

NOVEMBER 15, 2012, CITY COUNCIL MINUTES SPECIAL MEETING PLANNING SESSION

The City Council of the City of Clinton, North Carolina, met in a special planning meeting at 6:00 PM on November 15, 2012, in the City Hall Training Room. Mayor Starling presided. Councilmembers Strickland, Turlington, Becton, Stefanovich, and Mayor Pro Tem Harris were present.

Also present were City Manager Connet; Assistant City Manager – Finance Director Shawn Purvis; Police Chief Jay Tilley; Fire Chief Adon Snyder; Human Resource Manager Lisa Carter; Public Works Director Jeff Vreugdenhil; Planning and Community Development Director Mary Rose; Interim Parks and Recreation Director Brenda Potter; and City Clerk Elaine F. Hunt.

City Clerk Elaine F. Hunt blessed the meal and hereafter, the session began.

Mayor Starling called the meeting to order and City Manager Connet welcomed and thanked everyone for coming to the special meeting. City Manager Connet stated that the purpose of the meeting is to discuss a comprehensive plan for the City of Clinton and where we want the City to be in 2030.

City Manager Connet quoted words of wisdom from Jim Collins, author of *Good to Great*, regarding great local governments. He stated that it should be noted that according to Mr. Collins, “the successful life of a city cannot be measured in 5 to 10 years; it must be measured over 15 to 20 years or more.” Mr. Connet reminded everyone of the City’s Vision and Mission Statements:

Vision Statement: “A city of beauty and opportunity whose leadership is dedicated to providing its diverse citizenry a quality of life unsurpassed in the region.”

Mission Statement: “To be a city rich in tradition and beauty with clean, safe neighborhoods, sound infrastructure and opportunities for future generations.”

City Manager reviewed the following strategic focus areas and goals that were established previously and asked City Council whether or not they wish to leave as is or make changes:

- Quality Job Growth
- Welcoming Neighborhoods & Public Spaces
- Affordable & Varied Housing Opportunities
- Sound & Sustainable Infrastructure
- Enhanced Quality of Life

Assistant City Manager – Finance Director Shawn Purvis recommended adding, “Financial Sustainability,” to the list of strategic focus areas and goals and it was the consensus of the group to do as requested.

City Manager Connet stated that previously, Mayor, City Council, and department heads were sent memos regarding establishing core values. He stated that he would like to begin the development of core value statements for the City of Clinton. City Manager Connet defined values and value statements for the group:

Values are traits or qualities that are considered worthwhile; they represent an individual's highest priorities and deeply held driving forces.

Value Statements are grounded in values and define how people want to behave with each other in the organization. They are statements about how the organization will value customers, suppliers, and the internal community. Value statements describe actions that are the living enactment of the fundamental values held by most individuals within the organization.

City Manager asked the Mayor, City Council, and department heads to participate in the selection of the top eight (8) core values for the City of Clinton. The following core values were most widely selected: (1) Integrity/Honesty (2) Diversity (3) Competent (4) Equality (5) Balance (6) Respect (7) Service Excellence and (8) Teamwork

City Manager Connet asked Planning and Community Development Director Mary Rose to brief everyone regarding a proposed Comprehensive Plan for the City of Clinton. Ms. Rose told City Council significant facts about the NC Main Street Resource Team 2012 beginning with the origination of the Clinton Downtown Staff who conducted background work in February 2012 through April 2012 and concluding with the Budget Development and Fundraising Planning Retreat in October 2012. Ms. Rose thanked Mayor and City Council for allowing the Planning Department to bring the Resource Team to Clinton. She stated that there are several committees within this Resource Team with a total of 24 volunteers/stakeholders.

Ms. Rose reviewed the Clinton Development Corporation Plan of Work for 2012-2013. She stated that Clinton is a designated NC Main Street community that uses the National Trust for Historic Preservation's Main Street Four-Point Approach which includes: organization, promotion, design, and economic restructuring to implement a downtown revitalization initiative.

Ms. Rose stated that because the citizens of Clinton are very excited and interested in their city, a comprehensive plan is recommended. She defined this plan as a public review process that defines what is important to the community. She further stated that a comprehensive plan is a road map providing guidance on where and how the community will grow and change over a given period of time—possible from 2013 to 2030.

Ms. Rose stated that Clinton has established several plans in the past to include: Population & Economic Report 1960, Public Improvements Program 1973, Land Development Plan 1982, Clinton Thoroughfare Plan 1996, Clinton Pedestrian Plan 2011, Clinton Main Street Resource Team Report 2012, Clinton Bicycle Plan 2013, and Sampson County Comprehensive Transportation Plan

2014. She stated that key issues relating to the proposed City of Clinton Comprehensive Plan 2030 are:

- Neighborhoods and Housing
- Economy
- Transportation
- Public Infrastructure & Services
- Parks & Recreation
- Quality of Life
- Land Use
- Partnerships
- Community Branding and Marketing

Ms. Rose stated that there are interested citizens who would like to have input regarding US 701 Business Street. She identified these citizens as the Hwy 701 Corridor Committee.

Ms. Rose stated that the proposed City of Clinton Comprehensive Plan 2030 would take approximately 18-20 months to complete. She stated that approximately \$50,000 would be spent over the next three (3) budget years.

She asked for input from Mayor Starling and City Council. City Manager Connet stated that he would like for the City to move forward with this proposed comprehensive plan.

It was the consensus of the City Council to invite Sampson Regional Medical Center, Sampson Community College, and others to a forum to express our desires for the City of Clinton and request their partnerships. City Council wants to move forward with this comprehensive plan.

City Manager Connet stated that the next step in the implementation of this plan is to form a Steering Committee.

Being no further business, upon a motion made by Councilmember Stefanovich, seconded by Councilmember Becton, the November 15, 2012, special city council meeting adjourned at 7:26 PM.

Elaine F. Hunt, MMC, City Clerk

Lew Starling, Mayor