

## **Roanoke Rapids City Council Strategic Planning Retreat**

The City of Roanoke Rapids City Council held a Strategic Planning Retreat on **Wednesday, August 20, 2025 at 9:00 a.m.** in the Roanoke Canal Museum, 15 Jackson Street, Roanoke Rapids, North Carolina.

**Present:** Emery G. Doughtie, Mayor  
Sandra Bryant, Mayor Pro Tem  
Keith Bell  
Andy Jackson  
Rex Stainback

### **Council Members**

**Absent:** Curtis Strickland, Council Member

City Manager Traynham opened the meeting and welcomed attendees. City Manager Traynham excused herself for the remainder of the meeting.

Facilitating the Strategic Planning Retreat was the Hayes Group Consulting team: Charles Hayes, Jan Hayes and Dan Parks.

### **Retreat Objectives**

- What do people want to know about Roanoke Rapids
- Why they chose to serve
- Take-Aways from Strategic Interviews
- Vision for Roanoke Rapids
- Leadership
- Update on Findings and suggested Strategic Priorities
- Priorities and Next Steps

Council members collaborated on vision statements for Roanoke Rapids and discussed the following draft Strategic Priorities:

### **Strategic Priorities**

#### **I. Leadership & City Management**

*Goal 1:* Lead by example; provide visionary and collaborative leadership in order to guide Roanoke Rapids from possibility to actuality.

#### **II. City Services**

*Goal 2:* Achieve “customer-service excellence” in the delivery of all Roanoke Rapids City services.

**III. Economic Vitality**

*Goal 3: Strengthen and leverage economic and cultural assets; position Roanoke Rapids to compete in the 21<sup>st</sup> century economy.*

**IV. Marketing, Branding, Communications**

*Goal 4: Engage, educate & inspire all stakeholders (internally & externally).*

**V. Quality of Life**

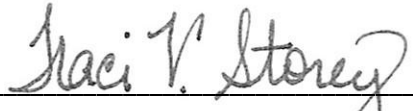
*Goal 5: Transform Roanoke Rapids; focus on the revitalization of our place, and the joy of life for all citizens.*

- a. Uptown-Downtown Revitalization: Beautify and restore the physical assets of Roanoke Rapids; enhance Roanoke Rapids as the “central hub” for community and economic activity.*
- b. Infrastructure & Capital Improvement: Revitalize Roanoke Rapids’ Quality of Place; secure and implement significant infrastructure projects.*
- c. Recreation, Entertainment & Cultural Development: Enrich the facilities and amenities that contribute to the Roanoke Rapids quality of life; leverage Roanoke Rapids’ natural resources.*
- d. Community Well-Being: Improve the combination of resources essential for citizens and Roanoke Rapids to flourish; education, health, public safety, and environmental sustainability.*

Next Steps were discussed. No action was taken during the retreat.

The meeting concluded at 1:00 p.m.

**Note:** *Jan Hayes, Managing Partner with the Hayes Group Consulting provided minutes of the retreat to the City Clerk.*

  
Traci V. Storey, City Clerk

**Approved by Council on: September 2, 2025**