

Mayor and Council Workshop

6 p.m. March 12, 2024

Law Enforcement Center and livestreamed



1. Welcome / Call Meeting to Order - Mayor Mayefskie

2. Workshop Overview

Staff Resource: Randy Harrington, Town Manager

3. Mayor & Council Retreat Follow-up (90 min.)

a) Strategic Plan

Staff Resource(s): Randy Harrington, Town Manager and Corey Petersohn, Budget, Innovation and Strategy

Synopsis: Staff will present Strategic Plan “refresh” edits and recommendations based on feedback from the Retreat. Included in the agenda packet will be (1) the Current plan with tracked edits, (2) a potential strategic plan rebalanced with four priority areas, and (3) a potential strategic plan with five priority areas. Staff will seek feedback on the proposed priority and goal/initiatives updates and which Strategic Plan approach is preferred for the coming fiscal year. If Council directs moving forward with one approach, staff will bring the final version back for adoption at the April 16 Council meeting.

b) Employer Branding to Support Recruitment & Retention

Staff Resource(s): Daniel Weeks, Administration

Synopsis: During the 2024 Council Retreat the governing body requested personnel related concepts that could potentially enhance the Town’s reputation and competitive advantage as an employer – outside of pay considerations. The term “Employer Branding” generally describes the strategies and approaches used to attract and retain top talent and promote an organization as a “Best Place to Work”. Staff will present new concepts that would be within Council’s authority to enact along with other concepts that would be within the Town Manager’s purview to enact. Guidance is requested on what Council purview concepts the group might find attractive for consideration. Some concepts might be appropriate to include in the recommended FY25 budget and other interesting concepts might require further exploration or research. Stated another way, what practices would help the Town elevate our reputation as a “Best Place to Work” in the Triangle?

c) Budget Check-In

Staff Resource(s): Randy Harrington, Town Manager and Corey Petersohn, Budget, Innovation and Strategy

Synopsis: Staff will provide a brief overview of the budget for the coming fiscal year including estimated General Fund revenues and a preliminary outlook for achieving a balanced budget recommendation. Input is requested to help guide the Town Manager.

d) Avent Ferry Rd. Pedestrian Improvements (downtown section)

Staff Resource(s): Aaron Levitt, Utilities & Infrastructure

Synopsis: Staff will present two project delivery options for the Avent Ferry Pedestrian Improvements project (formerly the Avent Ferry Rd. Realignment project): (1) staff-resourced approach with no LAPP grant funds or (2) using the LAPP grant and required project approach. Discussion will compare and contrast the two approaches and highlight the differences in scope, costs, schedule, and other risks. Council guidance is requested.

4. Street Tree Program (20 min.)

Staff Resource(s): Chris Hills and Aaron Prichard, Development Services

Synopsis: Staff will provide an overview of Tree Advisory Committee (TAC) activities over the past year and discuss possible considerations associated with ensuring maximum community impact from the Street Tree Replacement Program as well as future

opportunities such as a Corridor Beautification Program. Feedback from Council is requested on current funding levels and possible approaches to increasing the Town's tree canopy.

5. Open Discussion (10 min.)

6. Closed Session

7. Adjourn