



SRATEGIC PLANNING RETREAT

Saturday, October 26, 2024 at 8:30 AM

Council Chambers – 15000 Washington St., STE 100 Haymarket, VA 20169

<http://www.townofhaymarket.org/>

MINUTES

I. CALL TO ORDER

The Town Council of the Town of Haymarket held a Strategic Planning Retreat on Saturday, October 26, 2024 in the Haymarket Town Hall commencing at 8:30 AM.

PRESENT

Mayor Ken Luersen
Councilmember Alexander Beyene
Councilmember Matthew Gallagher
Councilmember Joe Pasanello
Councilmember Mary Ramirez

ABSENT

Vice Mayor Tracylynn Pater
Councilmember Marchant Schneider

II. AGENDA ITEMS

1. Strategic Planning Work Session

The Town Council obtained a strategic planner to help them with identifying their mission, vision, strategies and goals for the next one to three years. Dr. Stephanie Davis from Virginia Tech provided the Council guidance as they worked on the plan.

First Item: Mission Statement. These following items were points that the Town Council wanted to see in their mission statement: transparency, vibrant and sustainable environment, fiscal responsibility and public safety ensuring a quality of life. Committed to delivering effective communications and promote economic prosperity. The following is a draft of the Mission Statement that the Town Council agreed on.

Mission Statement

The Town of Haymarket is a diverse and welcoming community where residents and businesses thrive through transparent governance, fiscal responsibility and public safety to achieve a vibrant quality of life.

Vision Statement

The Council reviewed three options given as a vision statement. The Town Council agreed on the following as their draft vision statement.

Our vision is to be a forward-looking small town that preserves our unique character and traditions, while fostering a safe, pedestrian-friendly , and inclusive community where residents, businesses, and visitors can flourish for generations.

Values

The Town Council also discussed their values. They listed the following as draft values: Transparency, Accountability, Fiscal Responsibility, Inclusive, Collaborative, Integrity, Community, Effectiveness

The Council reviewed the goals and strategies provided by Dr. Davis.

Dr. Davis stated that strategies need to be a one to three year plan. Goals are three to five year outlook, The Council addressed each line item provided that was sent to Dr. Davis in the original homework she gave them. A discussion ensued on the topic of traffic flow and set a meeting with VDOT since they control the streets. They discussed incorporating representatives on the state level – Senator Roem and Delegate Thomas. One of the Council's priority items is to investigate, evaluate and assess the feasibility of a municipal parking lot.

Dr. Davis stated that the goal is to have 6-8 strategies with 3-4 goals in mind.

Some of the strategic items discussed were small town feel through sustainable practices, preserve historic history, foster economic development and support small businesses, building community engagement and foster partnerships, enhancing public safety and community policing. Discussion started in getting an intern to evaluate and set up a spreadsheet for town assets inventory and maintenance schedule. There was also a discussion on out sourcing with a financial advisor to forecast a two year, a five year a ten year and a twenty year plan.

The Town Council established with 6 goals from the strategies that they reviewed and discussed.

The next step is that Dr. Davis will provided a final draft for Council review and present to the public at the November 4 meeting for comment. At that point, the Council will look and consider any public comment and then adopt the strategic plan by the December 2 meeting.

III. ADJOURNMENT

The Town Council ended the retreat at 2:30 pm.

Submitted By:

Approved By:



Kimberly Henry, Clerk of Council



Kenneth Luersen, Mayor