

TOWN OF WILSON'S MILLS
TOWN COUNCIL MEETING
Joint with Planning Board
October 27, 2025

PRESENT: Mayor Fleta Byrd, Mayor Pro-tem JC Triplett, Councilmembers David McGowan, Carolyn Dobbin, and Tim Brown. Planning Board Chairman Donald Byrd, and Planning Board Members Doris Riley and Jim Uzzle.

OTHERS PRESENT: Town Administrator Leighanna Worley, and Town Clerk Emily Matthews.

ABSENT Planning Board members Marvin Dodd, Lloyd Barnes, Benji Parrish, Tony Eason, and Jay Mouser

CONVOCATION: Mayor Byrd declared a quorum present and called the meeting to order at 5:20pm.

STRATEGIC PLAN DISCUSSION WITH PLANNING BOARD: Town Administrator Worley said Council attended a Strategic Planning workshop on October 8th and 9th in Winston Salem where they created a draft Strategic Plan. The plan features focus items, objectives for each item, and action items for each objective. Council then met during a special meeting on October 23rd and reviewed the draft plan and made changes. Ms. Worley said the changes made to the plan are highlighted in the copies given to everyone attending the meeting. She also said there are a few placeholder terms in the plan until we can be more specific according to the needs of the Town. Ms. Worley reviewed the following focus areas:

1. Safe, Vibrant, and Healthy Community
2. Economic Development
3. Safe, Reliable, and Sustainable Utility Services
4. Transportation

Ms. Worley reviewed the following objectives and initiatives for the first focus area:

- Objective 1: Support an active lifestyle for our residents by providing vital Parks and Recreational opportunities.
 - Initiative 1.1.1: Conduct public workshops to identify desired Parks and Recreational programs and facilities not currently offered, along with estimated costs.
 - Initiative 1.1.2: Prioritize desired projects and identify or seek funding options, including governmental and private grants, sponsorship, and volunteer efforts.
- Objective 2: Cultivate partnerships with local human service agencies, non-profit organizations, and other community institutions to support the needs of our residents.
 - Initiative 1.2.1: Involve citizen focus groups or other community engagement to provide information on human service needs and in responding to ideas and opportunities in the community.
 - Initiative 1.2.2: Provide multi-lingual information and

access for our residents to social service organizations.

Ms. Worley asked if there were any questions on the first focus area. Councilmember McGowan asked if Ms. Worley could elaborate on how we plan to involve the citizens with these action items. Ms. Worley explained over the last couple of years the staff have worked on community engagement. We are looking into having pop-ups at various places such as HOA meetings and at the park during events to allow the public to collaborate with the staff and Council. She said we can also have surveys and questionnaires available during the pop-ups. Councilmember McGowan and Mayor Byrd talked about having a tent at these pop-ups specifically for Council.

Councilmember Brown said for the pop-ups we should have a tent specially with the Town logo in order to make it identifiable. He asked what other languages are spoken in town other than English and Spanish. Ms. Worley said when the time comes to take action regarding this objective we have staff who could translate for Spanish speakers and we also have a translation service in the Police Department.

Ms. Worley said the second focus area is Economic Development. She said this area originally discussed maintaining amenities so we could attract business. The objectives were changed to plan for town amenities. She reviewed the following objectives and initiatives:

- Objective 1: Maintain infrastructure and amenities that are attractive and necessary to economic development.
 - Initiative 2.1.1: Visually show visitors and newcomers what the town has to offer by way of signs, banners, and other effective marketing tools.
 - Initiative 2.1.2: Pursue funding options, including grants and savings, to pay for needed capital improvements.
- Objective 2: Promote the unique character of the community (such as natural resources, historical background, proximity to interstates and metropolitan areas) to attract business growth.
 - Initiative 2.2.1: Inventory all community assets and evaluate how they could be further utilized to attract economic development to the town.
 - Initiative 2.2.2: Meet with key developers to review opportunities for private investments utilizing community assets (new restaurant in a historical area, tourism or other ventures along natural resource places, etc.)

Ms. Worley said while it talks about promoting the unique character of the Town, Council discussed last week that they would rather focus on historical aspects of the town.

Mayor Byrd asked if there were any comments or suggestions regarding this focus area and there were none. She also reminded everyone all of these items will be placed into a timeline spanning the next 5 years.

Ms. Worley said the third focus area started out as “Safe, Reliable, and Sustainable Utility Services” but it was reworded. She said we do not own utilities and we only maintain a small percentage of them, the rest are maintained by the County. She said we are currently working on agreements with the county and boundary agreements with neighboring towns. Chairman Byrd asked what percentage of the sewer in town does the Town own and Ms. Worley said 77 percent of the lines in town were sewer after the last project but we do not own 77 percent. She said she can pull the most recent study to show what we own versus what the County owns. She said this focus area for now focuses on strengthening partnerships and plan developments coming into town. Ms. Worley reviewed the following objectives and initiatives:

- Objective 1 Strengthen partnerships and agreements with counties and neighboring towns to ensure consistent access.
 - Initiative 3.1.1: Review and update interlocal utility agreements to ensure that the terms are current, equitable, and account for projected growth within the town limits and ETJ (extraterritorial jurisdiction).
 - Initiative 3.1.2: Establish a utility coordination committee with representatives from the town, county, and partner municipalities to meet quarterly and proactively address service issues, expansion plans, and infrastructure maintenance.
- Objective 2: Plan for long-term infrastructure development that supports growth and ensures service access for all citizens.
 - Initiative 3.2.1: Develop a utility master plan that maps existing service boundaries. Identifies underserved areas and outlines phased expansion strategies that align with the town's growth plans.
 - Initiative 3.2.2: Pursue funding and grants for utility infrastructure improvements and extensions.

Ms. Worley explained we are not talking about increasing our utilities we are instead talking about making sure the citizens we have are taken care of in regard to sewer and providing solutions to an issue. The focus area also focuses on planning for long term infrastructure development. Mayor Byrd mentioned she thinks Initiative 3.1.2 should say “as need” rather than “quarterly.”

Ms. Worley moved on to the fourth focus area which is Transportation. She said this focus area focuses more on connectivity and the multimodal plan adopted last year.

- Objective 1: Improve connectivity and growth of neighborhood and downtown area by investing in road and sidewalk infrastructure.
 - Initiative 4.1.1: Develop a multi-year capital improvement plan for streets and sidewalk infrastructure projects,

including expected funding sources to potentially include Powel Bill revenue, General Fund transfers, and long-term debt.

- Initiative 4.1.2: Pursue a goal of ensuring safe walking access to schools by building paths or sidewalks that connect its local schools and recreation area to its residential streets.

Ms. Worley said there was discussion of changing the name of the focus area to something other than transportation. Councilmember McGowan said he thinks this area should focus on walking and riding bikes. Planning Director Oldham and Councilmember Brown suggested “connectivity” rather than transportation. Ms. Worley said she thinks the public may misinterpret the goals if we were to list the focus area as transportation. Chairman Byrd mentioned changing the wording of objective one to say “streets” rather than roads to show consistency throughout the objective. Mrs. Oldham suggesting using “interconnectivity.”

Ms. Worley reviewed the second objective and initiatives.

- Objective 2: Enhance active lifestyle practices in the community by improving active transportation modes such as walking and cycling.
 - Initiative 4.2.1: Collaborate with local businesses to provide bike parking options throughout the commercial district.
 - Initiative 4.2.2: illustrate on the Town’s website and other media sources how the town provides access to active transportation modes and enhance community experiences.

Mayor Byrd said she likes interconnectivity as the focus area because it better represents what we are trying to achieve. Ms. Worley said she will change the focus area name and during the public hearing next month we will be able to get the public’s input as well.

Mayor Byrd asked if the timeline will be a part of the final plan and Ms. Worley said the timeline will be attached to the Strategic Plan as an appendix if it is approved at the public hearing. Councilmember McGowan asked if progress reports can be provided as these things are being completed and Ms. Worley said all progress can be highlighted in the monthly departmental reports.

Ms. Worley said the plan is to hold the public hearing at the November 17th Council meeting. She said a draft will be available for the public to review until the public hearing is held. She also said she can have a timeline ready at the November 17th meeting.

**MOTION TO GO INTO
CLOSED SESSION:**

A motion was made by Councilmember Tim Brown and seconded by Councilmember David McGowan for only members of Council to go into Closed Session at 6:09pm pursuant to N.C.G.S. 143-318.11(a)(2) “...consult with attorney...” and invite Planning Director Oldham into the Closed Session. Motion carried unanimously.

**MOTION TO COME
OUT OF CLOSED
SESSION:**

A motion was made by Councilmember David McGowan and seconded by Councilmember Randy Jernigan to come out of Closed Session at 8:00pm. Motion carried unanimously.

ADJOURN:

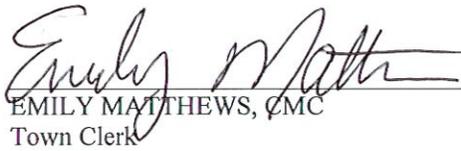
A motion was made by Councilmember David McGowan and seconded by Councilmember Carolyn Dobbins to adjourn. Motion carried unanimously.

The meeting adjourned at 8:00pm.





FLETA A. BYRD, Mayor



EMILY MATTHEWS, CMC
Town Clerk