

City of Chester Strategic Planning Session
September 14, 2013, 9:00 am – 2:00 pm

PRESENT: Mayor Wanda Y. Stringfellow; Council Members Susan Kovas, Betty Bagley, Odell Williams, William Killian, Annie M. Reid, Sandi Worthy, Carla Roof and David Peay.

ABSENT: Linda Tinker, and George Caldwell.

Mrs. Worthy welcomed everyone to the planning. She requested that Council give her feedback on what their expectations are for the city. Discussed the downtown area, Movie Theater, beautification, more activity downtown, town cleanliness, actions to complete plans, go back to the previous planning session to see what has been accomplished, partner with CDDA, plan our work and work our plan. We make it hard for businesses; we need to support the business owners. We need to progressively get on the map, slogan for Chester, We need to get franchises to come to the city, we need to go back to our Charrette and implement it. A slogan is good but we need to work on our branding, be known for something.

Parking Lot – A list of items was listed for follow up.

Reviewed the agenda and explained what a strategic plan is: Planning is a tool for managing the change every organization must undergo; Integrated approach to strategic planning; requirements for successful change; discussed the planning process; planning principles; ten planning myths; process: four basic questions; overview of the planning process; create the culture to influence change; Team Participation; Characteristics of High Performing Organizations; Actions of highly effective terms; five dysfunctions of a team; creating authentic community; cycle of trust.

Where are we now?

Reviewed Vision –where do we see ourselves?

Reviewed Mission – how are we going to accomplish this?

Where are we today? Reviewed the organizational chart.

Major revenue sources: reviewed revenue sources.

Reviewed statistics for the city, county and state.

Our opportunity

Council participated in a working session: Strengths, Needs, Opportunities, and Improvements.

Where do we want to go?

The group reviewed our Mission and Vision

VISION- (maintain)

Core Values - work session. Council listed what they each have in their wards.

Input from others –

Whom do we serve?

City Entry Points

Community Mapping

What is the path to get there?

Identify issues for chosen strategic goals

Goals and objectives

How will we know if we have succeeded?

Score Card

Wrap up.....

Mrs. Worthy allowed Mr. Peay an opportunity to comment on the session. Mr. Peay indicated that everything they create, you have to relate the same way. If you want people to buy into something, you have to also buy in to it.

Three Words: Empathy, Generosity, Grace

Planning Powerpoint attached to minutes.

Meeting adjourned at 1:45 pm.

Respectfully submitted,

Carla Roof