

Pete Parnian  
Mayor  
  
Joshua Patti  
Mayor Pro-Tem  
  
Greg Hines  
Councilmember  
  
Phil Misciagno  
Councilmember  
  
Walter Zabicki  
Councilmember  
  
Pamala Hall  
Councilmember

# Town of Holly Ridge

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Heather Reynolds, CMC  
Town Manager

Margaret Stiltner-Richmond  
Town Clerk

## Agenda

**HOLLY RIDGE TOWN COUNCIL**  
**Town of Holly Ridge Strategic Planning Meeting**  
**February 6 & 7, 2025**  
**Thursday 6: 9:00 AM - 5:00 PM**  
**Friday 7: 9:00-1:00 PM**

**A. Call to Order**

**B. Invocation and Pledge of Allegiance**

**C. Adoption of Agenda**

**Thursday, February 6 (9:00 a.m. – 5:00 p.m.)**

**9:00 a.m. – 9:30 a.m.:**

1. Introductory Remarks
2. Background Context
3. Review of Objectives and Agenda for Meeting
4. Procedural Guidelines:
  - Work session procedures
  - Consensus Agreement on Strategic Plan Efforts sought but formal, subsequent approval actions would occur at a regular Board Meeting
  - Note taking occurring to record session results
  - A “Parking Lot” list of items will be maintained for future review

Mayor Parnian & Perry James  
James  
James  
James

**9:30 a.m. – 10:00 a.m.:**

**Presentations:**

1. Why Do Strategic Planning?
2. Components of a Multi-Year Strategic Planning Process
3. The Initial Building Blocks: Mission and Vision  
Statements

James

10:00 a.m. – 10:30 a.m.:

- 1) Review/Discussion/Changes/Agreement on Initial Drafts of Mission & Vision Statements (**Note: Sent Out Earlier**):
- Mission Statement: *What is Our Purpose?*
  - Vision Statement: *What We Strive to Do in the Future?*”
  - A Later Option: Adding a Values Statement
- James  
Town Council

10:30 a.m. – 10:45 a.m.: Break

10:45 a.m. – 12:00 p.m.:

1. Finalize Actions on Mission and Vision Statements, if any
  2. Recap the November 2024, Workshop Process and Results
  3. Review Post-Workshop Efforts That Have Customized the Plan Leading to Current Workshop
  4. Begin Review of Customized Plan Details (**Note: Sent Out Earlier**)
- James  
Town Council

12:00 p.m. – 1:00 p.m.: Lunch Break

1:00 p.m. – 2:00 p.m.:

1. Review of Customized Plan (continued)
  2. Discussion/Agreement on Plan Content
- James  
Town Council

2:00 p.m. – 2:30 p.m.:

- Begin Review of Initiative Planning Forms/Factors for Focus Areas 1-3:  
**[To be handed out at Meeting]**  
(Focus on **Timing** Within the 5 Years (Early, Middle, Late); **Budget Needs; Responsible Person(s); Performance Measures**)
- James  
Town Council

- Strategic Area #1: **Safe, Vibrant, and Healthy Community**
- Strategic Area #2: **Organizational Excellence**
- Strategic Area #3: **Economic Development**

2:30 p.m. – 2:45 p.m.: Break

2:45 p.m. – 4:45 p.m.:

- Review of Initiative Planning Forms/Factors (continued)
- James  
Town Council

4:45 p.m. – 5:00 p.m.:

- Status Check on Today’s Work
- Looking to Day 2
- Wrap-up Comments
- James  
James  
Mayor

5:00 p.m. – 6:00 p.m.: Dinner (Optional)

**End of Day 1**

**Friday, February 7 (9:00 a.m. – 12:30 p.m.)**

9:00 a.m. – 9:15 a.m.:

1. Recap of Day 1 Results James
2. Review of Day 2 Agenda

9:15 a.m. – 10:30 a.m.:

Review of Initiative Planning Forms/Factors for Focus Areas 4 & 5: James  
**[To be handed out at Meeting]** Town Council

(Focus on **Timing** Within the 5 Years (Early, Middle, Late); **Budget Needs; Responsible Person(s); Performance Measures**)

- Strategic Area #4: **Economic Health**
- Strategic Area #5: **Revitalized Town Infrastructure**

10:30 a.m. – 10:45 a.m.: Break

10:45 a.m. – 11:15 a.m.: Complete Review of Initiative Planning Forms James  
Town Council

11:15 a.m. – 12:00 p.m.:

Presentations and Discussion: James

1. Effectively Managing the Strategic Plan Town Council
2. The Strategic Planning Continuum
3. Next Steps:
  - Update Plan Information, if needed, for Meeting actions
  - Conduct Town Hall meeting - Review of Strategic Plan with Community
  - Create a timing worksheet for Initiatives
  - Finalize the Strategic Plan Report including supporting documents
  - Council Meeting Approvals of:
    - Mission Statement (unless approved earlier)
    - Vision Statement (unless approved earlier)
    - Strategic Plan Report – 2025 to 2029
  - Management of Plan begins

12:00 p.m. – 12:30 p.m.:

1. Summary Thoughts James; Miller
2. Feedback from Town Council on Work Session Results Town Council
3. Wrap-up Comments Mayor Parnian
4. Adjournment