



Notes from January 19, 2023 Strategic Plan Meeting with Board of Aldermen

Strengths

Internal:

- Staff
- Community/People
- Good Leadership
- Citizen Participation
- Volunteerism

External:

- Beauty
- History
- Waterfront
- Supporting Organizations
- Tourism

Weaknesses

Internal:

- Policies
- Infrastructure

External:

- NC211 Construction
- Increased NC211 Developments
- Excessive Visitors/Tourism

Administration Priorities

- City Hall space
- Competitive wages & Hiring
- Updated policies/procedures
- Revised budget design to compliment Capital Improvement Projects Plan
- Outreach
- Accurate/current information
- City Signage
- Branding

Parks & Recreation Priorities

- Designated grounds crew (supervisor and crew leader)
- Maintain programs & events
- More staff
- Adding a Youth Gardening Program
- Gym mural repainting
- Concrete resurfacing
- Facility Signage
- Boundless Playground (Taylor Field Phase II)

Development Services Priorities

- Right-of-way direction & enforcement
- Shift from complaint-driven to proactive code enforcement
- Consistent subdivision road inspections
- Department name change
- Land Use Plan/Comp Plan
- Update UDO (continuous)
- Fully Operational HPC
- Entrance Corridor Overlay district
- Business Corridor
- Review all fees (ongoing)
- Staffing for road construction inspections (or 3rd party)
- Grass nuisance management
- Increase Code Enforcement staff (if proactive enforcement)
- Divide Permitting/Inspections and Planning.Code Enforcement to account for revenue
- Hire additional Building Inspector and Permitting staff

Public Services Priorities

- Paving
- More staff
- Continue to double underground electric efforts
- Electrical spending ordinance
- Yacht Basin dredging
- Stormwater Management (plan /construction)
- Grants
- Brunswick County collaboration
- Lower road shoulder height to reduce standing water
- Crosswalk at Leonard & Howe intersection
- Wayfinding signage
- Pump station upgrades/rehab
- Yacht Basin pedestrian plan
- Convert (4) PT positions into (2) FT positions
- Parks & Rec grounds crew

Animal Protective Services Priorities

- Consider ordinance updates

Police Department Priorities

- New building/more space