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Create and execute continuing, cooperative and comprehensive regional long-range planning efforts that pro-actively drive transportation decisions to improve safety, connectivity, economic development and quality of life in the Wilmington region.

Special Meeting
Wilmington Urban Area MPO FY 2017-2021 Strategic Business Plan
New Hanover County Government
320 Chestnut Street, 6th Floor Conference Room
Wilmington, NC
July 13, 2016
2 pm

1. Call to Order
2. Review of March 14th Retreat
3. Strategic Planning Exercise- Prioritize Top 5
4. Next Steps
5. Adjourn

Wilmington Urban Area Metropolitan Planning Organization

City of Wilmington • Town of Carolina Beach • Town of Kure Beach • Town of Wrightsville Beach
County of New Hanover • Town of Belville • Town of Leland • Town of Navassa • County of Brunswick
County of Pender • Cape Fear Public Transportation Authority • North Carolina Department of Transportation

Meeting Minutes
Wilmington Urban Area Metropolitan Planning Organization
Transportation Advisory Committee
FY 2017-2021 Strategic Business Plan Retreat
Date: March 14, 2016

Members Present:

Gary Doetsch, Town of Carolina Beach
Frank Williams, Brunswick County
Pat Batleman, Town of Leland
Emilie Swearingen, Town of Kure Beach
Skip Watkins, New Hanover County
Hank Miller, Town of Wrightsville Beach
Eulis Willis, Town of Navassa
Neil Anderson, City of Wilmington

Staff Present:

Mike Kozlosky, Executive Director

1. Call to Order

Mr. Doetsch called the meeting to order at 1:04pm.

2. Review Cape Fear Transportation 2040 Goals, Objectives and Policies

Ms. Motsinger gave a presentation on the Cape Fear Transportation 2040 Plan Goals, Objectives and Policies. She gave a brief overview of the plan's goals, objectives and policies for each of the transportation modes. A brief question/ answer period followed her presentation.

3. Review of SWOT Analysis and Customer Survey Results

Mr. Lopez gave a presentation on the WMPO's 2016 organizational survey results. He discussed the information provided in the survey and the SWOT analysis results. A brief question/answer period followed.

4. Strategic Planning Exercise

Mr. Kozlosky introduced Mr. Scott Rosthauser with the City of Wilmington's Human Resources Department who served as facilitator for the discussions on strategic planning efforts for the WMPO organization.

Mr. Rosthauser said as facilitator of the strategic planning exercise, he would help guide a round-table discussion regarding past experiences and expectations from the workshop. In the discussion that followed, members talked about some of the challenges they faced as they went through that process with other organizations. Mr. Williams noted that one of the biggest challenges is to get participants to focus on the "big picture" goals.

Mr. Rosthauser told members that the first step is to look at what's strategic, then decide what members need in determining how to get what they want/need from a strategic plan. Members discussed several of the responses found within the organizational survey.

In a discussion regarding the difference between tactics, strategies and "playing the game", Mr. Rosthauser suggested that there is strategy in playing any game. Mr. Watkins asked if our strategic goals should be to get what we want for our region. He said we also need to look regionally with our neighbors. Mr. Rosthauser said

he would refer to that as strategic partnerships. A general discussion followed on regional growth and strategic partnership possibilities for the region.

Mr. Rosthauser asked members if they were clear about the mission statement for the MPO. He said a clear mission statement is critical to every organization. Following a brief discussion on the current mission statement, consensus of the members was shorten the current mission statement. Mr. Kozlosky said staff will bring a revised mission statement to the next regular meeting for consideration. Members also discussed the vision of the MPO organization and its impact on transportation issues in the region. Ms. Swearingen suggested that it would be beneficial to make the public aware of the role the WMPO plays in transportation project selection in the region.

Mr. Rosthauser told members he noted a need for more specific branding during an earlier presentation. Members discussed the opportunities available through branding that will help educate and answer questions regarding the MPO organization. A brief discussion on branding followed.

Mr. Rosthauser suggested a short recess for members.

Following the break, Mr. Rosthauser told members that the strategic planning process is on-going because it never ends. He noted that an organization's mission depends on the goals of that organization; and, as you further define the goals, you might have to go back and re-examine the mission.

Mr. Rosthauser asked members to define some of the organization's internal challenges. Members discussed many of the challenges and expectations for members and for staff. Limited resources and territorial attitude were cited as examples. Members also mentioned the use of acronyms by staff. They requested that fewer acronyms be used during the meetings and presentations.

Mr. Doetsch suggested that the Transportation Advisory Committee and the Technical Coordinating Committee members hold joint meetings at least once a year.

Mr. Rosthauser divided members into work groups for the next step in the workshop. He asked members to imagine that the headline in the Atlanta Business Journal identified the Wilmington Metro Area as the most attractive area for new businesses in 2021. In order for this announcement to be published in the Atlanta Business Journal, what events will need to occur over the 5-year period leading up to 2021 in the Wilmington Metro Area? Mr. Rosthauser asked members to create headlines that must be featured (appear) in the Wilmington newspapers between now and 2021 for the area to meet that goal.

5. Summarize Comments from the Strategic Planning Exercise

Members reconvened and reviewed the lists of headlines each group developed that would lead to the Atlanta Business Journal's announcement.

6. Next Steps

Mr. Kozlosky told members that staff will compile the workshop headlines and email it to members for review prior to the next regular meeting.

7. Adjournment

With no further business, the meeting was adjourned at 4:30pm

Respectfully submitted

Mike Kozlosky

Executive Director

Wilmington Urban Area Metropolitan Planning Organization

**THE ABOVE MINUTES ARE NOT A VERBATIM RECORD OF THE PROCEEDINGS.
THE ENTIRE PROCEEDINGS ARE RECORDED ON A COMPACT DISC AS PART OF THIS RECORD.**

Newspaper Headline Results

