

Strategic Planning Meeting - August 31, 2021

The Fairmont Board of Commissioners held a special Strategic Plan meeting on Tuesday, August 31, 2021, at 6:00 p.m. in the Fairmont-South Robeson Heritage Center with Mayor Charles Townsend presiding. Commissioners present were J.J. McCree, Felecia McLean, Terry Evans and Monte McCallum. Commissioner Charles Kemp attended by telephone and Commissioner Heather Seibles attended by Zoom. Staff present included Town Manager Hank Raper, Town Clerk Jenny Larson, Police Chief Jon Edwards, Public Works Director Ronnie Seals and Fire Chief Woody Woodall. Others in attendance included David Richardson, Melvin Ellison, Clarence McNeill, County Commissioner Pauline Campbell, and Vanessa Abernathy.

Call to Order and Invocation

Mayor Charles Townsend called the meeting to order and gave the invocation.

Strategic Plan Discussion

David Richardson, Executive Director of the Lumber River Council of Governments stated the goals of the first strategic plan meeting are:

- Establish a mutual understanding of strategic planning, the process for Fairmont, and why the process and resulting plan are valuable.
- Agree to roles, responsibilities, and guiding principles for the work.

Mr. Richardson asked the town council, town staff and citizens two questions:

- What makes you the most proud of what Fairmont has accomplished over past year to two years?
 - financially stable
 - business recruitment
 - professionalism, stability, and loyalty of town staff
 - sense of community with kind, caring citizens
 - South Robeson Rescue Unit returning
 - new fire truck and public works equipment
- What is your dream for Fairmont?
 - retirement community and senior programs
 - peaceful society
 - youth center and programs
 - encourage young adults to return after college – future of town
 - industry and economic development
 - new restaurants and businesses
 - more jobs, better salaries
 - revitalize downtown, vacant buildings
 - improving and expanding our water and sewer systems
 - community involvement
 - hotel, bed & breakfast, attraction to get tourists to come

Mr. Richardson said the strategic plan should provide clarity about priorities, assist with resource allocation with those priorities, help to manage performance for programs and services as they are carried out and provide a mechanism for evaluation. The plan will benefit Fairmont by helping the town transform ideas into actions, provide guidance on decision making, align resources with Town values and move government core functions into desired strategies. The plan will be utilized using performance evaluation, budgeting/resource allocation, communication, employee, and citizen engagement.

Mr. Richardson said plan development will start with a survey of the public, public input sessions, and SOAR (Strengths, Opportunities, Aspirations, Results) Analysis with Town Staff and Board. Fairmont will need to determine its vision, mission, and values. The entire process will take one to one and a half years.

Adjournment

There being no further discussion, a motion was made and seconded to adjourn the meeting at 7:34 p.m.

Jennifer H. Larson, NCCMC
Town Clerk