

February 4, 2022

// An additional meeting of the Council of the City of Lynchburg was held on the 4th day of February, 2022, at 10:00 A.M. at the Academy Center of the Arts, MaryJane Dolan, President, presiding. The following Members were present at the retreat:

Present: MaryJane Dolan, Beau Wright, Jeff Helgeson, J. Randy Nelson, Treney Tweedy,  
Sterling A. Wilder 6

Absent: Chris Faraldi 1

// Mr. John Martin, CEO and Managing Partner, and Ms. Rachel Yost, Managing Partner, both of Southeast Institute of Research (SIR), the firm hired to conduct the retreat, provided Council with an overview of proposed events of the day:

- Review 6 Roles of Highly Effective City Councils
- Conduct a SWOT– Internal and External Forces (Trends)
- Based on this Situation Review – Create a Strategic Perspective
- Values, Vision, and Framework
- Look at Current Topics Through this Strategic Perspective
- Outline Next Steps

Mr. Martin discussed the retreat goals:

- Objective: Learn about and inspire a strategic perspective to shape the future of Lynchburg.
- Alignment: Arrive at a consensus perspective on the current state.
- Engagement: Ensure all Councilmembers' voices are heard.
- Action: Arrive at clear next steps to advance a strategic perspective.

// Mr. Martin led the Council in a group exercise entitled, "Using a Strategic Perspective to Prioritize and Make Short-Term Decisions". Separated into three groups of two, Mr. Martin asked Council to choose two topics among each group of importance to Councilmembers from the following categories: taxes, compensation, infrastructure, safety, education, upward mobility, environment, branding, and

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partnerships. He then asked each group to consider the following questions as it pertains to each of the topics:

“What should Lynchburg (all stakeholders) do to strategically address this topic area in a way that reinforces our story as a great place for young people and young families?”

“How should City Council provide strategic leadership in this topic area?”

Councilmembers then collectively discussed their priorities for the City and organization as it pertains to the upcoming budget based on the group exercise. Council chose to focus their efforts in the following areas: Public Safety, Infrastructure, Lifelong Learning, Economic Development, and Quality of Life.

// The meeting adjourned at 4:00 p.m.

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Clerk of Council