

**MINUTES
BREVARD CITY COUNCIL
November 15, 2011 – 5:30 PM**

Community Development Strategy Workshop #4

The City Council of the City of Brevard met in special session on Tuesday, November 15, 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 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, Planner Daniel Cobb, Planning Dir. Josh Freeman, Bldg & Grounds Dir. Lynn Goldsmith, HR Dir. LeAnn McCraw, and Firefighter Mark Norton.

Press: Derek McKissock, Transylvania Times

Others: Facilitator Anglea Owen of TBL Leadership Partners, Heart of Brevard Executive Director Madrid Zimmerman, Phil Davis, Wes Dickson, Maurice Jones, and Charlie Landreth.

Welcome - Mayor Harris called the meeting to order, welcomed those present and explained the meeting is open to the public and is a workshop session intended 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 – City Clerk noted the absence of Mr. Canady and further certified a quorum was present.

Overview and Recap – Using digital projector and power point slides, Manager Moore provided a detailed recap of the previous three workshops and Council’s progress made to date using the Strategic Pyramid in identifying for adoption the City of Brevard Vision, Compelling Imperative and Opportunity Case. {Exhibit A-Managers November 10, 2011 Memo report; Exhibit B-Overview & Recap power point slides}

The goal of this workshop is to clarify and concisely define the strategies of the Strategic Pyramid in order to provide:

- A good framework for future Councils to define the Operations Items;
- Direction to staff in developing action items for Council Retreat; and
- A good starting point for citizens to provide recommendations during the public input sessions over December and January.

Strategies are to capture the overarching focus and create enough of a funnel to become the key direction. Council members discussed in detail the information provided in the slides, including the following:

- Increased Workforce Capacity slide – (a) City fosters by way of zoning, utilities and good infrastructure; (b) City can enhance by partnering with organizations that can help to create workforce; not that the City takes responsibility for providing or creating jobs.
- From four strategies to two – Discussed whether all of the points within the previous four strategy boxes have been captured within the combining into two strategy boxes. The original had “connection of people” that was to include both the physical connection of a well designed community (walkways, paths, streets, etc.) for residential areas and commercial hubs connectivity, as well as, people being connected as a community (personal/emotional). We are a community of caring people who like to gather together as seen during our annual Twilight Tour, White Squirrel Festival, July 4th Celebration, etc. Discussed adding wording such as, “people together *within our community...connections to each other* and to our cultural....”, or similar wording could be considered. Recognized elements can continue to be picked up in the “operational boxes” in the future.

Mayor asked Council if it is their desire to consider adoption of the vision, compelling imperative, opportunity case and strategies tonight; the consensus was yes. Mayor asked the Clerk to confirm due Notice of the Special Meeting workshop was provided; Clerk so confirmed.

Agenda – Mr. Morrow moved, seconded by Ms. Perkins, the Special Meeting Agenda be adopted as presented. Motion carried unanimously.

Motion – Mr. Locks moved, seconded by Ms. Perkins, the following Vision, Compelling Imperative, Opportunity Case and two Strategies be adopted:

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.

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: FOSTER ECONOMIC DEVELOPMENT

Foster economic diversity while enhancing the quality of life in an environmentally friendly way by creating an environment that promotes and encourages businesses, and business owners, attracted to and utilizing our natural assets of woods and water and our cultural/historic assets of music, arts, and outdoor recreation.

STRATEGY: ENHANCE QUALITY OF LIFE

Encourage and enhance our family friendly and small town charm by bringing people together through physical connections within our community and to our natural assets of woods and water and personal connections to each other and to our cultural/historic assets of music, arts, and outdoor recreation.

Motion carried unanimously.

Mayor Harris suggested when the Community Development Strategy continues (annual retreat) that Council revisit some of their earlier discussions including our officially proclaiming and promoting Brevard as one of the best places to bike, and promote the many beautiful waterfalls within our community – which is consistent with branding discussions.

Mayor Harris further suggested revisiting their previous discussion of policies for non-profits and ways the City can provide support, such as, waive impact fees, provide the labor to install City utility services, provide a reduction in utility rate, and special allowances for signage/banners as a means to assist and support non-profits.

Mr. McKeller replied the problem would be to define non-profit. Transylvania Regional Hospital, Brevard College, County Schools, and Transylvania County facilities, to name a few, are all non-profits – should they not be required to pay for impact and tap fees, and have a reduced water fee?

Members agreed defining different categories of “non-profit” would be difficult.

Previously Scheduled CDS Workshops Cancelled – With the above adoption action, Council has completed their task and provided staff with information for the coming public input sessions. Council will continue work on the Community Development Strategy at their annual Retreat in February. Therefore the two Special Meeting workshop(s) scheduled for Monday, November 21st at 4:00 PM, and, Monday, November 28th at 5:30 PM are cancelled.

Adjourn – There being no further business before Council, Mr. Locks moved, seconded by Ms. Perkins, the workshop be adjourned. Motion carried unanimously. Meeting adjourned at 6:50 PM.

Desiree D. Perry
City Clerk

Jimmy Harris
Mayor

Minutes Approved: December 5, 2011