

Salisbury, North Carolina
October 6, 2023

SPECIAL MEETING

PRESENT: Mayor Karen K. Alexander; Mayor Pro Tem Tamara Sheffield, Council Members Harry McLaughlin (joined via Zoom), David Post, and Anthony Smith; City Manager Jim Greene, Jr.

ABSENT: City Attorney J. Graham Corriher and City Clerk Connie Snyder.

Members of Council participated in a strategic planning workshop with Ms. Michelle Ferguson and Ms. Janae Janik, consultants with Raftelis. City Manager Jim Greene, Jr. reviewed the process leading to Council's priority to develop a strategic plan for the City. Budget Manager Tracey Keyes introduced Ms. Ferguson and Ms. Janik and reviewed the work that had taken place prior to the workshop.

Ms. Ferguson encouraged Council to think about what they would like the community to look like in 10 years. She led Council through an exercise to identify the truths they believe about the Salisbury community.

Ms. Ferguson reviewed an environmental scan compiled from meetings with the Management Team, chairs of the City's Boards and Commissions, individual meetings with Council, and through feedback from an employee survey. She indicated population growth in Salisbury is exceeding national trends, and residents are concerned about housing and affordability. She pointed out there are also concerns around public safety, recruitment difficulties, and employee turnover.

Mr. Ferguson then asked Council to list items that are true about Salisbury today and those things they hope will be true in 10 years. Council submitted their thoughts on sticky notes and their feedback was grouped into potential focus areas for the plan. The focus areas were:

- Economic & Workforce Development (living wage)
- Regional Partnerships
- Housing Affordability
- Organizational Excellence (anticipate growth)

- Sustainable Infrastructure
- Cultural Amenities
- Healthy Safe Neighborhoods/Community Engagement

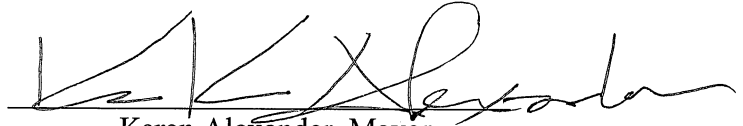
Ms. Ferguson stated she will modify the language for the focus areas and bring to staff to begin adding details and objectives. She thanked Council for their time and participation.

Mayor Alexander thanked Ms. Ferguson and Ms. Janik for their work on the strategic plan.

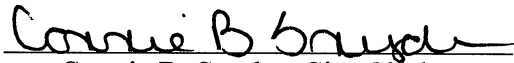
ADJOURNMENT

Motion to adjourn the meeting was made by Mayor Pro Tem Sheffield. Mayor Alexander, Mayor Pro Tem Sheffield, and Councilmembers Post and Smith voted AYE. (4-0)

The meeting was adjourned at 12:54 p.m.



Karen Alexander, Mayor



Connie B. Snyder, City Clerk