

Archdale Comprehensive Plan
Steering Committee Meeting
Wednesday June 19, 2019

Members Present: Larry Warlick; John Glass; Bob Kollm; David White; Dara Matthews; Beverly Nelson; Eric Sumner.

Members Absent: Lewis Dorsett; Nichole Norman; Scott Darr.

City Staff Present: Zeb Holden, City Manager; Jason Miller, Planning Director; Matthew Wells, Planning Administrator; Duncan Walser, Planning Technician.

Benchmark Staff Present: Vagn Hansen; Jason Epley; Monika Gehl; Bridget Callea.

Order of Business

1. Welcome and Introductions

The meeting was opened and led by Mr. Vagn Hansen of Benchmark Planning. Benchmark staff, City staff, and members of the steering committee went around the room introducing themselves and their respective affiliations. A sign-up sheet was also passed around and members were asked to update their contact information as necessary. Zeb Holden, City Manager, thanked everyone for participating.

2. Plan Archdale Project Overview and Timeline

Mr. Hansen discussed that the project plan had a 14-month timeline with aspirations to be done before the end of the 2019-20 fiscal year. He explained that there would be monthly steering committee meetings as well as various public engagement events and workshops throughout the next year.

3. Steering Committee Role

Mr. Hansen explained that the steering committee would be an advisory board to Benchmark and City staff. Mr. Holden also said that minutes would be recorded and written so that they could be used as a reference on the plan's website. Mr. Hansen continued and said that the steering committee would also assist in public engagement efforts and would be proofreading the plan before it is sent to Planning Board and City Council.

4. Public Engagement Discussion

a. Public Engagement Plan

The items below were described as the beginning of the various outreaches of the public engagement effort.

b. 4th of July Outreach Event

Mr. Hansen said that Benchmark would be partnering with the City tent at the 4th of July Festival next month from 3pm until dark. Steering committee members are invited to come be at the tent as well as encourage people they know to come by and learn about the plan efforts. One of the tools that Benchmark will be using is a blank piece of paper titled “My plan for Archdale is...” which will encourage citizens to write their thoughts down.

c. Community Survey

Mr. Hansen said that Benchmark was currently constructing the survey and that it would be available online from the plan’s website as well as have some additional paper copies. This should be available in August or September.

d. Plan Archdale Public Kickoff Meeting

It was discussed that the Public Kickoff Meeting should take place in August and before the August 27th City Council meeting. Mr. Holden suggested that the meeting take place at the library.

e. Online / Digital Outreach

Mr. Hansen showed the staff and steering committee the project website, planarchdale.com, which will include events, documents, and contact information. He also said a Facebook page was in the works and should be ready to view soon.

Mr. Hansen also said that there would be listening sessions on July 29th and 30th at the library to bring various groups (such as department heads or local developers) and listen to their concerns as well as aspirations for Archdale.

5. Focus Area Workshops

Based on themes developed in the City’s Economic Development Plan, Mr. Hansen explained that there would be three workshops based on these themes: Economic Diversification, Growth Management, and Placemaking (a 3-day workshop). Workshops are designed to be interactive, educational, and to bring creativity to the plan.

6. Upcoming Steering Committee Meetings

Mr. Hansen and Mr. Holden asked if there were any major conflicts for the monthly steering committee meetings to which it was decided Wednesdays would not work for a couple members. The City would again put out a Doodle poll in the next couple weeks for the July meeting.

Mr. Holden thanked everyone for coming as the meeting adjourned.