



**THE TOWN OF CAROLINA BEACH  
TOWN COUNCIL RETREAT  
Defining Strategic Priorities**

Thursday, January 25, 2024, 8:30 am- 5:00 pm

Friday, January 26, 2024, 8:30 am- 2:30 pm

**PARTICIPANT AGENDA**

**Attendees:** Town of Carolina Beach Mayor, Town Council Members, Town Manager, Town Clerk and various Department Heads

**Retreat Objectives:**

- To provide an opportunity for the Council to collaborate as a team on strategic priorities
- To develop a set of operating principles that guide how the Council wants to work together
- To review and celebrate the Town of Carolina Beach’s accomplishments
- To gain a deeper understanding of local government strategic planning and superior performance structures
- To strive for consensus on the Town of Carolina Beach’s organizational strategic planning themes: Vision, Mission, Core Values
- To gather information about the Town’s internal and external environment having a bearing on the Town’s success, currently and in the future
- To develop 3-year Goals (strategic focus areas)
- To identify Key Strategic Actions (critical projects/tasks) over for the next 12-18 months for each of the Goals
- To develop and utilize criteria to prioritize Key Strategic Actions.

Thursday, January 25 Agenda	
8:30	Welcome
8:45	What successes have we achieved over the last 12-18 months that we should celebrate?
9:15	What are the habits of high-performing boards in council-manager municipalities. How can we develop a stronger foundation for our work together as a governing team, strengthening relationships and building trust?
10:30	BREAK
10:45	What are the types and uses of strategic planning for local government? Why is strategic planning important for a high performing organization?
12:00	LUNCH
1:00	What are the main Vision themes for the Town of Carolina Beach?
2:00	BREAK
2:15	What are the Mission and Core Value themes?
3:30	BREAK



3:45	What are the internal and external trends in the environment having a bearing on the Town’s success, currently and in the future?
4:45	What are the next steps for tomorrow?
5:00	Adjourn

<b>Friday, January 26 Agenda</b>	
8:30	Welcome
8:45	Considering the work from yesterday, what are the key issues facing the town?
9:00	What are the Town of Carolina Beach’s Overarching Three-Year Goals?
10:30	BREAK
10:45	How do we move the needle in the next 12-18 months? Identify the Key Strategic Actions (KSA)
12:00	Lunch
1:00	How will we prioritize our Key Strategic Actions? What are the top Key Strategic Actions for Fiscal Year 2025?
2:00	Next Steps What process should we take to adopt and execute the strategic plan? What else should be developed to ensure results? How will we use the plan to get results? How do we hold ourselves accountable for results?
2:30	Adjourn

**Questions for reflection in advance of the retreat**

1. What are the top key issues facing our community?
2. What is the Council/ our interest in this particular issue?
3. What is the ability of Council/ or our staff to influence the issue?
4. What other stakeholders have an interest in this issue?