



Agenda Item Summary Sheet

Item No: **I-6**
Meeting Date: **February 7, 2024**

Item Title: Presentation of Strategic Plan from Nov 2023 Board Retreat

Item Summary:

At the February 7th Board of Commissioners meeting, staff will present the draft 2024 Strategic Plan resulting from the Board's strategic planning retreat held in November of 2023.

The strategic plan has been developed to guide our town's strategic direction and was developed collaboratively with the input from our community members and through a joint effort of our dedicated Board of Commissioners and staff. The starting point for this plan was the mission, vision, and goals from the 2021 Strategic Plan. The foundation of this plan lies in the collective wisdom of Nags Head's residents and property owners. In addition to reviewing strategic guidance from prior plans, the town actively sought the input of our community to understand their needs, concerns, and aspirations for the town's future in the [2023 Community Survey](#). The insights gathered in the survey played a pivotal role in shaping the strategic priorities outlined in this plan.

The 2024 Strategic Plan establishes a revised mission and vision statement for Nags Head. In addition, the strategic plan goes beyond routine operations and defines a set of goals, objectives, and action items that guide the Town's direction. These items are forward-thinking, innovative, and designed to address both current challenges and future opportunities. They represent a commitment to proactive, intentional efforts to enhance the well-being of all residents and visitors. Most action items will be implemented in two years or less; however, some actions will be ongoing and will be implemented as part of the Town's annual CIP and budget process. Staff looks forward to reviewing the plan with the Board and working to implement the Town's goals for the coming year and beyond.

Number of Attachments: 1

Specific Action Requested:

Provided for Board review and approval.

Submitted By: Administration

Date: January 12, 2024

Finance Officer Comment:

No unbudgeted fiscal impact.

Signature: Amy Miller

Date: January 12, 2024

Town Attorney Comment:

N/A

Signature: John Leidy

Date: January 12, 2024

Town Manager Comment and/or Recommendation:

I appreciate the collaborative effort between the Board and staff to develop the 2024 Strategic Plan and look forward to implementing the Board's vision for the Town.

Signature: Andy Garman

Date: January 12, 2024