

**MINUTES
BREVARD CITY COUNCIL
Special Meeting
September 6, 2011 – 5:30 PM**

Community Development Strategy Workshop #2

The City Council of the City of Brevard met in special session on Tuesday, September 6, 2011 in the Council Chamber of City Hall at 5:00 PM for a light meal followed by the Community Development Strategy (CDS) 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: Fire Chief Craig Budzinski, Assistant Planning Dir. Brad Burton, Planner Daniel Cobb, Planning Dir. Josh Freeman, Police Chief Phil Harris, Public Service Dir. David Lutz, HR Dir. LeAnn McCraw, and Finance Dir. Terry Scruggs.

Press: Derek McKissock, Transylvania Times

Others: Facilitator Angela Owen of TBL Leadership Partners, and County Economic Development and Planning Director Mark Burrows.

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 – The City Clerk certified a quorum was present.

Agenda – Ms. Perkins moved, seconded by Mr. Canady, the Agenda be approved as presented. Motion carried unanimously.

Introduction – Manager Moore provided a power point presentation describing the history of government service including a focus on public water service which has traditionally been one of a city's "true north", and, the traditional services and functions authorized by North Carolina for counties and cities. (Exhibit A)

Community Development workshops will include discussions on the role and purposes of special tax districts, non-profits, special events, recreation and utilities. In a climate where budgets are shrinking and demands are rising, local governments frequently struggle with what does and does not warrant support.

CDS Workshop Comments onto City Website – Council agreed pages two through eight of the Planning Department staff report accurately reflects comments from the August 29th workshop. Planning staff will place the comments upon the City's website.

Strategic Pyramid – Included within the staff report was a revised strategic pyramid. (Exhibit B) Ms. Owen explained by taking elements from Council's description of the essence of Brevard a preliminary Vision statement has been added, along with Compelling Imperative and Opportunity Case statements. After review of these three statements, focus will be on the (yellow) Strategy boxes.

Following discussion it was agreed to revise the statements as follows:

Vision: Brevard is a safe, friendly, family-oriented city with small town charm, outdoor recreation, arts & culture that bring investment opportunities, environmental

consciousness, and economic diversity; a place where our children can live, work and play.

Discussion: A compelling imperative is the need and compassion to do something, energy of what the City needs to do. If the City had to do one thing, what one thing would that be?

Compelling Imperative: Leverage cultural heritage/hub, outdoor opportunities, and connectedness of community to foster economic development and enhanced quality of life.

Opportunity Case: Brevard is uniquely positioned geographically and by reason of our diverse citizenry to promote the natural, cultural, economic and historic assets unique to this City.

Strategy – Comments received at the last workshop served as a starting point to discuss in more depth and expand upon the strategies. Below are some of the discussion points, comments or questions offered by Council members:

Strategy #1 – Infrastructure

Discussion: Infrastructure is key. Does the City want to be a water service? Do we want to grow – desire to expand corporate limits? Desire to have more customers for our water plant? Do we want to reach out or expand to other parts of the County and provide water? Do our citizens want our city to grow? Growth can come in density, not only by corporate limit expansion. We can band aid the water plant now and raise user fees, but, eventually another plant will have to be built. We are in the water business now, can we sustain it? One question is, do we want to stay in the water business? While focus has been upon water/sewer, infrastructure includes more than these two.

Strategy #2 (previously #4) – Economic Diversity

Discussion: Add, Diversity, Quality of Life, Environmentally Friendly to strategy box. “Economic Diversity and Infrastructure” are hard to separate the two because they support one another. Diversity best described – small and mid-sized businesses, manufacturing, offices, and home occupations. Can’t be all things to all people, so, the question is, “We foster economic diversity by _____ (fill in the blank). Important to identify what we already have that will allow us to transition (such as, downtown, close to forest, natural resources, camping industry, Brevard College, BRCC), put some energy behind what we already have and then see how we can better partner.

~~ Mayor Harris called for a break from 7:02 PM to 7:12 PM. ~~

Strategy #3 (previously #2) – Cultural/Heritage/Arts/Outdoors

Discussion: Add “Natural, Economic & Historic Assets”. Should inventory and leverage what is already here, such as Brevard College, Blue Ridge Community College, Music Center, camps, schools, national forests, etc. Leverage assets like the Forest and its draw to bikers, campers, hikers and tourists. Jobs – looking to add jobs that will enhance the quality of lives of our citizens. Mountain bikers know all about Pisgah National and DuPont State Forests but don’t seem to know anything about Brevard.

Mayor Harris Excused from Workshop – At 7:36 PM Mayor Harris was excused from the special meeting. A quorum remained and the workshop continued with Mayor Pro Tem Morrow presiding.

Strategy #4 (previously #3) – Connectivity

Discussion: Add "Family friendly and small town charm". Purpose of this CDS is for the most part very *long range*, so, when talking with the public we need to better describe or educate them to think beyond where we are today and tomorrow.

Ms. Owen noted the various modifications to include upon an updated Strategic Pyramid that will be provided within the next workshop meeting packet.

Target Audiences – Council suggested input sessions be held in similar fashion as were done for the small area plan to solicit input from citizens, and to also include BRCC, BC, Chamber of Commerce, Rotary, civic groups, churches, etc.

2011 Council Meeting Schedule Amended – Mr. Canady moved, seconded by Mr. McKeller, they adopt the amended Council meeting schedule (below) as recommended by staff with one correction, meeting on December 5th at 7:00 PM (not December 19th). Motion carried unanimously.

Council Meeting Schedule As Amended and Adopted:

Tuesday, September 6, 2011 - #2 CDS Workshop

Monday, September 19, 2011 – Regular Meeting

~~Monday, October 3, 2011 – Regular Meeting Cancelled~~

Monday, October 10, 2011 at 5:30 PM - #3 CDS Workshop

Thursday, October 27, 2011 at 5:30 PM - #4 CDS Workshop

~~Monday, November 7, 2011 – Regular Meeting Cancelled~~

Tuesday, November 15, 2011 at 5:30 PM - #5 CDS Workshop

Monday, November 21, 2011 4:00-6:30 PM - #6 CDS Workshop

Monday, November 21, 2011 – Regular Meeting (7:00 PM)

Monday, November 29, 2011 at 5:30 PM - #7 CDS Workshop

Monday, December 5, 2011 – Regular Meeting

Council will not meet on the 3rd Monday of December due to Christmas holiday.

Tuesday, January 17, 2012 – Regular Meeting

Thursday, February 9, 2012 Annual Retreat - #8 CDS Workshop

Friday, February 10, 2012 Annual Retreat

Saturday, February 11, 2012 Annual Retreat

Monday, February 20, 2012 – Regular Meeting

Monday, March 5, 2012 at 7:00 PM - CDS Public Hearing (Regular Meeting Cancelled)

Closing Comments – Council members expressed their appreciation to Ms. Owen and staff for their work and leadership, and, shared they are really pleased with how the workshop meetings are going.

CDS Workshop #3 is scheduled for Monday, October 10th beginning at 5:30 PM, with a light meal to be provided for Council and staff at 5:00 PM.

Adjourn – There being no further business before Council, Mr. Canady moved, seconded by Mr. Locks, the meeting be adjourned. Motion carried unanimously. Meeting was adjourned at 8:18 PM.

Desiree D. Perry
City Clerk

Jimmy Harris
Mayor

Minutes Approved: November 21, 2011