



**STRATEGIC PLANNING COMMITTEE**  
**REGULAR MONTHLY MEETING**  
April 6, 2022 - 3:00 p.m.  
Agenda

- I. Administration (5 Minutes)**
- a. Call to Order
  - b. Approval of the Agenda
  - c. Approval of Absentees
  - d. Approval of Minutes (February 2, 2022 and March 2, 2022)
- II. Liaison Updates (20 Minutes/5 Minutes Each)**
- a. BOC Update: Commissioner Goetzinger
  - b. Planning Board Update: Member Powers
  - c. CAC Update: TBD
  - d. Town Staff Update: Town Manager Kramer
- III. Old Business (30 Minutes)**
- a. Discussion of Voss Presentation / Potential Input: Full Committee
  - b. CAT Update and Potential Projects: Town Manager Kramer
- IV. New Business (35 Minutes)**
- a. Discussion of SPC Membership: Ferguson
  - b. Status of Plan Communication: Ferguson
  - c. Discussion of Mission Statement: Full Committee
  - d. Member Comments: Full Committee
- V. Meeting Conclusion**
- a. Next Meeting: May 4, 2022 at 3:00pm
  - b. Adjournment

**Strategic Planning Committee Meeting Minutes  
February 2, 2022**

**Call to Order**

Chairman John Ferguson called the meeting to order at 3:00 PM and welcomed all in attendance.

Members Present: Chairman John Ferguson, Vice Chairman Robert Cox, Mayor John Brodman, Commissioner Ted Goetzinger, Craig Letchner, Michelle Powers, Suzanne Wheatcraft, Jimmie Beckom, and George Greene.

Members absent: None

Staff Present: Town Manager Brian Kramer and Town Planner Kevin Reed

**Approval of Agenda**

*Chairman Ferguson noted that Dr. Voss is scheduled to be a speaker at the March meeting of the SPC not today's meeting and should not be included on today's agenda. A motion was made by Michelle Powers to approve the agenda as amended. Vice Chairman Robert Cox seconded the motion and it passed unanimously.*

**Approval of Absentees**

*No members were absent from the meeting.*

**Approval of the Minutes**

*A motion was made by Ted Goetzinger and seconded by Craig Letchner to approve the January 5, 2022 minutes. The motion passed unanimously.*

**Speaker**

Commissioner Robert Cox noted that Dr. Voss recommends that the SPC meet at the UNC Institute of Marine Sciences Building in Morehead City for her presentation in March. This was well received by the members and it was noted that we need to be able to provide remote access to the meeting from that location. Commissioner Cox noted that concern and stated he would verify with Dr. Voss that this capability would be available for the meeting.

**Liaison Updates**

- **Board of Commissioners – Ted Goetzinger**
- It is budget time and that will be a big focus of the BOC and staff for the next several months.
- The BOC annual off-site is next week, February 10-11
- The final review is underway for the FEMA excess funds that Pine Knoll Shores expects to receive and it should be approximately \$3.2 million.
  
- **Planning Board – Michelle Powers**
- The PB will be working monthly for the next year or so with the consultant assisting with the Town's UDO.

- The Redevelopment Subcommittee is continuing its work on potential changes that may require some natural area preservation for single-family properties.
- **Community Appearance Commission – Penny Holland**
- CAC will be conducting a tree give away on Arbor Day.
- CAC continues to review a large number of Single-Family Landscape Permits.
- **Town Staff Update**
- Manager Kramer updated the SPC on implementation strategies for the Strategic Plan and how to measure effectiveness. The desired approach is to use some type of Dashboard. He requested that feedback be provided to him by the end of next week on the information he presented to the SPC today.
- **NC Resilient Coastal Community Program – Kevin Reed**
- Planner Reed updated on the planning efforts and stated that the next step is arranging a community wide workshop on the plan and potential projects. In addition the CAT is expected to meet at least two more times to finalize a project list.

#### **Old Business**

##### **Town Committee Briefing Status**

Chairman Ferguson noted he had made a presentation to the Planning Board on the updated Strategic Plan. He will make a presentation to the CAC at its February meeting. These will be followed by presentations to the PARC and other groups as well. He also updated the SPC on a webinar on the Regions Innovating for Strong Economies which is a state-lead effort focusing on various regions in NC including Eastern NC.

#### **New Business**

Chairman Ferguson discussed the impact of metrics on Plan objectives and implementation strategies. He noted that while the implementation strategies will not be developed by the SPC, they can be used by the SPC to gauge for effectiveness and benchmarking as it relates to the SPC. These measures will be important as the SPC updates the Plan on an annual basis.

#### **Next Meeting**

Chairman Ferguson noted the next meeting would be on March 2, 2022 at 3:00 PM

#### **Motion to Adjourn**

*A motion was made by Craig Letchner to adjourn the meeting. Mayor Brodman seconded the motion and it passed unanimously with the meeting being adjourned at 4:33 PM.*