterwards the group came back together and discussed their experiences.

6 DAY TWO WRAP-UP/RETREAT REFLECTIONS

a) *Presenter:* Rich Cappola, Town Manager

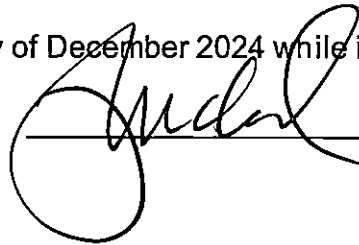
Mr. Cappola thanked Dolores Gill, Heidi Holland, and Michelle Snyder for their hard work. He sought feedback from the Council on today's meeting. There was a discussion on dates for the winter retreat, as the proposed tentative dates are not feasible for everyone.

7 ADJOURNMENT

a) With nothing further, the meeting was adjourned at 3:34 p.m.

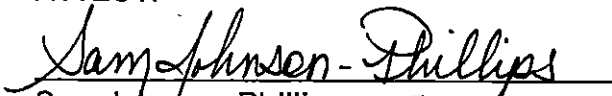
RESULT:	CARRIED 5-0
MOVER:	Michael Sims
SECONDER:	Gretchen Williams
YES:	Andria Archer, Michael Sims, Porter Casey, Ruth Anderson, and Gretchen Williams
NO:	None

Duly adopted by the Town Council this 16th day of December 2024 while in regular session.



Jody L. McLeod
Mayor

ATTEST:


Sam Johnson-Phillips
Deputy Town Clerk

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