



**Town of Pittsboro
Board of Commissioners
Strategic Planning Retreat
February 11, 2016**

| <u>Time</u> | <u>Topic</u> | <u>Presenter</u> |
|--------------------|--|-------------------------|
| 4:00pm-4:05 | Welcome and Introductions | Mayor Perry |
| 4:05pm-4:10pm | Overview & Format | David Long |
| 4:10pm-4:20pm | Budget & Organizational Review | Bryan Gruesbeck |
| 4:20pm-6:00pm | Department Head Reports/Discussion | David/Dept Heads |
| 6:00-6:15 | <i>Break</i> | |
| 6:15pm-7:45pm | Possible Focus Topics for FY 2015-2016 | David/Board |
| 7:45pm-8:00pm | Next Steps | Board/Mayor Perry |
| 8:00pm | Adjourn | |

DAVID LONG CONSULTING

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DAVID LONG has served as a professional planner and facilitator, primarily within the State of North Carolina, since 1974. *He has led numerous retreats and goal-setting sessions, and has assisted clients in developing a broad range of plans.* Clients include elected officials, planning boards, boards of education, chambers of commerce, economic development agencies, tourism organizations, special task forces, grassroots organizations, non-profit organizations and regional partnerships.

From 1974-2004, David served with the NC Department of Commerce as a liaison between state and local governments based in Winston-Salem, Asheville, Wilmington and Fayetteville. From 1986-2004 he served as the chief planner in a twenty county area of the Piedmont region of North Carolina, based in Winston-Salem, with responsibility for delivering planning services to over 150 communities in the fields of community planning, public management, and economic development.



He is deeply understanding of the unique roles of elected officials, managers, and non-profit leaders and is exceptionally skilled in working with these valued leaders to advance steadily on solid ground.

In 2004, David initiated a private consulting practice and continues to serve public, non-profit and private organizations. Responding to the competitive realities of the global economy, he has committed much of his energy to assisting communities in adapting to challenging economic times. *He especially enjoys helping communities find common ground and reach their full potential by gaining traction and achieving a shared sense of purpose, vision and overall direction.*

David has assisted over 425 organizations in conducting retreats/input sessions and in crafting creative plans and policies. He served on the adjunct

faculty of the University of North Carolina at Greensboro, where he taught a popular course in strategic planning. *David is a recipient of the Order of the Long Leaf Pine, awarded by the Governor for lifetime service to the State of North Carolina.*

David's recent work has focused on consensus building, strategic planning, growth management, economic development, and public policy. Along with colleagues Carol Rhea and Jeff Michael, he organized and led a groundbreaking regional planning initiative, the Yadkin/Pee Dee Lakes Project, built on principles of grassroots public participation; has assisted in establishing many local and regional tourism organizations; and has advised the Blue Ridge National Heritage Area.

David was instrumental in the late 1970s and early 1980s in laying some of the foundations for the highly successful revitalization of the City of Asheville as well as the resurgence of the broader mountain region. He also assisted many communities in the coastal region in implementing the initial phases of the Coastal Area Management Act.

David holds a BA from the University of North Carolina at Chapel Hill, a Master of Public Affairs (MPA) from Western Carolina University, a certificate in nonprofit management from Duke University, and was a longtime member of the American Institute of Certified Planners.

David is a tenth generation North Carolinian with deep roots in the State, and operates as a fully independent practitioner. He and his wife Ann, a retired teacher, currently reside in Greensboro. Twin daughters Sarah and Elizabeth (age 29) are his heroes and constant inspiration for creating communities that value the unique talents and perspectives of each and every citizen.

Please see client list next page.

Examples of Clients Served: Retreats, Strategic Plans, Goal-Setting

| | |
|---------------------------------------|---|
| Advantage West | Mebane, Town of |
| Apex, Town of | Montgomery County EDC |
| Archdale-Trinity Chamber of Commerce | Moore County Planning Department |
| Asheboro-Randolph Chamber of Commerce | Morrisville, Town of |
| Bethania, Town of | Mount Airy Chamber of Commerce |
| Black Mountain, Town of | Newton, City of |
| Blue Ridge Parkway Foundation | North Carolina Arts Council |
| Blue Ridge National Heritage Area | North Carolina Department of Commerce |
| Camden County | North Carolina Department of Cultural Resources |
| Carthage, Town of | North Wilkesboro, Town of |
| Central Carolina Education Consortium | Northwest Piedmont Council of |
| Chapel Hill Downtown Partnership | Governments |
| Chapel Hill, Town of | Piedmont Land Conservancy |
| Chatham County | Piedmont Triad Partnership |
| Chinqua-Penn | Pittsboro, Town of |
| Clemmons, Village of | Randolph County |
| Dan River Basin Association | Reidsville, City of |
| Danbury, Town of | Rockingham County |
| Davidson County | Rockingham County Chamber(s) of |
| Davidson County Schools | Commerce |
| Davie Chamber of Commerce | Rockingham County EDC |
| Davie County | Rockingham County United Way |
| Deerfield Beach FL, City of | Spencer, Town of |
| Downtown Mocksville | Stanly County Chamber of Commerce |
| Downtown Salisbury | Stokes County EDC |
| Garner, Town of | Stokesdale, Town of |
| Graham County | Surry Arts Council |
| Greenville, City of | Surry County |
| Historic Salisbury | Surry County Board(s) of Education |
| Kannapolis, City of | Wadesboro, Town of |
| Kernersville, Town of | Waynesville, Town of |
| Lewisville, Town of | Wilkes County Chamber of Commerce |
| Lexington, City of | Yadkin/Pee Dee Lakes Project |
| Lexington Tourism Authority | Yadkin County Schools |
| Marshville, Town of | Yadkin County |
| | Yanceyville, Town of |