

**Valdese Town Council Strategic Planning Session**  
**Old Rock School, Waldensian Room**  
**400 Main Street W, Valdese**  
**Thursday, February 15, 2024**  
**6:00 P.M.**

**Agenda**

**Call to Order and Opening Comments** – Mayor Charlie Watts [6:00 pm]

**Review of the Planning Process and Ground Rules** – Meeting Facilitator Anthony Starr [6:05 pm]

**Overview of Public Input Results [Includes Ranking Exercise]** [6:10 pm]

- A. WPCOG Community & Regional Planning Director Alison Adams provides a report [20 minutes]
  - a. Mailed Survey, Online Survey, Public Input Sessions
- B. Facilitated Council discussion [15 minutes]
  - a. What are your key takeaways from the public input?
- C. Voting exercise for public input results [5 minutes]
  - a. Identify your top three points about the public input

**Identification of Strengths, Weaknesses, Opportunities, Threats (SWOT) for the Town [Includes Ranking Exercise]** – Facilitator Anthony Starr & Town Council [6:50 pm]

- A. Listing of Strengths, Weaknesses, Opportunities, and Threats now and for the next 3-5 years for the Town [30 minutes]
- B. Brief Discussion of the List [15 minutes]
- C. Ranking Exercise to Identify Top SWOT Items [5 minutes]

**Identification Projects, Policies, Initiatives, and Goals [Includes Ranking Exercise]** – Facilitator Anthony Starr & Town Council [7:40 pm]

- A. What projects, initiatives, policies, and goals should the town consider over the next 3-5 years?
- B. Listing of projects, policies, initiatives, and goals for the next 3-5 years [20 minutes]
- C. Brief discussion of the list [15 minutes]
- D. Ranking Exercise to Identify Top Priorities [5 minutes]

**Review of Top Voted Priorities** – Facilitator Anthony Starr [8:20 pm]

**Wrap-up and Take-away Discussion** – Facilitator Anthony Starr & Town Council [8:25 pm]

**Adjournment** – Mayor Charlie Watts [8:40pm]