

# Farmville Town Council Retreat

February 7, 2025

Emergency Operations Center  
Farmville Town Hall

## Agenda

9:00 a.m. Call to Order

### Introductory Remarks

- Suggested goals for the retreat:
  - Review progress on the work plan developed at the last retreat
  - Preview the Fiscal Year 2026 Budget
  - Review the Town's mission, vision, and values statements.
  - Review major strategic goal areas
  - Craft a work plan for the next 18 to 24 months
  - Identify longer term issues
  - Understand constraints to progress and identify means to overcome them
  
- Themes that may run through the day:
  - Council roles and responsibilities; dynamics and processes
  - Council/Manager roles and relationships
  - Public engagement
  - Limitations – staff, finances, time, statutes, Dillon Rule
  
- Ground rules
  - Everyone participates; no one dominates
  - Engage
  - Be honest
  - Listen to each other
  - Respect different opinions
  - No idea is too outlandish
  - Seek to understand
  - Ask questions
  - Seek consensus (formal action at a future Council meeting)
  - Silence means consent – speak up if you disagree
  - Use the parking lot for issues that may evade consensus or require more background
  - Have fun; don't take ourselves too seriously
  - We will take breaks when it seems appropriate

- *Is the proposed agenda acceptable? Are there any questions at this point?*

### **Common Themes from the Facilitator's Interviews with Council Members**

- Staffing – recruitment and retention; succession planning
- Communications – with boards and commissions; to and from the Town Manager and Council; website
- Infrastructure – water & sewer; sidewalks; buildings
- Partner relations – County, Longwood University, downtown partnership, business community
- Housing – incentives, permitting, zoning, comprehensive plan, school system
- Perry Drive traffic
- Grocery store
- Recreation – rec center, outdoor recreation
- The fence ordinance
- Business roundtables

### **Team Building Exercise**

- *Tell your colleagues something about yourself that they probably don't know.*
- *What strengths do you bring to the Town Council team?*
- *What two things might people find challenging when working with you?*
- *What legacy do you want to leave for the Town of Farmville when you conclude your service on Council?*

### **Review Progress In Addressing Action Items Identified in the 2023 Work Plan**

- *What are the most noteworthy achievements?*
- *Were there any disappointments?*
- *Were there any surprises that impacted progress?*
- *What are the most important things that remain to be completed?*

### **Fiscal Year 2026 Budget Preview**

**12:00 p.m. Break for Lunch**

## 1:00 p.m. Reconvene

### Review the Town Vision, Mission, and Values/Operating Principles

**Vision:** “A vibrant place to live, work and recreate.”

**Mission:** “To provide efficient, effective, and equitable service, and encourage diverse growth in our charming community.”

#### Values/Operating Principles

- ❖ *Honesty & Integrity*
- ❖ *Accountability*
- ❖ *Customer Focus – Positive, Friendly, and Courteous Town Workers*
- ❖ *Open, Honest, Transparent, Responsive, and Timely Communications*
- ❖ *Embracing Diversity – Open-minded, Unprejudiced, Inclusive, Respectful, and Seeking Common Ground*
- ❖ *Financial Responsibility, Sustainability, and Resiliency*
- ❖ *Asset Management and Maintenance*
- ❖ *Support and Development of Town Staff*

### Review the Strategic Goal Areas; Amend as Appropriate

#### Major Strategic Goal Areas

**Economic Development & Tourism** – *Support business development and expansion that enhances the tax base, provides gainful employment, and enhances quality of life. Tourism is an important component of economic development.*

**Public Safety** – *Protect life and property, plan for emergency management, mitigate risks, and respond to individual and community-wide crises.*

**Community Development & Land Use** – *Through comprehensive planning and appropriate land use decisions preserve the charm, beauty, and history of Farmville while accommodating growth, encouraging diverse and affordable housing, and promoting an efficient and safe transportation system.*

**Environmental Stewardship** – *As guardians of natural resources, act to promote sustainability and resiliency.*

**Infrastructure** – *Improve and maintain the Town’s important capital assets that are critical to service delivery, safety, and quality of life.*

**Government Performance** – *Continually work to improve organizational efficiency, effectiveness, and equity in service delivery through the adoption and revision of appropriate policies, procedures, and practices; adapt and implement best practices.*

**Recreation & Cultural Activities** – *Take actions to further develop and promote Farmville as the regional hub for recreation and cultural activities.*

**Partner Relationships** – *Maintain open communications with major partners and seek collaborative approaches for community improvement.*

**Identify Objectives, Priorities, and Timelines Under Each Strategic Goal Area; Assign Responsibilities**

- a. Immediate or Ongoing Actions
- b. Over the next 18-24 months
- c. Longer term (as much as 3-5 years)

**2:45 p.m. Wrap-Up**

- *What information would be useful to the Council to provide accountability: periodic reports, financial reports, project progress reports?*
- *How will your plan and progress with implementation be communicated to the public?*
- *Is there any unfinished work?*
- *What next steps do you want to take?*

**Final comments from the Mayor, Council members, and the Town Manager**

**3:00 p.m. Adjourn**