

2024 Town Council Retreat
February 8-10, 2024
Graylyn Hotel & Conference Center
Winston-Salem, NC

DAY ONE – Thursday, February 8

11:45 **Lunch**
Served in the Living Room Porch

1:30	Welcome and Opening Comments	<i>Mayor Mayefskie</i>
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1:35	Review of Agenda & “Warm Up”	<i>Randy Harrington</i>
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What do you need from your peers and staff for a successful retreat?
Town Jeopardy!

WHO ARE (OR MAY BECOME) OUR RESIDENTS AND WHAT DO THEY THINK ABOUT THEIR LOCAL GOVERNMENT?

2:00	Disruptive Trends in Demographic Shifts and New Opportunities	<i>Jeanne Milliken-Bonds, UNC-CH Kenan-Flagler Business School</i>
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3:30 **Break**

3:45 **Citizen Satisfaction Survey Results** *Cassie Hack
Jason Morado, ETC*

Discussion: Reflecting on the two above presentations, any themes that might warrant consideration for the Strategic Plan?

4:45	Day One Wrap-up / Room Check-in	<i>Mayor & Council</i>
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6:30 **Dinner (Graylyn Living Room Porch)**

7:00-8:30	Breakfast
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*Mayor &
Town Council*

9:00 **Operating Budget Revenue & Expenditure Drivers**
Wake County Property Tax Revaluation
Preliminary Budget Outlook
PAYGO Capital (General Fund cash funded)
Pay Market Competitiveness

*Randy Harrington,
Corey Petersohn,
Tina Stroupe, &
Jaime Joyner*

10:30 **Break**

*Tina Stroupe &
DEC Associates*

11:45 **Lunch**

1:00 **Transportation Investments**

Kendra Parrish
Chris Hills
Elizabeth Goodson

2:30 “Refreshing” the Strategic Plan

Corey Petersohn
Daniel Weeks
Scott Chase

3:30 **Break**

3:45 **Parks & Recreation Investments & Programming**

LeeAnn Plumer

4:45 **Day Two Wrap Up / Adjourn for Day**

Mayor & Council

6:30 Dinner (Graylyn Hotel Living Room Porch)

DAY THREE – Saturday, February 10

7:30-9:00 **Breakfast**

9:00 **Key Take-Aways from Yesterday** *Mayor &
Town Council*

INVESTING IN A STRONG LOCAL ECONOMY AND STRONG DOWNTOWN

9:05 **Small Business Strategic Framework** *Irena Krstanovic
Daniel Weeks*

9:45 **Downtown Area Plan Implementation Next Steps
Downtown Investment Policy** *Chris Hills
Irena Krstanovic
Sean Ryan*

10:30 **Break**

10:45 **Parking Lot Items / Open Discussion** *Mayor &
Town Council*
 - Draft 2024 Legislative Priorities
 - TBD
 - TBD

Next Steps and Wrap Up

11:30 **Adjourn and Check Out**

Safe travels home!

** Meeting Room: Main Conference Room*