

# Strategic Planning Committee

By John Ferguson, Chairman

As you have no doubt read in the *Carteret County News-Times*, the Strategic Planning Committee (SPC) met with the Board of Commissioners and committee chairpersons on January 19 to formally present the revised Strategic Plan and to seek approval of the document. I am very pleased with the result. The Board of Commissioners approved the plan, and it has been posted on the town website at [townofpks.com](http://townofpks.com) for all to review.

In the meeting, I mentioned that the purpose of the plan is to identify key areas and methods to continually improve, so that the vision and mission of our great town can be achieved over time. One of the key areas highlighted in our discussion was that of maximizing the input and involvement by our citizens in town affairs. It is the SPC's belief that in order to achieve the goals and objectives in the plan, the Board of Commissioners, town management, and our volunteer committees must work together in making decisions with the plan results in mind. It is also vital that we employ the myriad avenues available to utilize the citizen expertise found throughout our community. In fact, a key strategic area within the plan is Sense of Community. We are a community diverse in age, employment status and resident status. Incorporating this diversity will ensure the best performance results.

Another point made in the meeting is that the Strategic Plan is very broad. This, of course, is by design, as there are many areas that require attention to continually improve. However, this does not mean that every item can be completed within a short period of time. As such, Town Manager Brian Kramer and his staff have worked on implementation items and priorities that should be worked initially. In fact, he has worked with the SPC to identify these priorities, and Brian presented them to the Board of Commissioners for its approval at the off-site planning meeting on February 10-11. These priorities and the ties to the Strategic Plan, as well as the measures of effectiveness and progress, will soon be available on the town website, but I would like to summarize them here:

- Maximize the use of Federal Infrastructure funds by applying to the NC Drinking Water State Revolving Fund (DWSRF) and Clean Water State Revolving Fund (CWSRF) for projects
- Identify and prioritize Pine Knoll Shores capital improvement projects
- Conduct town-wide street assessment by credentialed consultant and develop a prioritized street repaving plan
- Identify best practices for technology in similar municipal governments in NC
- The town police and fire chiefs work to identify the ideal fully credentialed/trained/certified skill roster for all 21 Pine Knoll Shores Public Safety full-time employees
- Along with the NC Office of Recovery and Resiliency (NCORR), develop a prioritized list of resilience-focused initiatives in Pine Knoll Shores
- Develop a recruiting plan to maintain rosters for volunteer fire fighters, the Community Emergency Response Team (CERT), and Volunteers in Police Service (VIPS)
- Develop a succession plan for paid staff
- Identify improved outreach strategy to second-home owners, utilizing summer HOA meetings to capitalize on this

- Benchmark with other 20 coastal NC local governments for techniques for barrier island maintenance of beach strand. Emphasis on health and safety, dune strengthening and *damage prevention*
- Engage with NCORR in FY2022-23 to maximize use of anticipated federal funds
- Monitor sand volume in annual Shore Protection Office (SPO) report and correlate with Pine Knoll Shores Beach Capital Reserve Fund
- Initiate a photographic record of Pine Knoll Shores dune strength (height, width, density)
- Coordinate with other 20 coastal NC local governments on litter control, water quality, and public education initiatives
- Develop a Pine Knoll Shores Water Quality monitoring effort
- Modernize Pine Knoll Shores water table monitoring effort with the use of available technologies
- Examine the 2016 Citizen Visual Preference Survey
- In 2023, conduct a Citizen Visual Preference Survey with data from 2016 and emphasis on the Pine Knoll Shores Strategic Plan
- Examine development-related ordinances as part of the Unified Development Ordinance (UDO) effort

As we move forward with the implementation of our Strategic Plan, the Board of Commissioners, town management and the Strategic Planning Committee will do all we can to keep you informed. We look forward to working hard to meet these commitments and supporting our wonderful town.



## PKS YARD WASTE PICK-UP DATES March 8, 29



## PKS RECYCLE DATES

"A" Week: March 14, 28  
"B" Week: March 7, 21

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](mailto:clerk@townofpks.com) with questions.

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