

Strategic Planning Committee

By John Ferguson, Chairman

I hope this article is the first of many that the Strategic Planning Committee (SPC) of Pine Knoll Shores will be publishing in *The Shoreline*. Our purpose in writing these articles is twofold. First, we want the people of Pine Knoll Shores to be informed of the Strategic Plan content so they will have a better understanding of the decisions our town leadership is making on our behalf; and second, we hope to improve the interaction between the community at large and the SPC. It is through an informed population that we hope to ensure diverse and new ideas emerge for inclusion in future revisions of the plan. The SPC meets the first Wednesday of each month at 3 p.m. It is an open meeting, and all input is welcomed in accordance with COVID-19 restrictions.

As this is the first communication, we wanted to provide you with background information regarding the Strategic Plan and how it has been developed over several years. I think you will find that the process is very methodical and contemplative. After all, it is the one document that our town leadership uses as a guide to actions. In future articles, we will provide specific information related to the Strategic Areas and Objectives that make up the plan.

For many years, this committee, primarily made up of volunteers from the town, has been meeting with the sole objective of developing and presenting to the Board of Commissioners and the town management a set of Strategic Areas and Objectives derived from our town Vision and Mission statements. These Strategic Areas and Objectives are then evaluated, and specific actions are developed to keep our town moving forward.

The Strategic Plan was first adopted in February 2014 after gathering input from focus groups, economic advisors and tourism specialists, to name a few sources. It was first thought to be an economic plan, but soon morphed into a much broader scope. Subsequent to the first plan, two other revisions were adopted—once in February 2016 and again in August 2017. A new revision is being developed and is scheduled for adoption in February 2022. To meet this objective, the SPC is gathering information from state, county and local sources. For example, North Carolina has initiated a program called Resiliency. This is a fancy word for identifying threats to our communities and developing preparation and recovery plans for natural disasters. Living on the coast, I am sure all of us can recognize the need to ensure we have the best and latest processes and recovery plans in place should we be impacted by storms or other natural disasters. In our efforts to work closely with the state, the Town of Pine Knoll Shores will be able to enjoy improved support as we continually improve on the safety and welfare of our citizens.

We are also soliciting input from citizens and business owners in our area, and this will continue subsequent to the adoption of the next revision to the plan. In this way, small adjustments to the plan can be made rather than going through a painstaking revision process. After all, the area we live in is changing rapidly, and our town must be in a position to adjust and continually improve in this dynamic environment. With that said, our efforts will always be guided by our approved Vision and Mission statements. These are the keys to our plan development, and each of our Strategic Areas and Objectives has a direct

tie to these two statements. Below are those statements for your review and consideration. We ask that you keep these in mind as we discuss our Strategic Plan in future communications.

Our *vision* is to provide a quality environment in which our citizens are safe and secure, where individual talents flourish, and everyone enjoys the natural resources of the area.

It is the *mission* of the Town of Pine Knoll Shores to provide concerted and friendly means of promoting health, safety and social wellbeing; develop and implement plans for the continuous improvement of the Town; and encourage the participation of residents in service to the Town and community.



**PKS YARD WASTE
PICK-UP DATES**
July 13,27



PKS RECYCLE DATES

"A" Week: July 5, 19
"B" Week: July 12, 26

*Please place recyclables and trash out
on Sunday night to ensure pickup.*

Please clearly mark recycling containers to ensure that recycling is not picked up by the trash truck. Stickers for this purpose are available at town hall. Contact Charles Rocci at town hall at 247-4353, ext. 13, or clerk@townofpks.com with questions.

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