MINUTES
BREVARD CITY COUNCIL
Priority Setting Retreat
Mary C. Jenkins Community & Cultural Center
March 7, 2025 – 8:30 A.M.

The Brevard City Council met for a Priority Setting Retreat on Friday, March 7, 2025, at 8:30 a.m. at the Mary C. Jenkins Community & Cultural Center, with Mayor Maureen Copelof presiding.

Present - Mayor Maureen Copelof, Mayor Pro Tem Gary Daniel, Council Members Mac Morrow, Aaron Baker, and Lauren Wise. Council Member Pamela Holder joined via Zoom from 8:30 to 10:30 a.m.

Staff Present – City Manager Wilson Hooper, Assistant City Manager/Finance Director Dean Luebbe, Assistant City Manager David Todd, City Clerk Denise Hodsdon, Assistant to the City Manager Selena Coffey, HR Director Kelley Craig, Communications Coordinator Becky McCann, Planning Director Paul Ray, Interim Fire Chief Bradley Elmore, Police Chief Tom Jordan, Public Works Director Wesley Shook, Community Center Director Tyree Griffin, Water Treatment Plant ORC Dennis Richardson, Wastewater Treatment Plant ORC Emory Owen, and Wastewater Treatment Plant Assistant ORC Aaron Winans.

Facilitators – Lydian Altman and Kimalee Dickerson, UNC Chapel Hill School of Government

Press – David Bradley, Transylvania Times

A. Welcome and Call to Order – Mayor Copelof called the meeting to order at 8:30 a.m. and welcomed those present.

B. Certification of Quorum – City Clerk Denise Hodsdon certified that a quorum was present.

C. Oath of Office – Bradley Elmore, Interim Fire Chief – Bradley Elmore was sworn in as Interim Fire Chief by City Clerk Denise Hodsdon.

D. Retreat Agenda

8:30 - 9:30	**GETTING STARTED**
9:30 - 10:20	**UNDERSTANDING CONTEXT**
10:15 - 10:30	**BREAK**
10:30 - 10:50	**THREE WISHES**
10:50 - 11:10	**REPORT OUT WISHES**
11:10 - 12:15	**CURRENT PROJECT/INVESTMENTS**
12:15 - 1:00	**LUNCH on site**
1:00 - 2:15	**CHOOSING PRIORITY INITIATIVES**
2:15 - 2:30	**BREAK**
2:30 - 3:00	**FINALIZING PRIORITY INITIATIVES**
3:00 - 3:45	**OPERATIONALIZING PRIORITY INITIATIVES**
3:45	**NEXT STEPS** **EVALUATION OF THE RETREAT**
4:00	**ADJOURN**

Retreat Materials – A complete copy of the retreat materials and information provided to Council is on file in the City Clerk's office.

Facilitators Lydian Altman and Kimalee Dickerson introduced themselves and went over the objectives, group expectations and ground rules for the retreat.

The objectives for the Retreat were as follows:

- To review and celebrate previous accomplishments.
- To consider information about the City's internal and external environment impacting the City's current and future success.
- To affirm criteria and prioritize projects for FY 25-26 consideration and other Strategic Pursuits (beyond FY 25-26).
- To identify markers of success to know when priorities have been successfully implemented.
- To review organizational profile and various policies and processes and affirm direction.

Council participated in a series of exercises intended to identify priorities for the FY 2025-2026 Budget deliberations. As part of their facilitation agreement, Ms. Altman and Ms. Dickerson provided the attached "**Brevard City Council Retreat Notes**" summarizing the results of the retreat's exercises. Council reviewed the draft report at its April 7, 2025 meeting and accepted the report with the following minor edits and additions:

- Priority regarding Sports Complex – correct to say "link with funding for Ecusta Trail" in the comment section
- "Stay the Course" item regarding Additional Traffic Calming Measures – add "Need to review process" to the comment section

Next steps – Mr. Hooper noted that Staff will build the FY2025-2026 Budget proposal around the prioritized action items.

Adjourn – There being no further business, Council adjourned the Retreat at 4:04 p.m.

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Maureen Copelof	Denise Hodsdon, CMC
Mayor	City Clerk

Minutes Approved: May 5, 2025