

Archdale Comprehensive Plan  
Steering Committee Meeting  
Thursday July 25, 2019

**Members Present:** Larry Warlick; John Glass; Bob Kollm; David White; Dara Matthews; Beverly Nelson; Eric Sumner; Nichole Norman; Scott Darr.

**Members Absent:** Lewis Dorsett.

**City Staff Present:** Zeb Holden, City Manager; Jason Miller, Planning Director; Matthew Wells, Planning Administrator; Duncan Walser, Planning Technician.

**Benchmark Staff Present:** Vagn Hansen; Jason Epley; Monika Gehl; Bridget Callea; Ben Barcroft.

Order of Business

1. Welcome and Introductions

The meeting was opened and led by Mr. Vagn Hansen of Benchmark Planning. Benchmark staff, City staff, and members of the Steering Committee went around the room introducing themselves and their respective affiliations. Zeb Holden, City Manager, thanked everyone for participating and their continued efforts.

2. Public Outreach Activity Update

Mr. Hansen discussed that Benchmark had been present at the Archdale 4<sup>th</sup> of July Festival and talked to 118 people about their plans for the City, which included desires for more restaurants and a dog park. He noted many residents were regional, but that the efforts seemed to spark interest. The Public Kickoff meeting has also started to be promoted and City staff and Benchmark will utilize the steering committee to help in that promotion. Mr. Hansen also encouraged sharing the Facebook page to gain views.

3. Review Draft Community Survey

Mr. Hansen had the Committee look at a draft of the community survey, which was sent out previously, and will be promoted closer to the Kickoff meeting. A question was raised about including a question on the survey that looked into the future of what kind of community Archdale wants to be. It was agreed on that this could be added at the end. Another question was raised about the scientific accuracy of the data to which Mr. Hansen and Mr. Holden explained that it would be difficult to do so with the selected sample size and the nature of the survey.

4 Livability Factors Overview

Mr. Hansen explained that in part due to the City pursuing their “Age-Friendly Community” designation, Benchmark utilized AARP’s livability factors, which include

environment, neighborhood, and engagement. Mr. Hansen explained, after some discussion, that the factors were from a national level and some data may be a little skewed based on what was available.

#### 5. Background Research Progress Report

Mr. Hansen showed the Committee the work Benchmark had begun in writing their Background Research Report and some of the data trends they had already noticed. Statistics about educational attainment, home occupancy, income, population demographics, and various trends were discussed. Mr. Hansen stated that Benchmark hoped to have the Report done by the Public Meeting.

#### 6. Update on Listening Sessions

Mr. Hansen shared that 92 (EDIT: more than 100) people had signed up for one hour Listening Sessions on Monday, July 29th and Tuesday, July 30th. Archdale City staff were acknowledged for working to organize community members, including local residents, business owners, and other activists so that Benchmark can ask questions about the current state and future of Archdale. Mr. Holden asked any Steering Committee member that had not already signed up to speak to City staff about filling in a time slot.

#### 7. August 29th Public Kickoff Meeting Discussion

Mr. Hansen said that the Public Kickoff Meeting, open for all residents and members of the community, would be at the Archdale Library on Thursday, August 29th starting at 7pm and last until 8:30pm. A presentation will be conducted by Benchmark and questions will also be taken. Flyers have been handed out at various City events and will continue to be promoted over the next month. Steering Committee members were encouraged to promote as well.

#### 8. August Steering Committee Meeting

The Steering Committee was asked if Thursday, August 15th at 11am worked for a Steering Committee meeting to which all agreed.

With no further discussion, Mr. Holden and Mr. Hansen adjourned the meeting at 12pm.