

Nags Head Legacy Goals (from Mayor Cahoon)

Provide Superior Service-whatever we do, we do really well!

Implement a budget process that addresses levels of service and capital improvement, so Board understands what result will look like
Board members challenge themselves to raise levels of service and capital improvement when appropriate
Measure public/customer satisfaction and identify improvements
Implement identified customer service improvements, quickly when low-no cost
Benchmark acceptable levels of service so we know what exceeding them looks like (even if it's a clean garbage truck!)
Motivate staff to do the "best" within the time and resources available, rather than simply accomplish the task/install the improvement

Be creative when dealing with natural hardships like sea level rise.

Revisit risks listed in the VCAPS report.
Prioritize a set of those risks for further study and recommendations.
Engage with student groups like the current NCSU Sustainability Studio to visualize responses
Invest in a buyout/relocation fund for the distant future
Continue to implement drainage projects and seek grant funding for more

Enhance our status as a visitor destination and outdoor recreation economy

Improve remaining unimproved beach and sound accesses
Improve sound accesses for a broader range of sailing/kiting uses
Identify and mitigate potential pollution sources to prevent beach closures
Stay ahead of septic health, clean groundwater, alternative approaches
Maintain control of beach activities that distract from the experience
Survey small recreation product manufacturers and support their needs
Spotlight interesting, unusual or historic outdoor recreation businesses
Board shaping exhibition/festival
Awards program for innovative businesses
Recognition for historic recreation businesses/pioneers
Maintain and enforce barriers to disruptive "party houses"

Enhance traffic and pedestrian safety and encourage walkability with pathways, greenways and a US 158 Greenway

Identify US 158 business leaders who will see the benefits and advocate for a greenway
Meet with our NCDOT representative and our legislative representatives to press for the greenway option
Petition NCDOT, at every opportunity, to consider the greenway option
Develop images and messages to develop public support for the greenway option
Continue to identify locations and build multiuse paths
Use MUP construction to connect assets in the Whalebone area

Maintain our wide non-commercial beaches

Expand funding to guarantee capacity for the next project
Meet with legislators to press for groin or reef options to slow erosion
Monitor and act quickly on commercial encroachments

Become More Diverse

Encourage, and when possible develop, diversity of housing, lifestyles, social characteristics, and people

*Identify sites for multifamily housing, set parameters, and conduct non-binding design competitions (to illustrate creative options at low-no cost)
Survey or undertake other mechanism to understand housing needs in detail
Create a small summer multi-cultural festival for visiting workers
Educate business owners on commercial site housing options in UDO
Consider an ADU ordinance for the commercial zone only
Maintain barriers to larger houses*

Maintain and further develop solid infrastructure including roads, stormwater, health care, the internet, and cultural features/settings/events

*Identify champions/monitors for key assets like parks, pathways, etc.
Install signage with contact info for reporting problems/maintenance needs
Create/maintain/monitor work plans for maintaining assets
Conduct regular meetings with hospital leadership to discuss plans and needs
Convene a meeting of remote/tech workers to discuss their tech/internet needs
Maintain farmer's market and summer concert schedule
Maintain partnership with DCAC for events like Artrageous
Expand Artrageous, Roll 'n' Stroll, or another event to include street art
Complete and install a number of art masts*

Become home to a creative year-round workforce

(Relates to diversity and outdoor economy goals)

*Challenge the Art and Culture Committee to further define creative workforce
Develop a list of target workers and businesses appropriate to Nags Head's scale and capacity
Identify channels to promote the town to those businesses and workers
Identify barriers to creative work and identify measures to eliminate them
(Read "Cities and the Creative Class")
Complete other goals outlined above which will make the town very attractive to workers who have the option to live here and work remotely*

Nags Head Wow Factors

Be the leader.

Coastal town model that other towns model themselves after.

*Publicize the locations where we have better amenities, more beautiful spaces, or the times when we have innovated in policy or action.
Host events on coastal and small town issues, like recycling/reduction*

Be innovative.

Creative thinking.

*Cross-disciplinary teams brainstorm solutions to problems (quick strike)
Identify and emulate forward-leaning communities from around the world
Quickly implement low cost ideas*

Be competitive among municipal workforces.

*Maintain pay and benefits near the top of the range
Offer superior training opportunities
Maintain high-quality management, perceived as fair and supportive*

Cool food and art scene.

*Challenge the Art and Culture Committee to define this
Modify ordinances to allow more food option experimentation.
Create an annual restaurant awards program, or an award for the Seafood Festival (most creative dish)*