

## **Strategic Planning Meeting - November 9, 2021**

The Fairmont Board of Commissioners held a special Strategic Plan meeting on Tuesday, November 9, 2021, at 6:00 p.m. in the Fairmont-South Robeson Heritage Center with Mayor Charles Townsend presiding. Commissioners present were Felecia McLean, Heather Seibles, J.J. McCree, and Charles Kemp. Commissioners Terry Evans and Monte McCallum were absent. Staff present included Town Manager Hank Raper, Town Clerk Jenny Larson, Police Chief Jon Edwards, and Public Works Director Ronnie Seals. Others in attendance included David Richardson, Melvin Ellison, and Clarence McNeill.

### **Call to Order and Invocation**

Mayor Charles Townsend called the meeting to order at 6:02 p.m.

### **Strategic Plan Discussion**

David Richardson, Executive Director of the Lumber River Council of Governments stated the goals of the third strategic plan meeting are to discuss community development, business development, tourism, and industry recruitment.

Some of the suggestions discussed:

- Housing challenge – more single/multiple family units are needed to recruit businesses.
- Urban Renewal/Mixed Use – convert old buildings downtown into condos/apartments with businesses on first floor and apartments on second floor.
- Municipal Service District - a defined area within town with an additional property tax to provide projects or extra services that benefit the properties in the district.
- Update and enforce Town Codes.
- Marketing/Tourism – Shortest Route to the Beach.
- Business Incubator concept – examples Pembroke and Bladenboro.
- Shift business recruitment/development focus to Walnut Street.
- Need for more restaurants, hardware store.
- Rehab buildings so they can be rented.

The board agreed to meet again on Tuesday, January 11, 2022, at 6:00 p.m.

### **Adjournment**

There being no further discussion, the meeting adjourned at 7:49 p.m.

---

Jennifer H. Larson, NCCMC  
Town Clerk