

**MINUTES
BREVARD CITY COUNCIL
Special Meeting
August 29, 2011 – 5:30 PM**

Community Development Strategy Workshop #1

The City Council of the City of Brevard met in special session on Monday, August 29, 2011 in the Council Chamber of City Hall at 5:00 PM for a light meal followed by the Community Development Strategy Workshop beginning at 5:30 PM with Mayor Jimmy Harris presiding.

The following were present: Mayor Jimmy Harris, Council Members Larry Canady, Rodney Locks, Mack McKeller, Mayor Pro Tem Mac Morrow and Dee Dee Perkins; City Manager Joe Moore, and City Clerk Desiree Perry.

Staff: Assistant Planning Dir. Brad Burton, Firefighter Bradley Elmore, Planning Dir. Josh Freeman, Bldg & Grounds Dir. Lynn Goldsmith, Police Chief Phil Harris, Public Service Dir. David Lutz, HR Dir. LeAnn McCraw, Firefighter Mark Norton, Executive Assistant Jeanette Owen, and Finance Dir. Terry Scruggs.

Press: Derek McKissock, Transylvania Times

Others: Facilitator Angela Owen of TBL Leadership Partners, Heart of Brevard Executive Director Madrid Zimmerman, and Transylvania Planning and Economic representative Mr. Bill Teller

Welcome - Mayor Harris called the meeting to order, welcomed those present and explained this special meeting is open to the public and will be held in a workshop setting for Council and staff to openly discuss the subject. While it is not a public hearing to receive comment, the public is invited to attend and listen to the discussion.

Quorum – All Council members were present establishing quorum.

Agenda – Council accepted the Special Meeting Agenda as presented.

Introduction – Manager Moore provided an introduction of the coming Community Development Strategy workshops that are the next step to the Task Force findings and will lead to identify ideas and values that best represent the goal and identity of our community. In this process discussions will include policies on non-profits, special events, economic development, recreation, and utility services. Attached are the introduction power point slides. (Exhibit A)

Program and Schedule Overview – Council and staff reviewed the proposed schedule for the series of workshops. Consensus of Council was to meet on the recommended dates and times suggested within the staff report, with the exception of changing the October 3rd meeting to October 10th.

Josh Freeman provided an overview of the public input process that will be done in conjunction with Council workshops.

Ms. Angela Owen provided an overview of the discussion process for the coming workshops, including providing an example of a “strategic pyramid” handout (Exhibit B) that will be used as a tool and guide throughout the discussions. To begin the discussion process, Ms. Owen explained she would be asking a series of questions and requested Council to (1) write their individual answers or statements to the questions upon post-it-notes, (2) they would then place them upon the wall (on easel paper), and, (3) work silently as a group to place their responses into categories.

Below are the questions and resulting categories:

Question #1 – Provide seven statements that you believe best describes the essence of Brevard.

- a. Friendly
- b. Environmental Assets
- c. Family
- d. Growing, Progressive, Investment
- e. Culture
- f. Good/High Reputation
- g. Safe
- h. Small-town Charm

Mayor Harris and Mr. Morrow Excused – At 6:59 PM Council members excused Mayor Harris and Mr. Morrow from the workshop so they could attend a retirement reception for Forest Service District Ranger, Randy Burgess; both plan to return to the workshop.

Break – At 7:00 PM Mayor Harris called for a twenty minute break. Before the conclusion of the break, both Mayor Harris and Mr. Morrow returned to Council Chambers.

At 7:21 PM Mayor Harris called for the break to end and for the workshop to continue.

Question #2 – Provide ten statements to: What legacy do you want to leave in this community as a Council....what do you feel drawn to, strong about, your legacy, your mark in the community as a council member or Council as a whole?

- a. Policy Driven
- b. Community Oriented
- c. Fair
- d. Decisive
- e. Honest
- f. Dedicated
- g. Visionary
- h. Good Steward
- i. Enhancing Quality of Life

Question #3 – Provide nine statements to: What do people/citizens want to create in the community?

- a. Strong Economy
- b. Cultural Hub
- c. Connected Community
- d. Caring & Giving Community
- e. Safe and Livable Community
- f. Strong Educational Opportunities
- g. Outdoor Opportunities

Question #4 – Provide six statements to: What do people want to change in the community?

- a. Educational Opportunities
- b. Improve Standard of Living
- c. Change Exclusivity Climate
- d. Change Lack of Connectivity
- e. Improve City/County Relationship
- f. Economic Diversity
- g. Modernized Technology Infrastructure
- h. Recreational Opportunities

Discussion - Following the above exercise Council discussed openly their understanding of the purpose for the Community Development Strategy workshops; questioned and discussed the value and goal(s) of the workshops; and, discussed the fact two Council members are not seeking re-election (Ms. Perkins and Mr. McKeller) and importance to have their input and participation, as well as, participation from those who will be elected and join in the workshop discussions beginning in December.

Public Input Process – Council was asked what kind of information they desire to hear from the public during the coming public input process. Council suggested using the same four questions posed tonight to Council.

Council thanked Ms. Owen for her service as their facilitator and accepted her offer to provide them, in advance of the next workshop, a revised “strategic pyramid” that will include input from this workshop.

Community Development Workshop #2 – The next workshop is scheduled for Tuesday, September 6, 2011 at 5:30 PM. (Council to be provided a light meal at 5:00 PM.)

Adjourn – There being no further business before Council, Mr. McKeller moved, seconded by Mr. Canady, the workshop be adjourned. Motion carried unanimously. Meeting adjourned at 9:07 PM.

Desiree D. Perry
City Clerk

Jimmy Harris
Mayor

Minutes Approved: October 17, 2011