

WINSTON-SALEM CITY COUNCIL
Special Meeting of the City Council
Benton Convention Center
301 W. 5th Street
Winston Salem, NC 27101
February 25, 2019

CALL TO ORDER

Mayor Joines called the meeting to order at 9:08 a.m. and asked the City Secretary to call the roll.

ROLL CALL

Present: Council Member John C. Larson, Council Member Robert C. Clark, Council Member Dan Besse, Council Member Annette Scippio, Mayor Allen Joines, Mayor Pro Tempore Vivian H. Burke, Council Member Denise D. Adams, Council Member Jeff MacIntosh, and Council Member James Taylor Jr.

GENERAL AGENDA

G 1. Strategic Plan Workshop.

Mayor Joines thanked everyone for their hard work in coordinating the meeting and gave an overview of what is expected of the day, noting the meeting would help prioritize needs for the upcoming budget.

Lee Garrity, City Manager, welcomed everybody and stressed the importance of a comprehensive strategic plan for the City.

Julie Brenman, Senior Consultant with Fountainworks, introduced herself and Makenzi Sumners, Intern. Mrs. Brenman explained her role in the Strategic Plan and gave a brief overview of what Fountainworks would help the Council to develop. She asked the Mayor and City Council Members to write down what they accomplished and what a successful day would look like to them.

The City Council stated several accomplishments, such as the 2014 bond projects, the 2018 bond referendum, social media growth, and neighborhood improvements. They also listed ways staff could improve in making the public aware of the accomplishments, as well as ways to improve communications with the public regarding why some things were not done in a timely manner.

Scott Tesh, Director of Office of Performance and Accountability, explained the strategic plan and presented an overview of the 2018 Resident Satisfaction Survey. He explained more than one thousand diverse residents responded to the survey and stated the survey would be administered yearly. He shared areas of concern for residents were:

1. *Safety in the city*
2. *City's Website*
3. *Maintenance of recreation facilities*
4. *Code enforcement*
5. *Street and sidewalk maintenance*
6. *Social Media*
7. *Traffic concerns*
8. *Trash on private property*
9. *Enforcing maintenance of private property*

Out of those items listed, maintenance of city streets topped the list as what Council should focus on for the next two years.

Ms. Brenman, led a discussion among Council Members as they noted that communication is the key in making residents aware of the services that are provided and how they can reach staff that are responsible for those services. Information should be distributed utilizing several different sources.

Mayor Joines announced at 10:15 a.m. there would be a 15 minute break and the meeting would reconvene at 10:30 a.m.

Various staff members shared each of the Strategic Plan's Focus areas and highlighted objectives and priorities.

The Mayor and City Council voted on priorities in each focus area. The top priorities for each focus area are listed below.

Economic Vitality and Diversity

1. *Realign economic development policies to assist with change economy;*
2. *Review opportunities for increased workforce development training;*
3. *Create action plans for selected anti-poverty initiatives.*

Safe and Secure Community

1. *Local justice reform;*
2. *Disaster preparedness, communication and training;*

Livable Neighborhoods

1. *Affordable housing needs;*
2. *Review Parks and Recreation needs to include maintenance;*
3. *African-American heritage initiative.*

Mayor Joines announced at 12:00 p.m. the meeting would recess until 1:00 p.m. for lunch.

Mayor Joines reconvened the meeting at 1:05 p.m.

Staff continued the overview of the Strategic Plan's Focus areas and highlighting the priorities.

Healthy Environment

- 1. Begin plans for the City to perform recycling;*
- 2. Strengthen the City's sustainability program ;*
- 3. Review and Plan for future Park Lands.*

Quality Transportation

- 1. Fixed-route transit system improvements;*
- 2. Implement walkability, cycling, and pedestrian improvements;*
- 3. Funds for Street and Maintenance Repair.*

Service Excellence

- 1. Improve Communications utilizing City Link "Closing the Loop"*
- 2. Maintain core purpose within limited resources.*

Ms. Brenman led a discussion among Council Members regarding what their top priorities are within each focus area and then had them to vote and rank the overall most important priorities for the upcoming year. The Council's top 5 focus areas were: Affordable Housing, Street Maintenance and Repairs, Recreation and Parks Maintenance, Economic Development, and City Link Communication and Process.

Mr. Tesh presented performance measures and identified next steps for key performance indicators such as meeting with department heads to establish strategic and operational key performance indicators and set targets for those measures.

Mr. Garrity summarized the meeting with a quote by Winston Churchill and stated staff would focus more on the strategic plan and achieving the goals of the City Council for 2019-2021.

Mayor Joines thanked everyone for their participation and noted the meeting was very informative and productive.

ADJOURNMENT

2:20 p.m.