

**Meeting Minutes**  
**Wilmington Urban Area Metropolitan**  
**Planning Organization Board**  
**FY 2017-2021 Strategic Business Work Session**  
**Date: July 13, 2016**

**Members Present:**

Gary Doetsch, Town of Carolina Beach  
Frank Williams, Brunswick County  
Mike Callahan, Town of Leland  
Charlie Rivenbark, City of Wilmington  
Neil Anderson, City of Wilmington  
Emilie Swearingen, Town of Kure Beach  
Pat O'Bryant, Town of Belville  
David Piepmeyer, Pender County  
Jonathan Barfield, Cape Fear Public Transportation Authority

**Staff Present:**

Mike Kozlosky, Executive Director

**1. Call to Order**

Mr. Doetsch called the meeting to order at 2:08pm.

**2. Review of March 14<sup>th</sup> Retreat**

Mr. Kozlosky reviewed the accomplishments from the retreat held March 14<sup>th</sup> for the purposes of developing a WMPO Strategic Business Plan. Highlights from the meeting included review of the Cape Fear Transportation 2040 goals, objectives and policies. At that meeting, members also reviewed the SWOT analysis and the customer survey results. Mr. Kozlosky also talked about the need/purpose for developing a strategic business plan.

Mr. Kozlosky noted that during the workshop, members participated in an exercise in which they proposed newspaper headlines indicating how the Wilmington Metro Area would become a great community attracting new businesses over the course of the next 10 years. Staff compiled the list of headlines from the meeting and sent it with the 33 headlines to members for review at the regular monthly meeting in April.

Mr. Kozlosky noted that during the April meeting, members requested that staff eliminated the headlines that were not transportation related. Staff was able to reduce the list to 20 headlines. At the May meeting, members were asked to narrow the list from 20 down to the top seven headlines for review during the PEST analysis process scheduled for the June meeting.

Mr. Kozlosky told members that Chairman Doetsch and Vice-chair Williams and he discussed calling another special meeting to continue the work on the strategic business plan. The idea was presented to members at the June meeting; and, the motion to amend the meeting calendar to add a special meeting on July 13<sup>th</sup> for the purpose of continuing the work on the strategic business plan was approved unanimously.

### **3. Strategic Planning Exercise – Prioritize Top 5**

Following his presentation, Mr. Kozlosky stated that the goal for today's meeting is to narrow the list of headlines down to the five. He turned the meeting over to Mr. Scott Rosthauser to facilitate the discussion on how we get where we want to be.

Mr. Rosthauser asked members to review the list prepared by staff and check to see if there are any of the headlines that can be automatically excluded. Mr. Williams suggested pulling out items that are already programmed for construction, such as the I-140. During the discussions that followed, members suggested several items be removal from consideration. Mr. Williams suggested that the final list for top five priorities should only be things that have regional impact for the community. A general discussion was held regarding different projects and how they may impact the region.

Mr. Rosthauser asked members to review the list and select the top priority items that they would like to include in the strategic plan. Following a prioritization exercise, Mr. Rosthauser listed the priorities selected by members on flip charts. Items selected by the largest number of members were chosen for submittal in the PEST analysis. The priorities receiving the most votes included: the Hampstead Bypass, the Rail Re-alignment project, the Cape Fear Crossing, the Independence Boulevard extension, the Wallace to Castle Hayne rail expansion, and working to increase the direct routes into the Wilmington International Airport.

### **4. Next Steps**

Mr. Kozlosky suggested that staff take the list of six items through the PEST analysis process and bring them back to the next meeting. Consensus from the members was for staff to perform the PEST analysis and bring the results back to the next regular meeting.

### **7. Adjournment**

With no further business, the meeting was adjourned at 3:25pm

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.**