



MINUTES

**Town of Weaverville
State of North Carolina**

**Town Council Special Called Meeting
Monday, October 10, 2018**

The Town Council for the Town of Weaverville met for a Special-Called meeting on Monday, October 10, 2018, at 6:00 p.m. in Council Chambers within Weaverville Town Hall at 30 South Main Street, Weaverville, North Carolina.

Council members present were: Mayor Al Root, Vice Mayor/Councilman Doug Jackson, Councilwoman Dottie Sherrill, Councilman Jeffrey McKenna, Councilman Andrew Nagle and Councilman Patrick Fitzsimmons.

Staff present was: Town Manager Selena Coffey, Town Clerk Derek Huninghake, Police Chief Alan Wyatt, Fire Chief Ted Williams, Town Planner James Eller, Public Works Director Dale Pennell and Water Treatment Supervisor Trent Duncan.

1. Call to Order

Mayor Al Root called the meeting to order at 6:00 p.m.

2. Moment of Silence

Mayor Root held a moment of silence for Kenneth Chandler, a Town of Weaverville employee who passed away last week.

3. Discussion Items

A. Draft Strategic Plan

Mayor Root commented that the meeting tonight will be focusing on the draft strategic plan that was brought up earlier this year. Mainly, covering the draft strategic plan calendar to make sure items are being tasked to the right party and completed on time.

Town Manager Selena Coffey gave an overview of the process that was followed on the product that was handed out. She mentioned that the document included an introduction for the strategic plan, goals that the Town needed to complete in the short run and long run, and action planning and strategies that described a plan of attack for completing those goals and keeping on track. The goal for the workshop tonight is to draft a strategic plan calendar, by adding the Town's goals and objectives to make sure that they are still appropriate, each individual's responsibility and in what timeframe to be completed by. The draft of the Strategic Plan Calendar is attached.

4. Adjournment

Councilman Nagle made the motion to adjourn; Councilman Fitzsimmons seconded and all voted to adjourn the Council's meeting at 7:12 p.m.

Derek K Huninghake

Derek K. Huninghake, Town Clerk

Strategic Plan Calendar

Goals & Objectives	Responsibility	Timeframe
Goal 1: To provide town services to meet the needs of the community.		
<p>A. Develop consensus on water and annexation growth and develop policies consistent with that consensus.</p> <ol style="list-style-type: none"> 1. Provide Town Council with all information necessary to make decisions regarding expansion of the water treatment plant. 2. Develop policy (or procedures) to guide Town Council in approving water allocations outside of Town limits. 3. Develop a formal voluntary annexation program. 	<p>Town Council Planning Director</p> <p>Town Staff</p> <p>Town Council Public Works Director</p> <p>Planning Director Town Council</p>	<p>January 2019</p> <p>Ongoing</p> <p>November 2018</p> <p>November 2018</p>
<p>B. Revisit the relationship with Asheville Rapid Transit to address re-establishment of bus route given new residential development within the Town.</p>	<p>Councilman McKenna Town Council</p>	<p>By Year 2021</p>
<p>C. Enhance the Town's outreach to educate the public about the Town's services.</p> <ol style="list-style-type: none"> 1. Continue the Citizens Academy. 2. Continue fire prevention programs and participation in school events such as field days and career days. 3. Continue community oriented policing programs, Cops for Kids, school programs, crime prevention program, etc. 4. Continue public education regarding services provided by the Public Works Department 	<p>Town Staff</p> <p>Town Manager Dept Heads</p> <p>Fire Chief Fire Department</p> <p>Police Chief Police Department</p> <p>Public Works Dept Public Works Director Water Superintendent</p>	<p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p> <p>Ongoing</p>

<p>D. Recognize the needs of each Town department in serving an ever-changing and growing population.</p> <ol style="list-style-type: none"> 1. Budget adequately to meet service demands (i.e. personnel, equipment, etc.) 2. Maintain and update the capital improvements plan. 3. Address performance objectives as they correlate to the Town vision and mission. 4. Maintain Town facilities and equipment. 	<p>Town Council TM, Dept. Heads</p> <p>TM, Dept Heads Town Council</p> <p>TM, Dept Heads</p> <p>TM, Dept Heads</p> <p>TM, Dept Heads</p>	<p>FY 2019 Ongoing</p> <p>Annually</p> <p>Annually</p> <p>Annually</p> <p>Ongoing</p>
Goals & Objectives		
Responsibility		
Timeframe		
Goal 2: To improve regional collaboration.		
<p>A. Strengthen relationship with the Asheville-Buncombe Economic Development Coalition and other economic development organizations.</p>	<p>Town Council Town Manager</p>	<p>Ongoing</p>
<p>B. Recognize water as a regional resource and identify regional jurisdictions that wish to partner in water production, sale and distribution.</p>	<p>Town Council Town Manager PW Director Water Superintendent</p>	<p>Ongoing</p>
<p>C. Consistent involvement and collaboration with neighboring and regional jurisdictions in functional areas, such as police, fire, water resources, etc.</p> <ol style="list-style-type: none"> 1. Updates from department heads quarterly regarding regional efforts impacting the Town. 2. Updates from the manager subsequent to quarterly manager meetings regarding regional efforts with potential impacts on the Town. 3. Updates from the Mayor regarding regional efforts. 	<p>Town Council Town Manager Dept. Heads</p> <p>Department Heads</p> <p>Town Manager</p> <p>Mayor</p>	<p>Ongoing</p> <p>Quarterly</p> <p>Quarterly</p> <p>Monthly</p>
<p>D. Distribute information regarding regional programs, services and resources available to Town</p>	<p>Town's MSD Rep. Town's MPO Rep.</p>	<p>Ongoing</p>

citizens, i.e. Land of Sky Regional Council programs, etc.	Mayor Town Manager	Ongoing
Goals & Objectives	Responsibility	Timeframe
Goal 3: To maintain balance in land use planning efforts.		
<p>A. Development of tools to encourage balanced residential economic development.</p> <ol style="list-style-type: none"> 1. Revise Subdivision Ordinance to establish criteria and streamline subdivision approval process. <p>B. Update economic development goals for the Town.</p> <ol style="list-style-type: none"> 1. Energize the Weaverville Economic Advisory Committee to develop proposed goals for Town Council consideration. 	<p>Town Council Planning Director</p> <p>Planning Director P & Z Board</p> <p>Mayor Root Vice Mayor Jackson</p>	<p>Year 2019</p> <p>Jan. 2019</p> <p>Feb. 2019</p>
<p>C. Update the Town's Comprehensive Land Use Plan</p> <ol style="list-style-type: none"> 1. Determine whether plan will be updated internally or externally. 2. Complete update of the plan. 3. Implement plan. 	<p>Planning Director Town Council</p> <p>Town Council Planning Director</p> <p>Town Council Town Manager Planning Director</p>	<p>June 2019</p> <p>Ongoing June 2019</p> <p>July 2019</p>
<p>D. Investigate options for a geographic information system.</p> <ol style="list-style-type: none"> 1. Coordinate with Buncombe County to add the Town layer to County GIS. 2. Assess previous mapping efforts, software and equipment 	<p>Town Manager Planning Director</p> <p>Planning Director</p> <p>Planning Director Town Manager</p>	<p>March 2019</p> <p>Feb. 2019</p> <p>Feb. 2019</p>

Goals & Objectives	Responsibility	Timeframe
Goal 4: To promote a successful downtown.		
A. Consider a zoning district to serve as a transition between residential and commercial districts.	Town Council Planning Director P & Z Board	June 2019
B. Develop a mechanism to expand business opportunities along central Main Street.	Planning Director Town Council	June 2019
C. Develop a plan to enhance business opportunities on North Main Street.	Town Council Town Staff	June 2019
D. Consider mixed-use development regulation as a means of expanding development in areas with geographic limitations.	Town Manager Town Staff	April 2019
E. Provide information resources marketing downtown and its walkability. 1. Development of and distribution of Town walkability (sidewalks) and parks map. 2. Collaborate with the Weaverville Business Association (WBA) in marketing downtown restaurants, retail businesses, art studios, breweries and recreation amenities.	Town Manager Town Staff Public Works Director Town Manager Town Manager	April 2019 April 2019 April 2019
F. Research grant opportunities for downtown beautification efforts. 1. Apply for beautification grants.	Town Manager Dept Heads	Ongoing
G. Act as a liaison between downtown churches and businesses to identify available parking downtown. 1. Meet with leaders from downtown churches to identify potential parking for business employees and visitors.	Town Manager Public Works Director Town Manager Public Works Director	Ongoing Feb. 2018

<ol style="list-style-type: none"> 2. Recognize downtown churches as community collaborators. 3. Create and distribute maps showing parking options in downtown Weaverville. 	<p>Town Manager Public Works Director Public Works Director</p>	<p>Ongoing April 2019</p>
Goals & Objectives	Responsibility	Timeframe
<p>Goal 5: To increase legislative outreach.</p>		
<p>A. Engage legislative representatives regarding the Town's needs.</p> <ol style="list-style-type: none"> 1. Host meetings with legislative representatives periodically (especially before legislative sessions) to learn legislative priorities and to educate legislators on Town needs. 2. Discuss need for collaborative development along the Town's corporate limits to ease land use conflicts and encourage regional use of resources. <p>B. Consider opportunities for potential special legislation as Town needs dictate.</p>	<p>Town Council Town Manager Mayor Town Manager Planning Director Town Council Town Manager Town Attorney</p>	<p>Jan. 2019 Ongoing Ongoing Ongoing</p>