



## 2023 PLANNING RETREAT

**Requested Action:** Staff requests feedback on use of a facilitator, location, and time.

## SUMMARY

In 2022, the Town Council held a strategic planning retreat at the Shelby-Cleveland County Airport and used Mr. Chris Aycock as the facilitator. Feedback from the retreat was very positive and resulted in the [Strategic Plan](#) that has helped guide the budget and goals for the last year.

Staff recommends the use of a facilitator at this year's retreat. We've explored several possibilities so far including:

- [The Aycock Group](#) (Chris Aycock, previous facilitator) - \$4,000
- [UNC School of Government](#) - \$3,600
- [Fountain Works](#) - \$5,000

All the options would ask for a meeting or phone call ahead of the retreat to get some initial input (Mr. Aycock attended a Council meeting last year before the retreat). Staff is requesting input on the facilitator for this year. If you have any remarks or changes you'd like to see, please relay those before, during, or after the meeting to Mr. Longino.

Staff would also request input on the location. The airport is available, we can explore Gardner-Webb or another location. We do feel that it's important to meet outside of the Town Hall as the intent of the retreat is to be less formal and open up more discussion.

## MATERIALS PROVIDED

- **None**