



## KNIGHTDALE TOWN COUNCIL MINUTES

950 Steeple Square Court, Knightdale, North Carolina 27545

**November 7, 2008**

The Knightdale Town Council met at 11:45 a.m. at the Wachovia Capitol Center, 150 Fayetteville Street, Suite 1400, Raleigh, NC.

**PRESENT:** Mayor Russell Killen; Mayor Pro Tem Mike Chalk; Councilors Jeff Eddins, Terry Gleason, and James Roberson.

**ABSENT:** Councilor Tim Poirier

**Staff Members Present:** Gary McConkey, Town Manager; Seth Lawless, Assistant Town Manager; Suzanne Yeatts, Town Clerk; Tracy Pedigo, Public Works Director.

### **Welcome**

Mayor Killen welcomed participants at 11:56 a.m.

### **Session Objectives**

Dr. David Rendall, Rendall & Associates, reviewed objectives for the session and the goal for the day to set the vision for Knightdale.

### **Elements of a Strategic Plan**

Dr. Rendall noted the elements of a strategic plan address the following questions: where are we now?; where are we going?; how will we get there?; and are we there yet? The focus for today is on where we are now and where we are going rather than how we will get there.

### **Current Forces and Trends**

A discussion of the current forces and trends affecting Knightdale was led by Dr. Rendall. The following forces and trends were noted: economic; transportation; growing Hispanic population; gangs; technology; recent election results; proposed annexation changes; schools; healthcare; green initiative.

Meeting recessed at 1:10 p.m. and resumed at 1:21 p.m.

### **Current State of Knightdale**

Dr. Rendall turned the focus to creating a SWOT analysis: strengths, weaknesses, opportunities, and threats regarding Knightdale possibly using the preliminary citizen survey results as a guide. The following were cited:

Strengths: Highway 64 and I540; proximity to downtown Raleigh, RTP, I95, RDU Airport; growth capability; vacant property; healthcare; retail; community watch programs; centralized town facilities.

Weaknesses: Uninteresting recreation; large employers; walk ability; lack of housing diversity; schools; lack of a landmark/identity; communication with diverse community.

Opportunities: Successful neighboring towns; being the lead town in eastern Wake County; recruiting a private school; location; connectivity: mountain to sea trail; secure railroad right-of-way; balance diversity; utilize existing structures for diversity.

Threats: Safety: gangs; competition; losing people due to schools; diversity: two communities in one.

Councilor Roberson exited at 1:51 p.m.

### **Vision Statements from Other Communities**

Vision statements from other communities were explored and participants were asked to identify logo ideas that better represent Knightdale currently and for the future. The following ideas were noted: healthcare symbol; greenway; recreation; bikes; joggers; front porch; bridge over Neuse River; globe; recycling; earth; athletics; active lifestyle.

Participants identified the following values that are important to Knightdale and the anti-values or things that other communities value that Knightdale may not:

Values: Integrity; trust; confidence; safe; family-oriented; diverse; hardworking; fair; helpful; neighborhood; compact; accessible; proactive; vision; faith; connected; unified.

Anti-values: Exclusive; reactive; expansive government; bureaucracy; open all night; prosperous/wealthy; uniformity; individualized/closed-minded; strict; auto-centric; bright lighting; busy; elite; entrance fees for parks; homogenous.

Participants were asked to identify the city they admire the most and the following resulted: Asheville, NC; Annapolis, MD; Hendersonville, NC; Toronto, ON; Charleston, SC; Wilmington, NC; Blowing Rock, NC; San Diego, CA.

Meeting recessed at 3:15 p.m. and resumed at 3:30 p.m.

### **Future Vision for Knightdale**

Dr. Rendall discussed the importance of having an exciting vision that distinguishes Knightdale from other towns and gives people a reason to come here.

Mayor Killen explained that our vision would guide future decisions and noted the importance of being unified to reach our goals.

Dr. Rendall asked participants for suggestions for a vision statement for Knightdale and the following ideas resulted:

Crossroads of healthy, active, & traditional living  
A safe healthy community  
Your hometown  
We've got it all  
Come home at night  
Connected & vibrant  
Live where you work  
Access our lifestyle  
Our days are productive, our nights are memorable  
Global connectivity, front porch comfort  
Bridging tradition with technology  
Partnering for a healthy connected community  
Living at the crossroads – healthy living in a connected community  
Wake County's crossroads for healthy living

Mayor Pro Tem Chalk exited at 4:34 p.m.

Mayor Killen thanked Dr. Rendall for facilitating the session and asked everyone to keep thinking about the big picture as the next step will be to clarify our vision.

Assistant Town Manager Seth Lawless asked Council to review the preliminary results from the Recreation & Quality of Life Survey Report.

Mayor Killen requested a comparison of the respondent and actual demographics regarding the survey.

Meeting adjourned at 4:45 p.m.

  
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Mayor Russell B. Killen

  
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Town Clerk Suzanne M. Yeatts