

TOWN OF XX NEWS RELEASE

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"Big Picture" Goals and Visionary Thinking Highlight the 2008 Town Board of Aldermen Retreat

The Town Board Aldermen conducted their 2008 Planning Retreat on February 21-23 in Wrightsville Beach. Jane Doe, of the UNC School of Government served as the facilitator.

There are a number of noteworthy highlights from the annual session.

XX, Executive Vice President and Chief Operating Officer kicked off the program with a discussion of global and national economic and demographic trends that are shaping the region's competitive future. The Board also spent time on Day One discussing values, assets, and perspectives in order to outline operating principles and ideal behaviors to ensure productivity, professionalism, and good working relations as they undertake their business as the Town's governing body.

The focus of the retreat was on "big picture" goals and visionary thinking. A great deal of time was allocated for discussing major projects (both current and future), reviewing the Town's three current strategic guiding plans (Comprehensive Growth Plan, North Garner Small Area Plan, and Parks & Recreation Master Plan), and outlining the key issues that need to be discussed by the Board of Aldermen.

The Board agreed to three major non-capital goals and three major capital project implementation goals.

Non-Capital:

- Create an economic development program to promote XX to potential investors, residents, and new home-grown businesses (specialty shops and restaurants), retain current businesses, and encourage the location of medical facilities and their related ancillary services.
- Focus attention on North XX by investing resources in streetscape improvements, greenways, and other aesthetic improvements. The Town will continue to work on and make progress on the action steps from the North XX Plan, especially those related to positive economic development.

- Improve the aesthetics along major thoroughfares. This will include addressing the condition of existing buildings, removal of junk cars and trash, and improving landscaping adjacent to these roadways.

Capital Projects:

Three projects rose to prominence and will be the Town's primary focus in the allocation of capital project dollars in the near future:

- Establishing a capital reserve fund for various improvements to North XX.
- A New Town Hall.
- Implementation of the Town's Sidewalk master plan.

Two other projects were also deemed worthy of consideration but ranked below the three listed above. These will get consideration during the budget preparation process but it may be difficult to properly fund all of these projects in one year. These efforts will become the secondary focus for capital spending.

- Implementation of a streetscape plan for North XX and Main Street.
- A Town-wide parks enhancement initiative that will provide funds to rehabilitate, rejuvenate, and complete additions and improvements to the Town's existing park facilities.

Vision Statement

The Town Board also wrote a proposed vision statement to guide their actions in the coming year.

We see ourselves as an emerging regional presence committed to:

Strategic planning;

Developing our citizens to be active leaders of the community; and

Continuing to emphasize and promote hometown values and services.

The Board plans to review and process the vision statement and all of the decisions reached during the retreat and then will formally affirm the work accomplished at future Board Meetings.

The retreat was heralded as a very complete examination of who XX is as a Town and where the Town is trying to go. There was a great deal of optimism and commitment to work hard on the important big picture items that the Town needs to work on.

A comprehensive retreat report will be complete and available for review in early March. The Board will be take formal action at a future meeting to accept the retreat report and the related action steps and priorities.

Please contact Town Manager at xxx-xxx-xxxx or email or more information or clarification.

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Sample Document